



TN : HAVELLS Sales Performance 24/03/2026 8:09 AM

MTD Sales
100.61 L

Brand Share %
9.47 %

Information:

MTD : 01-03-2026 To 23-03-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **9.47 %** are only listed below

Property	MTD Sales L	Brand Share %
Fan	32.63	11.72 %
Air-Cool	26.45	10.63 %
Iron	15.63	52.92 %
W.Heater	13.07	14.19 %
W-Purifi	10.75	9.45 %
Mixie	1.46	0.51 %
W-Disp	0.62	5.62 %
Total	100.61	9.47 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	18.66	10.99 %
SOUTH-03	15.98	10.51 %
WEST-01	15.06	12.32 %
CHENNAI-01	11.08	7.01 %
TRICHY-01	10.62	10.14 %
WEST-02	8.60	6.53 %
NORTH ARCOT	7.82	9.47 %
CHENNAI-02	7.80	8.78 %
SOUTH ARCOT	4.98	9.60 %
Total	100.61	9.47 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fan	7.88	20.07 %
Air-Cool	4.21	10.97 %
Iron	2.63	48.58 %
W-Purifi	2.15	8.20 %
W.Heater	1.36	12.63 %
Mixie	0.37	0.76 %
W-Disp	0.07	7.78 %
Total	18.66	10.99 %

Branch *	MTD Sales L	Brand Share %
KVT1	0.92	9.45 %
KYR1	0.41	7.97 %
RPM1	0.36	6.47 %
SVK1	0.28	5.82 %
NGR1	0.26	3.67 %
ERL2	0.23	6.64 %
ASM1	0.22	6.18 %
PKD1	0.19	6.30 %
MMT1	0.18	6.37 %
TCN1	0.17	4.46 %
SDI1	0.15	3.36 %
ARM1	0.15	7.02 %
PDI1	0.12	4.11 %
VNR1	0.12	3.14 %
SGT1	0.12	5.75 %
UDN1	0.11	8.77 %
KGL1	0.08	6.42 %
VKM1	0.07	1.99 %
SKD1	0.06	2.85 %
TKY1	0.05	2.46 %
KSM1	0.03	4.52 %
S2SD		0.00 %
WHTV		0.00 %
Total	18.66	10.99 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cool	4.83	12.63 %
Fan	4.54	10.54 %
Iron	2.75	51.69 %
W.Heater	2.28	25.56 %
W-Purifi	1.09	6.95 %
Mixie	0.33	0.85 %
W-Disp	0.16	11.43 %
Total	15.98	10.51 %

Branch *	MTD Sales L	Brand Share %
DGL1	0.80	6.42 %
MDU6	0.60	9.03 %
KKD3	0.59	9.39 %
MDU3	0.45	9.23 %
MDU5	0.36	7.15 %
ATG1	0.31	9.35 %
CBM1	0.30	6.66 %
TDI1	0.24	8.83 %
SVG1	0.23	7.32 %
PKM1	0.23	7.98 %
BTU1	0.22	7.97 %
BNR1	0.22	8.72 %
DGL2	0.18	4.90 %
TEN1	0.18	5.74 %
KPT1	0.18	4.93 %
MPA1	0.15	4.04 %
ADP1	0.14	4.58 %
USL1	0.14	4.54 %
KYK1	0.14	8.92 %
MLR1	0.12	4.68 %
SGP1	0.10	8.39 %
PNV2	0.08	4.35 %
PVI1	0.08	5.02 %
KRR1	0.06	1.55 %
NTM1	0.05	2.46 %
ODM1	0.04	1.89 %
SZSD		0.00 %
Total	15.98	10.51 %

WEST-01

Property	MTD Sales L	Brand Share %
Air-Cool	6.55	14.75 %
Fan	3.88	13.91 %
Iron	1.93	65.13 %
W.Heater	1.30	12.69 %
W-Purifi	1.28	17.44 %
Mixie	0.12	0.43 %
Total	15.06	12.32 %

Branch *	MTD Sales L	Brand Share %
AVI1	0.59	8.77 %
SNR1	0.58	8.14 %
CBE4	0.58	8.22 %
SUL1	0.35	6.11 %
CBE6	0.32	7.04 %
PDM1	0.27	7.28 %
CBE1	0.20	3.81 %
KMD1	0.17	9.24 %
UMP1	0.16	5.56 %
MPM1	0.15	3.22 %
GBM1	0.13	8.92 %
PPI1	0.10	3.68 %
UAM1	0.09	4.77 %
DPM2	0.08	2.51 %
KGM1	0.07	3.68 %
CBE3	0.03	1.95 %
TPR4	0.03	1.27 %
KGI1	0.01	2.10 %
WZSD		0.00 %
Total	15.06	12.32 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fan	3.61	5.61 %
W.Heater	2.34	11.17 %
W-Purifi	1.91	8.83 %
Air-Cool	1.55	11.65 %
Iron	1.36	48.16 %
W-Disp	0.22	9.11 %
Mixie	0.09	0.27 %
Total	11.08	7.01 %

Branch *	MTD Sales L	Brand Share %
CH25	0.45	8.03 %
CH49	0.37	5.18 %
CH45	0.36	8.95 %
CH42	0.36	5.17 %
CH08	0.36	6.16 %
CH16	0.27	4.77 %
AVD1	0.23	8.54 %
CH39	0.22	8.25 %
CH19	0.22	4.44 %
CH47	0.19	6.13 %
GUD2	0.18	7.94 %
MRM1	0.13	4.22 %
CH35	0.11	5.19 %
CH48	0.10	2.34 %
CH22	0.10	2.84 %
GUD1	0.06	1.29 %
KNR1	0.05	5.00 %
CH26	0.04	2.93 %
WHC3	0.03	2.69 %
CH37		0.00 %
CZWH		0.00 %
MC10		0.00 %
WCHN		0.00 %
Total	11.08	7.01 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cool	3.47	11.06 %
Fan	3.25	14.60 %
W-Purifi	1.54	15.35 %
Iron	1.53	49.40 %
W.Heater	0.49	9.28 %
Mixie	0.26	0.81 %
W-Disp	0.08	9.09 %
Total	10.62	10.14 %

Branch *	MTD Sales L	Brand Share %
MVM1	0.57	9.39 %
TRY4	0.39	7.95 %
TYR1	0.36	5.99 %
ORU1	0.25	8.72 %
KUM1	0.23	3.80 %
JKM1	0.20	7.06 %
KIK1	0.17	8.22 %
TVR2	0.16	2.91 %
MDI1	0.15	4.02 %
MSI1	0.15	5.88 %
TRY3	0.12	3.51 %
PTK1	0.10	3.23 %
KRN1	0.09	2.58 %
TVR1	0.08	3.70 %
TNJ1	0.06	1.05 %
PDK1	0.06	4.42 %
TTP1	0.04	1.36 %
TRY2	0.02	7.68 %
NMM1	0.02	0.78 %
APM1	0.02	1.08 %
AYR1	0.02	0.57 %
TZSD		0.00 %
Total	10.62	10.14 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cool	2.54	5.36 %
Fan	2.22	7.82 %
Iron	2.07	60.90 %
W.Heater	1.02	14.17 %
W-Purifi	0.54	8.20 %
Mixie	0.12	0.31 %
W-Disp	0.09	12.31 %
Total	8.60	6.53 %

Branch *	MTD Sales L	Brand Share %
KRI1	0.35	6.35 %
TRM1	0.33	7.68 %
SLM2	0.27	5.73 %
ERD1	0.25	5.26 %
APN1	0.25	6.51 %
EPI1	0.22	4.19 %
OML1	0.20	4.77 %
SLM3	0.19	3.99 %
ATU1	0.18	4.06 %
PLC1	0.16	4.34 %
EDP1	0.14	5.79 %
VKL1	0.11	3.87 %
KAM1	0.10	4.31 %
KMM1	0.10	3.53 %
HRR1	0.09	4.22 %
SGG1	0.09	4.81 %
TCG1	0.08	3.56 %
MCR1	0.07	1.60 %
VPD1	0.07	2.26 %
SGI1	0.07	2.18 %
MTR1	0.06	1.95 %
HSR1	0.06	1.07 %
RSP1	0.05	1.36 %
CMI1	0.05	1.75 %
KVP1	0.04	1.72 %
PMP1	0.04	2.12 %
PDR1	0.03	1.80 %
DPR1	0.03	1.59 %
DPR2	0.03	1.29 %
WHPD		0.00 %
WZWH		0.00 %
Total	8.60	6.53 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fan	3.01	14.23 %
Air-Cool	1.37	8.94 %
W.Heater	1.27	10.56 %
Iron	1.18	50.87 %
W-Purifi	0.96	11.10 %
Mixie	0.04	0.20 %
Total	7.82	9.47 %

Branch *	MTD Sales L	Brand Share %
KPM2	0.43	8.57 %
AKM1	0.32	9.34 %
VNB1	0.22	8.40 %
TRT1	0.22	7.90 %
PLR1	0.18	9.39 %
WJP1	0.18	4.94 %
ABR1	0.16	5.26 %
VEL1	0.13	2.73 %
VSI1	0.13	7.09 %
SLG1	0.11	5.38 %
UGI1	0.11	4.70 %
BGR1	0.09	2.67 %
WJD1	0.09	3.08 %
GDM1	0.07	2.37 %
PTU1	0.06	4.12 %
CPT1	0.03	1.34 %
CGM1	0.02	0.79 %
ANI1		0.00 %
Total	7.82	9.47 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fan	2.55	13.87 %
W.Heater	2.30	20.18 %
Iron	1.09	53.04 %
Air-Cool	0.90	8.28 %
W-Purifi	0.83	5.55 %
Mixie	0.12	0.41 %
Total	7.80	8.78 %

Branch *	MTD Sales L	Brand Share %
CH03	0.90	7.89 %
CH50	0.41	8.54 %
CH34	0.37	7.90 %
CH43	0.30	5.37 %
CH15	0.24	3.24 %
CH41	0.16	6.08 %
CH46	0.15	8.38 %
CH33	0.14	6.11 %
CH18	0.12	2.43 %
CH36	0.07	2.68 %
CH44	0.07	3.50 %
CH06	0.06	2.05 %
CH31	0.04	3.02 %
CH23	0.02	1.58 %
CH01	0.01	7.23 %
CH27	0.01	0.63 %
CH20		0.00 %
CH32		0.00 %
CH51		0.00 %
Total	7.80	8.78 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fan	1.69	12.42 %
Iron	1.11	50.90 %
Air-Cool	1.03	10.95 %
W.Heater	0.70	13.28 %
W-Purifi	0.45	17.15 %
Total	4.98	9.60 %

Branch *	MTD Sales L	Brand Share %
POY1	0.31	7.76 %
NVL2	0.18	4.85 %
ULP1	0.15	5.01 %
PRT1	0.14	4.85 %
TRK1	0.13	5.70 %
POY2	0.13	3.90 %
VCM1	0.10	5.69 %
CDM1	0.09	2.26 %
MKM1	0.08	6.73 %
TDM1	0.07	3.06 %
KLM1	0.06	3.73 %
STP1	0.05	2.57 %
KML1	0.04	2.32 %
VPM1	0.04	4.31 %
TVM1	0.03	3.96 %
TVM2	0.02	1.54 %
Total	4.98	9.60 %