

MTD Sales
290.97 L

Brand Share %
12.42 %

Information:

MTD : 01-04-2026 To 23-04-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **12.42 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cool	158.10	13.66 %
Fan	100.32	18.19 %
Iron	12.22	50.30 %
W-Purifi	9.19	7.73 %
W.Heater	7.18	16.52 %
Small-Ap	1.80	4.64 %
Mixie	1.44	0.46 %
W-Disp	0.55	2.28 %
Chimney	0.18	0.25 %
Total	290.97	12.42 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	55.73	14.33 %
SOUTH-03	46.88	13.34 %
TRICHY-01	39.37	14.33 %
CHENNAI-01	32.44	13.22 %
WEST-02	32.39	9.12 %
WEST-01	27.54	10.11 %
CHENNAI-02	21.04	13.59 %
SOUTH ARCOT	18.80	13.50 %
NORTH ARCOT	16.78	10.39 %
Total	290.97	12.42 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cool	29.25	17.22 %
Fan	19.79	18.36 %
Iron	2.96	56.86 %
W-Purifi	2.22	8.37 %
W.Heater	0.66	11.11 %
Small-Ap	0.43	5.88 %
Mixie	0.29	0.53 %
W-Disp	0.13	7.11 %
Total	55.73	14.33 %

Branch *	MTD Sales L	Brand Share %
TVL1	4.67	10.63 %
NGR1	2.61	12.28 %
SVK1	1.31	10.34 %
TUT2	0.97	6.57 %
RPM1	0.96	8.48 %
TCN1	0.90	8.85 %
PDI1	0.73	11.17 %
MMT1	0.69	10.49 %
ASM1	0.65	10.33 %
KYR1	0.59	6.86 %
SDI1	0.44	6.57 %
KSM1	0.42	11.26 %
PKD1	0.38	6.76 %
ERL2	0.37	7.47 %
TKY1	0.37	6.70 %
STU2	0.36	5.72 %
COL1	0.25	8.11 %
SKD1	0.18	3.58 %
UDN1	0.13	4.30 %
WHTV	-0.05	7.95 %
Total	55.73	14.33 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cool	22.45	13.43 %
Fan	18.97	19.23 %
Iron	2.37	57.37 %
W-Purifi	1.65	9.46 %
W.Heater	0.81	20.04 %
Small-Ap	0.34	5.57 %
Mixie	0.16	0.39 %
W-Disp	0.13	6.98 %
Total	46.88	13.34 %

Branch *	MTD Sales L	Brand Share %
DGL1	2.17	7.71 %
MDU6	1.82	9.94 %
KKD3	1.20	8.57 %
MDU4	0.97	9.72 %
MDU5	0.88	7.87 %
MDU7	0.80	9.18 %
TEN1	0.75	7.29 %
BNR1	0.70	11.13 %
DGL2	0.65	8.52 %
MPA1	0.59	6.69 %
USL1	0.50	8.37 %
ADP1	0.47	6.51 %
SVG1	0.45	9.62 %
TDI1	0.41	7.75 %
PVI1	0.39	9.56 %
PNV2	0.39	8.13 %
BTU1	0.38	10.82 %
ATG1	0.34	5.13 %
KPT1	0.31	3.65 %
KYK1	0.29	5.75 %
MLR1	0.25	5.30 %
NTM1	0.18	4.32 %
SGP1	0.13	3.25 %
PKM1	0.09	2.47 %
CMR1	0.07	1.67 %
KRR1	0.07	0.81 %
WHMD	-0.01	2.58 %
Total	46.88	13.34 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cool	24.18	16.34 %
Fan	12.72	19.55 %
Iron	1.07	40.12 %
W-Purifi	1.05	13.05 %
W.Heater	0.25	12.57 %
Small-Ap	0.09	2.21 %
Total	39.37	14.33 %

Branch *	MTD Sales L	Brand Share %
PTK1	0.77	7.64 %
PDK1	0.57	11.29 %
KIK1	0.57	8.81 %
TVR1	0.57	12.14 %
ORU1	0.55	7.14 %
KRN1	0.54	7.26 %
JKM1	0.44	4.72 %
NCK1	0.43	6.56 %
TTP1	0.39	10.54 %
TNJ1	0.34	2.33 %
TRY3	0.33	3.73 %
NMM1	0.06	0.89 %
APM1	0.05	1.29 %
AYR1	0.03	0.44 %
MSI1	0.01	0.09 %
TRY2		0.00 %
WTRZ		0.00 %
Total	39.37	14.33 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cool	15.79	18.98 %
Fan	11.03	19.70 %
W.Heater	1.75	18.09 %
Iron	1.50	50.04 %
W-Purifi	1.31	5.14 %
Small-Ap	0.50	6.04 %
Mixie	0.24	0.57 %
Chimney	0.18	1.71 %
W-Disp	0.14	1.85 %
Total	32.44	13.22 %

Branch *	MTD Sales L	Brand Share %
CH42	1.30	8.91 %
CH07	1.10	9.56 %
CH08	0.98	8.43 %
GUD1	0.85	10.66 %
CH16	0.73	7.51 %
CH19	0.54	4.56 %
MRM1	0.42	5.92 %
CH25	0.35	4.64 %
CH35	0.30	4.81 %
GUD2	0.30	4.96 %
CH30	0.14	2.55 %
CH29	0.09	8.71 %
CH22	0.09	1.42 %
CH38	0.04	0.59 %
KNR1	0.03	1.43 %
CH26	0.01	0.44 %
CH37	0.01	0.46 %
CZWH		0.00 %
MC09		0.00 %
Total	32.44	13.22 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cool	21.26	9.80 %
Fan	9.25	13.67 %
Iron	1.12	51.71 %
W.Heater	0.55	13.81 %
W-Purifi	0.17	1.94 %
Mixie	0.03	0.08 %
Total	32.39	9.12 %

Branch *	MTD Sales L	Brand Share %
HSR2	1.55	10.52 %
ERD1	1.28	9.61 %
SLM3	1.15	7.09 %
KRI1	1.05	5.81 %
DPR1	0.72	9.87 %
KVP1	0.67	7.81 %
EPI1	0.54	5.74 %
MCR1	0.51	6.89 %
BMD1	0.49	8.36 %
RSP1	0.37	3.46 %
EDP1	0.36	4.91 %
PLC1	0.30	2.82 %
KAM1	0.30	2.56 %
VPD1	0.27	2.56 %
OML1	0.17	1.97 %
APN1	0.17	1.97 %
SGG1	0.16	2.66 %
MTR1	0.13	2.31 %
TCG1	0.11	1.63 %
HSR1	0.10	0.85 %
KMM1	0.07	1.04 %
CMI1	0.05	0.71 %
SGI1	0.04	0.74 %
PMP1	0.03	0.41 %
HRR1	0.02	0.41 %
PDR1	0.02	0.35 %
VKL1	0.02	0.30 %
WHKP		0.00 %
WHPD		0.00 %
Total	32.39	9.12 %

WEST-01

Property	MTD Sales L	Brand Share %
Air-Cool	15.89	9.54 %
Fan	9.32	21.17 %
W.Heater	0.71	11.68 %
Iron	0.70	49.06 %
W-Purifi	0.46	5.06 %
Mixie	0.21	0.70 %
W-Disp	0.14	6.09 %
Small-Ap	0.10	2.92 %
Total	27.54	10.11 %

Branch *	MTD Sales L	Brand Share %
SNR1	1.16	8.39 %
PLI1	1.10	10.80 %
CBE6	1.01	10.35 %
TPR3	1.00	10.95 %
AVI1	0.86	7.05 %
MPM1	0.84	7.53 %
UMP1	0.83	9.82 %
CBE4	0.58	4.35 %
SUL1	0.54	4.69 %
CBE5	0.44	5.52 %
CBE1	0.41	3.80 %
PPI1	0.32	4.03 %
KMD1	0.15	2.85 %
GBM1	0.11	1.64 %
TPR4	0.09	1.36 %
PDM1	0.09	1.16 %
ANR1	0.06	0.97 %
KGM1	0.04	0.53 %
CNR1	0.04	2.94 %
UAM1	0.02	0.79 %
CBE3	0.02	0.51 %
GDR1	0.02	3.48 %
DPM2	0.01	0.28 %
KGI1	0.01	1.56 %
WHCB		0.00 %
Total	27.54	10.11 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cool	11.14	18.76 %
Fan	6.04	16.31 %
W.Heater	1.54	28.62 %
Iron	0.93	46.21 %
W-Purifi	0.76	6.61 %
Mixie	0.34	1.16 %
Small-Ap	0.30	7.65 %
Total	21.04	13.59 %

Branch *	MTD Sales L	Brand Share %
CH18	1.15	10.46 %
CH15	0.77	6.40 %
CH17	0.76	9.04 %
PON1	0.35	10.29 %
CH34	0.31	4.89 %
CH33	0.30	5.13 %
CH20	0.29	4.96 %
CH44	0.15	3.16 %
CH41	0.14	3.89 %
CH46	0.10	3.10 %
CH31	0.04	1.41 %
CH36	0.04	0.83 %
CH06	0.03	0.71 %
CH27	0.03	0.99 %
UKI1	0.03	0.83 %
CH23	0.03	0.88 %
CH01	0.01	4.96 %
CH51		0.00 %
MC06		0.00 %
Total	21.04	13.59 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cool	9.60	13.99 %
Fan	7.59	21.28 %
W-Purifi	0.66	15.91 %
Iron	0.49	27.87 %
W.Heater	0.42	18.08 %
Mixie	0.04	0.20 %
Total	18.80	13.50 %

Branch *	MTD Sales L	Brand Share %
KML1	0.45	6.80 %
STP1	0.44	9.63 %
SJI2	0.41	6.75 %
TRK1	0.41	4.96 %
PRT1	0.35	3.64 %
VPM1	0.34	10.69 %
MKM1	0.22	9.55 %
CDM1	0.21	3.26 %
VCM1	0.08	2.00 %
TDM1	0.05	0.95 %
TVM2	0.03	1.26 %
KLM1	0.03	0.65 %
TVM1	0.02	0.64 %
WHUT		0.00 %
Total	18.80	13.50 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cool	8.55	10.95 %
Fan	5.59	14.19 %
Iron	1.07	56.12 %
W-Purifi	0.91	11.47 %
W.Heater	0.47	12.01 %
Mixie	0.14	0.71 %
Small-Ap	0.04	1.79 %
Total	16.78	10.39 %

Branch *	MTD Sales L	Brand Share %
TRR1	1.59	10.74 %
VEL2	1.31	8.85 %
ABR1	0.84	9.00 %
VNB1	0.75	10.24 %
ARC2	0.44	7.23 %
VEL1	0.39	4.18 %
KPM1	0.37	8.05 %
WJP1	0.35	4.85 %
SLG1	0.33	6.86 %
BGR1	0.26	4.33 %
WJD1	0.15	3.33 %
UGI1	0.14	6.06 %
CPT1	0.08	2.48 %
ANI1	0.07	2.46 %
GDM1	0.06	1.18 %
CGM1	0.05	1.13 %
TRT1	0.05	1.15 %
PLR1	0.04	0.84 %
CYR1	0.02	0.55 %
VSI1	0.01	0.39 %
PTU1		0.00 %
WHVL		0.00 %
Total	16.78	10.39 %