

MTD Sales  
133.68 L

Brand Share %  
10.56 %

Information:

MTD : 01-05-2026 To 23-05-2026

\* Branch where in Brand Share % is less than Overall State's Brand Share **10.56 %** are only listed below

Property	MTD Sales L	Brand Share %
Fan	59.21	18.82 %
Air-Cool	35.79	9.93 %
W.Heater	18.87	21.22 %
Iron	8.02	39.58 %
W-Purifi	7.99	6.97 %
Small-Ap	2.56	7.43 %
Mixie	1.15	0.38 %
W-Disp	0.09	0.28 %
<b>Total</b>	<b>133.68</b>	<b>10.56 %</b>

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	25.41	12.50 %
SOUTH ARCOT	23.43	24.97 %
SOUTH-03	17.60	10.45 %
TRICHY-01	16.65	11.36 %
CHENNAI-01	16.65	7.87 %
CHENNAI-02	10.94	8.74 %
WEST-01	8.15	8.50 %
NORTH ARCOT	7.71	8.76 %
WEST-02	7.14	5.38 %
<b>Total</b>	<b>133.68</b>	<b>10.56 %</b>

## SOUTH-01

Property	MTD Sales L	Brand Share %
Fan	14.16	25.89 %
Air-Cool	6.09	13.90 %
Iron	2.48	51.19 %
W-Purifi	0.93	3.89 %
W.Heater	0.77	7.47 %
Small-Ap	0.59	8.43 %
Mixie	0.30	0.52 %
W-Disp	0.09	4.84 %
<b>Total</b>	<b>25.41</b>	<b>12.50 %</b>

Branch *	MTD Sales L	Brand Share %
NGR1	0.76	6.25 %
TUT2	0.70	9.46 %
TCN1	0.60	10.23 %
TKS1	0.60	9.51 %
SVK1	0.41	8.16 %
ERL2	0.36	6.69 %
VLY1	0.35	6.11 %
VKM1	0.28	7.89 %
TKY1	0.28	9.69 %
PKD1	0.25	8.31 %
SDI1	0.25	9.72 %
ARM1	0.23	9.93 %
SNL1	0.23	5.46 %
STU2	0.22	9.38 %
RPM1	0.20	2.91 %
APK1	0.20	4.92 %
ASM1	0.20	6.38 %
PDI1	0.19	5.77 %
UDN1	0.19	8.59 %
MMT1	0.19	4.98 %
COL1	0.09	3.99 %
SKD1	0.06	2.03 %
SGT1	0.05	3.13 %
S2SD		0.00 %
WHTV		0.00 %
<b>Total</b>	<b>25.41</b>	<b>12.50 %</b>

## SOUTH ARCOT

Property	MTD Sales L	Brand Share %
W.Heater	13.94	90.62 %
Fan	4.95	24.96 %
Air-Cool	3.30	11.84 %
Iron	0.63	36.65 %
W-Purifi	0.55	10.66 %
Mixie	0.07	0.31 %
<b>Total</b>	<b>23.43</b>	<b>24.97 %</b>

Branch *	MTD Sales L	Brand Share %
TRK1	0.38	10.07 %
CDM1	0.32	6.10 %
NVL2	0.29	5.20 %
STP1	0.27	9.28 %
SJI2	0.24	5.35 %
KML1	0.23	8.34 %
VCM1	0.21	9.16 %
KLM1	0.05	1.19 %
TVM1	0.04	2.37 %
TVM2	0.01	0.72 %
TDM1		0.00 %
<b>Total</b>	<b>23.43</b>	<b>24.97 %</b>

## SOUTH-03

Property	MTD Sales L	Brand Share %
Fan	10.21	19.68 %
Air-Cool	4.76	12.42 %
Iron	1.02	32.39 %
W-Purifi	0.60	3.57 %
W.Heater	0.51	5.60 %
Small-Ap	0.36	5.98 %
Mixie	0.14	0.34 %
<b>Total</b>	<b>17.60</b>	<b>10.45 %</b>

Branch *	MTD Sales L	Brand Share %
TMM1	0.60	6.82 %
KKD3	0.57	6.53 %
TPT1	0.53	9.95 %
MDU5	0.50	7.65 %
PNV2	0.34	10.25 %
DKI1	0.31	9.05 %
TEN1	0.30	8.77 %
MLR1	0.27	9.16 %
MDU4	0.23	7.12 %
KPT1	0.19	5.93 %
PNI1	0.19	6.78 %
DGL2	0.17	4.36 %
MPA1	0.16	3.84 %
TDI1	0.14	5.69 %
ADP1	0.12	6.38 %
PVI1	0.10	2.54 %
BNR1	0.09	4.20 %
CBM1	0.08	2.55 %
PKM1	0.06	3.02 %
NTM1	0.06	3.38 %
SGP1	0.04	2.02 %
KYK1	0.03	1.14 %
ODM1	0.02	1.28 %
CMR1	0.01	0.64 %
SZSD		0.00 %
<b>Total</b>	<b>17.60</b>	<b>10.45 %</b>

**TRICHY-01**

Property	MTD Sales L	Brand Share %
Fan	8.13	20.12 %
Air-Cool	6.83	13.95 %
Iron	0.75	40.18 %
W-Purifi	0.62	7.26 %
Small-Ap	0.15	4.61 %
Mixie	0.10	0.27 %
W.Heater	0.07	1.20 %
<b>Total</b>	<b>16.65</b>	<b>11.36 %</b>

Branch *	MTD Sales L	Brand Share %
MVM1	0.82	9.15 %
TYR1	0.67	9.99 %
PTK1	0.53	7.71 %
TNJ1	0.52	6.10 %
NGT1	0.49	9.37 %
PBR1	0.35	8.64 %
ORU1	0.31	9.54 %
NCK1	0.29	9.48 %
TRY4	0.27	8.03 %
JKM1	0.23	4.42 %
KRN1	0.17	6.22 %
PDK1	0.07	3.35 %
NMM1	0.05	1.13 %
APM1	0.03	1.18 %
AYR1	0.03	0.73 %
MSI1	0.02	1.29 %
TRY2	0.01	1.72 %
TZSD		0.00 %
<b>Total</b>	<b>16.65</b>	<b>11.36 %</b>

**CHENNAI-01**

Property	MTD Sales L	Brand Share %
Fan	6.36	13.58 %
Air-Cool	5.37	9.32 %
W-Purifi	1.63	6.49 %
Iron	1.14	46.69 %
Small-Ap	1.01	14.42 %
W.Heater	0.84	4.16 %
Mixie	0.31	0.79 %
<b>Total</b>	<b>16.65</b>	<b>7.87 %</b>

Branch *	MTD Sales L	Brand Share %
CH42	1.04	8.70 %
CH47	1.02	9.28 %
CH45	0.63	9.56 %
CH08	0.63	5.53 %
GUD1	0.63	8.92 %
CH48	0.56	7.25 %
CH16	0.51	7.61 %
CH49	0.49	5.21 %
CH19	0.49	4.96 %
CH39	0.44	6.89 %
GUD2	0.36	9.65 %
CH25	0.33	5.34 %
CH28	0.33	4.93 %
CH30	0.30	2.47 %
SKL1	0.24	10.21 %
CH35	0.22	4.64 %
MRM1	0.20	4.81 %
TKM1	0.18	6.71 %
KNR1	0.15	7.98 %
CH37	0.06	2.30 %
CH38	0.03	0.40 %
CH22	0.01	0.32 %
CH40	0.01	1.84 %
WHC3	0.01	0.04 %
CH26		0.00 %
CZWH		0.00 %
MC10		0.00 %
WCHN	-0.04	8.53 %
<b>Total</b>	<b>16.65</b>	<b>7.87 %</b>

## CHENNAI-02

Property	MTD Sales L	Brand Share %
Fan	5.26	17.15 %
Air-Cool	3.07	6.47 %
W-Purifi	1.02	7.93 %
W.Heater	0.74	33.56 %
Iron	0.73	44.29 %
Mixie	0.08	0.34 %
Small-Ap	0.04	1.32 %
<b>Total</b>	<b>10.94</b>	<b>8.74 %</b>

Branch *	MTD Sales L	Brand Share %
CH03	0.64	8.20 %
CH18	0.60	6.04 %
CH43	0.38	6.45 %
CH50	0.36	4.65 %
CH15	0.33	4.06 %
CH33	0.29	7.35 %
CH46	0.27	7.57 %
CH20	0.26	5.51 %
CH34	0.23	3.82 %
CH23	0.20	5.76 %
CH17	0.18	3.13 %
CH44	0.06	1.41 %
CH27	0.02	0.61 %
CH06	0.02	0.51 %
CH36	0.01	0.40 %
CH01		0.00 %
CH31		0.00 %
CH32		0.00 %
CH51		0.00 %
MC05		0.00 %
MC06		0.00 %
UKI1		0.00 %
<b>Total</b>	<b>10.94</b>	<b>8.74 %</b>

**WEST-01**

Property	MTD Sales L	Brand Share %
Fan	4.16	19.88 %
W-Purifi	1.48	25.48 %
W.Heater	1.12	9.34 %
Air-Cool	0.85	4.02 %
Iron	0.27	20.30 %
Small-Ap	0.21	6.38 %
Mixie	0.07	0.22 %
<b>Total</b>	<b>8.15</b>	<b>8.50 %</b>

Branch *	MTD Sales L	Brand Share %
MPM1	0.28	7.93 %
SUL1	0.26	6.09 %
PDM1	0.24	10.05 %
CBE5	0.21	7.58 %
TPR1	0.12	3.95 %
SYM2	0.11	4.93 %
TPR3	0.10	3.93 %
CBE4	0.09	3.26 %
CBE3	0.09	7.40 %
AVI1	0.09	2.11 %
KMD1	0.09	6.40 %
KGI1	0.07	8.90 %
SNR1	0.06	1.80 %
PPI1	0.06	2.89 %
DPM2	0.05	2.68 %
CBE6	0.04	0.99 %
UMP1	0.04	1.79 %
ANR1	0.03	2.81 %
UAM1	0.03	1.19 %
GBM1	0.02	0.97 %
CNR1	0.02	0.93 %
CBE1		0.00 %
GDR1		0.00 %
KGM1		0.00 %
TPR4		0.00 %
WZSD		0.00 %
WHCB	-0.04	5.41 %
<b>Total</b>	<b>8.15</b>	<b>8.50 %</b>

## NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fan	3.05	13.59 %
Air-Cool	2.99	9.92 %
Iron	0.52	37.40 %
W.Heater	0.51	16.36 %
W-Purifi	0.45	5.13 %
Small-Ap	0.10	7.58 %
Mixie	0.09	0.51 %
<b>Total</b>	<b>7.71</b>	<b>8.76 %</b>

Branch *	MTD Sales L	Brand Share %
KPM2	0.70	7.69 %
TRR1	0.40	9.12 %
VEL1	0.40	8.89 %
KPM1	0.30	9.93 %
SLG1	0.17	6.19 %
ABR1	0.16	5.60 %
CGM1	0.09	4.31 %
BGR1	0.07	2.35 %
WJD1	0.07	2.11 %
ANI1	0.04	1.44 %
GDM1	0.04	1.20 %
VSI1	0.04	1.55 %
PTU1	0.02	1.40 %
CPT1	0.02	0.68 %
CYR1	0.02	0.89 %
UGI1	0.02	0.91 %
TRT1	0.01	0.67 %
PLR1	0.01	0.50 %
WJP1		0.00 %
<b>Total</b>	<b>7.71</b>	<b>8.76 %</b>

**WEST-02**

Property	MTD Sales L	Brand Share %
Fan	2.94	10.92 %
Air-Cool	2.53	5.64 %
W-Purifi	0.71	9.36 %
Iron	0.49	25.70 %
W.Heater	0.37	3.43 %
Small-Ap	0.09	5.15 %
<b>Total</b>	<b>7.14</b>	<b>5.38 %</b>

Branch *	MTD Sales L	Brand Share %
ERD2	0.83	10.00 %
HSR2	0.33	6.74 %
BMD1	0.25	7.33 %
MTR1	0.24	5.94 %
KAM1	0.23	4.82 %
RSP1	0.21	6.51 %
SLM2	0.20	5.24 %
DPR2	0.19	6.89 %
MCR1	0.15	5.08 %
APN1	0.12	3.87 %
SGI1	0.11	2.63 %
EDP1	0.08	5.89 %
DPR1	0.08	2.17 %
TCG1	0.07	4.58 %
PLC1	0.06	1.47 %
EPI1	0.05	1.64 %
KRI1	0.05	0.78 %
VPD1	0.05	1.87 %
VKL1	0.04	1.70 %
CMI1	0.04	1.74 %
SGG1	0.03	2.08 %
KVP1	0.02	0.52 %
HSR1	0.02	0.31 %
SLM3	0.01	0.22 %
PDR1	0.01	0.52 %
KMM1	0.01	0.30 %
HRR1		0.00 %
PMP1		0.00 %
WHKP		0.00 %
WHPD		0.00 %
WZWH		0.00 %
<b>Total</b>	<b>7.14</b>	<b>5.38 %</b>