

MTD Sales  
115.07 L

Brand Share %  
10.26 %

Information:

MTD : 01-09-2026 To 23-09-2026

\* Branch where in Brand Share % is less than Overall State's Brand Share **10.26 %** are only listed below

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Fan      | 50.75       | 21.57 %       |
| W.Heater | 18.99       | 14.14 %       |
| Iron     | 16.59       | 56.77 %       |
| W-Purifi | 13.95       | 10.23 %       |
| Chimney  | 9.13        | 13.49 %       |
| Mixie    | 3.58        | 1.07 %        |
| Small-Ap | 1.57        | 3.98 %        |
| Air-Cool | 0.59        | 1.14 %        |
| W-Disp   | -0.08       | -0.28 %       |
| Total    | 115.07      | 10.26 %       |

| Sales Zone  | MTD Sales L | Brand Share % |
|-------------|-------------|---------------|
| SOUTH-01    | 20.28       | 10.08 %       |
| CHENNAI-01  | 18.39       | 11.25 %       |
| TRICHY-01   | 14.94       | 12.44 %       |
| NORTH ARCOT | 11.21       | 13.61 %       |
| SOUTH-03    | 10.94       | 7.28 %        |
| SOUTH ARCOT | 10.37       | 14.19 %       |
| CHENNAI-02  | 10.29       | 9.54 %        |
| WEST-01     | 10.05       | 12.36 %       |
| WEST-03     | 4.55        | 9.37 %        |
| WEST-02     | 4.05        | 4.34 %        |
| Total       | 115.07      | 10.26 %       |

## SOUTH-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Fan      | 10.25       | 20.44 %       |
| Iron     | 3.75        | 58.25 %       |
| W-Purifi | 2.11        | 8.62 %        |
| W.Heater | 1.95        | 12.65 %       |
| Chimney  | 1.54        | 18.99 %       |
| Mixie    | 0.46        | 0.66 %        |
| Small-Ap | 0.27        | 4.43 %        |
| Air-Cool | -0.05       | -0.64 %       |
| Total    | 20.28       | 10.08 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| TUT1     | 2.37        | 9.29 %        |
| KVT1     | 1.31        | 9.02 %        |
| NGR1     | 1.02        | 8.97 %        |
| RND2     | 0.71        | 9.39 %        |
| TCN1     | 0.52        | 8.64 %        |
| TUT2     | 0.45        | 7.85 %        |
| VLV1     | 0.38        | 6.69 %        |
| SVK1     | 0.34        | 7.10 %        |
| TKS1     | 0.31        | 3.74 %        |
| KYR1     | 0.26        | 6.82 %        |
| TKY1     | 0.22        | 7.03 %        |
| MMT1     | 0.22        | 6.94 %        |
| PDI1     | 0.22        | 8.66 %        |
| RPM1     | 0.19        | 3.05 %        |
| MAR1     | 0.18        | 3.28 %        |
| ASM1     | 0.17        | 6.60 %        |
| UDN1     | 0.16        | 7.97 %        |
| STU2     | 0.14        | 5.47 %        |
| KGL1     | 0.13        | 6.70 %        |
| KSM1     | 0.13        | 4.75 %        |
| COL1     | 0.11        | 5.38 %        |
| VNR1     | 0.10        | 3.96 %        |
| SKD1     | 0.08        | 3.37 %        |
| SGT1     | 0.07        | 6.34 %        |
| S2SD     | 0.05        | 2.14 %        |
| WHTV     |             | 0.00 %        |
| Total    | 20.28       | 10.08 %       |

## CHENNAI-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Fan      | 8.43        | 29.36 %       |
| W.Heater | 4.50        | 16.14 %       |
| Iron     | 1.98        | 64.59 %       |
| W-Purifi | 1.97        | 7.47 %        |
| Chimney  | 0.80        | 10.94 %       |
| Mixie    | 0.35        | 0.77 %        |
| Small-Ap | 0.20        | 2.35 %        |
| Air-Cool | 0.15        | 10.60 %       |
| Total    | 18.39       | 11.25 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CH16     | 0.94        | 9.23 %        |
| CH49     | 0.68        | 6.50 %        |
| CH42     | 0.67        | 8.13 %        |
| CH45     | 0.58        | 9.80 %        |
| CH48     | 0.50        | 5.91 %        |
| CH22     | 0.43        | 6.37 %        |
| MRM1     | 0.38        | 8.55 %        |
| GUD1     | 0.37        | 4.99 %        |
| SKL1     | 0.31        | 8.91 %        |
| CH05     | 0.29        | 2.87 %        |
| GUD2     | 0.26        | 7.55 %        |
| CH25     | 0.24        | 3.44 %        |
| CZWH     | 0.22        | 6.66 %        |
| CH08     | 0.20        | 4.96 %        |
| TKM1     | 0.17        | 9.46 %        |
| CH30     | 0.16        | 3.74 %        |
| CH39     | 0.14        | 4.12 %        |
| CH26     | 0.12        | 6.41 %        |
| CH38     | 0.11        | 2.46 %        |
| CH40     |             | 0.00 %        |
| Total    | 18.39       | 11.25 %       |

## TRICHY-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Fan      | 6.61        | 24.54 %       |
| W.Heater | 2.63        | 16.09 %       |
| W-Purifi | 1.75        | 12.69 %       |
| Chimney  | 1.67        | 25.14 %       |
| Iron     | 1.51        | 51.98 %       |
| Mixie    | 0.63        | 1.72 %        |
| Small-Ap | 0.14        | 4.33 %        |
| Total    | 14.94       | 12.44 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| MVM1     | 0.56        | 6.16 %        |
| NGT1     | 0.41        | 9.69 %        |
| TRY4     | 0.39        | 8.70 %        |
| KIK1     | 0.36        | 7.69 %        |
| KUM2     | 0.27        | 7.20 %        |
| PDK2     | 0.26        | 6.85 %        |
| ORU1     | 0.21        | 7.98 %        |
| TNJ1     | 0.21        | 4.18 %        |
| TYR1     | 0.19        | 5.34 %        |
| PBR1     | 0.15        | 6.20 %        |
| PDK1     | 0.13        | 7.43 %        |
| TRY3     | 0.13        | 4.85 %        |
| TTP1     | 0.12        | 5.40 %        |
| PTK1     | 0.11        | 1.65 %        |
| KRN1     | 0.09        | 4.29 %        |
| MSI1     | 0.08        | 6.49 %        |
| AYR1     | 0.03        | 1.38 %        |
| NMM1     | 0.03        | 1.16 %        |
| TZSD     |             | 0.17 %        |
| APM1     |             | 0.00 %        |
| Total    | 14.94       | 12.44 %       |

## NORTH ARCOT

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Fan      | 5.95        | 33.09 %       |
| W.Heater | 1.24        | 10.65 %       |
| W-Purifi | 1.23        | 11.27 %       |
| Iron     | 1.13        | 55.11 %       |
| Chimney  | 1.02        | 14.61 %       |
| Mixie    | 0.53        | 2.48 %        |
| Small-Ap | 0.11        | 3.03 %        |
| Total    | 11.21       | 13.61 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| TRR1     | 0.68        | 9.35 %        |
| VEL2     | 0.48        | 9.08 %        |
| KPM2     | 0.45        | 6.79 %        |
| AKM1     | 0.31        | 9.14 %        |
| PLR1     | 0.13        | 7.39 %        |
| VEL1     | 0.12        | 3.56 %        |
| CPT1     | 0.11        | 5.57 %        |
| VSI1     | 0.06        | 3.17 %        |
| WJD1     | 0.05        | 2.02 %        |
| CYR1     | 0.04        | 2.52 %        |
| GDM1     | 0.04        | 1.86 %        |
| WJP1     | 0.04        | 2.62 %        |
| ANI1     | 0.03        | 2.11 %        |
| UGI1     | 0.02        | 1.45 %        |
| KPM1     | 0.02        | 1.75 %        |
| PTU1     | 0.01        | 1.84 %        |
| TRT1     | 0.01        | 0.73 %        |
| BGR1     | 0.01        | 0.35 %        |
| Total    | 11.21       | 13.61 %       |

# SOUTH-03

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Fan      | 5.52        | 12.95 %       |
| Iron     | 2.21        | 54.00 %       |
| W.Heater | 1.43        | 10.26 %       |
| W-Purifi | 0.87        | 5.03 %        |
| Chimney  | 0.42        | 4.92 %        |
| Mixie    | 0.33        | 0.80 %        |
| Small-Ap | 0.23        | 6.00 %        |
| Air-Cool | 0.01        | 0.14 %        |
| W-Disp   | -0.08       | -1.59 %       |
| Total    | 10.94       | 7.28 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| MDU2     | 1.14        | 9.15 %        |
| DGL1     | 0.88        | 7.85 %        |
| DKI1     | 0.33        | 9.01 %        |
| KKD3     | 0.32        | 4.28 %        |
| PVI1     | 0.30        | 7.28 %        |
| MDU5     | 0.27        | 4.49 %        |
| NKI1     | 0.25        | 7.54 %        |
| MDU6     | 0.25        | 3.62 %        |
| BNR1     | 0.24        | 8.73 %        |
| KRR1     | 0.23        | 6.61 %        |
| DGL2     | 0.22        | 8.91 %        |
| TMM1     | 0.22        | 3.87 %        |
| MDU7     | 0.19        | 4.30 %        |
| TEN1     | 0.18        | 5.85 %        |
| TPT1     | 0.18        | 4.33 %        |
| MDU3     | 0.16        | 4.89 %        |
| CBM1     | 0.16        | 4.30 %        |
| BTU1     | 0.15        | 4.97 %        |
| MPA1     | 0.15        | 5.54 %        |
| NTM1     | 0.14        | 9.10 %        |
| PKM1     | 0.13        | 4.04 %        |
| USL1     | 0.12        | 5.55 %        |
| SVG1     | 0.12        | 6.08 %        |
| MLR1     | 0.11        | 4.47 %        |
| ADP1     | 0.11        | 3.56 %        |
| PNV2     | 0.10        | 4.49 %        |
| MDU4     | 0.09        | 3.80 %        |
| TDI1     | 0.09        | 4.93 %        |
| PNI1     | 0.07        | 2.76 %        |
| CMR1     | 0.06        | 3.89 %        |
| SGP1     | 0.03        | 2.23 %        |
| KYK1     | 0.03        | 1.61 %        |
| ODM1     | 0.01        | 0.49 %        |
| SZSD     | 0.01        | 0.38 %        |
| WHMD     |             | 0.00 %        |
| Total    | 10.94       | 7.28 %        |

## SOUTH ARCOT

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Fan      | 5.28        | 36.87 %       |
| W.Heater | 1.68        | 15.96 %       |
| Iron     | 1.54        | 61.51 %       |
| W-Purifi | 0.85        | 10.49 %       |
| Mixie    | 0.50        | 2.09 %        |
| Chimney  | 0.43        | 12.65 %       |
| Small-Ap | 0.09        | 3.11 %        |
| Total    | 10.37       | 14.19 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| POY1     | 0.61        | 8.26 %        |
| CDM1     | 0.43        | 8.51 %        |
| NVL2     | 0.36        | 7.90 %        |
| TRK1     | 0.34        | 5.89 %        |
| KML1     | 0.26        | 6.77 %        |
| ULP1     | 0.15        | 6.69 %        |
| KLM1     | 0.13        | 3.71 %        |
| PRT1     | 0.12        | 4.36 %        |
| TVM1     | 0.05        | 4.53 %        |
| TDM1     | 0.03        | 1.05 %        |
| TVM2     | 0.02        | 2.24 %        |
| WHUT     |             | 0.00 %        |
| Total    | 10.37       | 14.19 %       |

## CHENNAI-02

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Fan      | 4.07        | 21.53 %       |
| W.Heater | 1.70        | 10.94 %       |
| W-Purifi | 1.69        | 12.31 %       |
| Iron     | 1.49        | 60.43 %       |
| Chimney  | 0.93        | 17.71 %       |
| Mixie    | 0.19        | 0.64 %        |
| Small-Ap | 0.17        | 3.28 %        |
| Air-Cool | 0.04        | 0.41 %        |
| Total    | 10.29       | 9.54 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CH15     | 0.58        | 7.42 %        |
| CH18     | 0.52        | 6.00 %        |
| CH34     | 0.49        | 9.75 %        |
| CH03     | 0.41        | 4.91 %        |
| CH20     | 0.27        | 8.64 %        |
| CH50     | 0.27        | 5.09 %        |
| CH35     | 0.26        | 6.85 %        |
| CH43     | 0.20        | 3.94 %        |
| PON1     | 0.20        | 6.89 %        |
| GPD1     | 0.20        | 9.64 %        |
| CH36     | 0.17        | 7.60 %        |
| CH37     | 0.14        | 6.74 %        |
| CH27     | 0.14        | 6.10 %        |
| CH46     | 0.12        | 6.36 %        |
| CH12     | 0.10        | 2.23 %        |
| CH06     | 0.07        | 2.43 %        |
| CH23     | 0.05        | 6.89 %        |
| CH31     | 0.05        | 7.34 %        |
| CH44     | 0.03        | 1.25 %        |
| UKI1     | 0.02        | 1.28 %        |
| CH32     |             | 0.00 %        |
| MC06     |             | 0.00 %        |
| WHC3     |             | 0.00 %        |
| WCHN     | -0.10       | 6.54 %        |
| Total    | 10.29       | 9.54 %        |

### WEST-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| W.Heater | 2.76        | 26.60 %       |
| W-Purifi | 2.08        | 26.12 %       |
| Fan      | 1.81        | 17.29 %       |
| Chimney  | 1.60        | 18.39 %       |
| Iron     | 1.16        | 58.78 %       |
| Mixie    | 0.33        | 1.31 %        |
| Small-Ap | 0.30        | 8.96 %        |
| Air-Cool | 0.03        | 0.42 %        |
| Total    | 10.05       | 12.36 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| SNR1     | 0.35        | 7.86 %        |
| CBE4     | 0.27        | 4.77 %        |
| MPM1     | 0.25        | 5.41 %        |
| CBE1     | 0.23        | 5.56 %        |
| CBE5     | 0.14        | 4.98 %        |
| SUL1     | 0.12        | 2.74 %        |
| KMD1     | 0.11        | 7.76 %        |
| PPI1     | 0.10        | 6.41 %        |
| PDM1     | 0.09        | 5.13 %        |
| UAM1     | 0.06        | 2.06 %        |
| UMP1     | 0.05        | 1.57 %        |
| KGI1     | 0.04        | 3.14 %        |
| DPM2     | 0.03        | 1.07 %        |
| WZSD     | 0.03        | 0.57 %        |
| ANR1     | 0.02        | 2.08 %        |
| CBE3     |             | 0.00 %        |
| CNR1     |             | 0.00 %        |
| GDR1     |             | 0.00 %        |
| WHCB     |             | 0.00 %        |
| Total    | 10.05       | 12.36 %       |

### WEST-03

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| W-Purifi | 1.22        | 23.48 %       |
| Iron     | 0.85        | 70.30 %       |
| Fan      | 0.83        | 10.59 %       |
| W.Heater | 0.57        | 11.95 %       |
| Air-Cool | 0.41        | 8.76 %        |
| Chimney  | 0.39        | 8.61 %        |
| Mixie    | 0.23        | 1.46 %        |
| Small-Ap | 0.07        | 6.25 %        |
| Total    | 4.55        | 9.37 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| NKL2     | 0.25        | 5.30 %        |
| ERD1     | 0.21        | 4.24 %        |
| TPR1     | 0.14        | 2.94 %        |
| CM11     | 0.12        | 5.99 %        |
| AVI1     | 0.11        | 3.64 %        |
| SYM2     | 0.09        | 7.03 %        |
| RSP1     | 0.09        | 4.55 %        |
| TPR3     | 0.06        | 7.05 %        |
| KGM1     | 0.06        | 2.70 %        |
| VKL1     | 0.04        | 3.09 %        |
| SGG1     | 0.03        | 2.27 %        |
| PDR1     | 0.03        | 1.77 %        |
| TCG1     | 0.02        | 1.44 %        |
| KMM1     | 0.02        | 1.31 %        |
| GBM1     | 0.02        | 1.25 %        |
| Total    | 4.55        | 9.37 %        |

## WEST-02

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Fan      | 1.99        | 11.49 %       |
| Iron     | 0.96        | 38.39 %       |
| W.Heater | 0.53        | 6.71 %        |
| Chimney  | 0.33        | 3.99 %        |
| W-Purifi | 0.17        | 2.07 %        |
| Mixie    | 0.05        | 0.18 %        |
| Air-Cool | 0.02        | 0.15 %        |
| Total    | 4.05        | 4.34 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| HSR2     | 0.60        | 9.14 %        |
| MCR1     | 0.27        | 6.15 %        |
| TRM1     | 0.22        | 3.92 %        |
| ATU1     | 0.17        | 3.96 %        |
| SLM2     | 0.15        | 5.57 %        |
| BMD1     | 0.15        | 6.48 %        |
| VPD1     | 0.14        | 4.55 %        |
| SLM3     | 0.14        | 2.99 %        |
| KVP1     | 0.13        | 5.28 %        |
| APN1     | 0.11        | 4.06 %        |
| OML1     | 0.10        | 3.89 %        |
| EPI1     | 0.10        | 3.33 %        |
| DPR2     | 0.10        | 4.74 %        |
| DPR1     | 0.09        | 3.38 %        |
| EDP1     | 0.09        | 4.29 %        |
| PNG1     | 0.08        | 3.73 %        |
| KAM1     | 0.07        | 2.27 %        |
| HRR1     | 0.05        | 1.83 %        |
| HSR1     | 0.05        | 0.90 %        |
| KRI1     | 0.04        | 0.83 %        |
| PLC1     | 0.04        | 1.05 %        |
| SGI1     | 0.02        | 1.35 %        |
| MTR1     | 0.02        | 0.71 %        |
| WZWH     | 0.02        | 0.40 %        |
| PMP1     | 0.02        | 0.90 %        |
| WHKP     |             | 0.00 %        |
| Total    | 4.05        | 4.34 %        |