

MTD Sales
107.07 L

Brand Share %
9.68 %

Information:

MTD : 01-03-2026 To 24-03-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **9.68 %** are only listed below

Property	MTD Sales L	Brand Share %
Fan	35.01	12.07 %
Air-Cool	29.24	11.09 %
Iron	16.07	52.84 %
W.Heater	13.49	14.32 %
W-Purifi	11.02	9.48 %
Mixie	1.49	0.50 %
W-Disp	0.75	6.29 %
Total	107.07	9.68 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	19.84	11.17 %
SOUTH-03	17.25	10.83 %
WEST-01	16.20	12.64 %
CHENNAI-01	11.37	6.92 %
TRICHY-01	11.14	10.15 %
WEST-02	9.05	6.66 %
CHENNAI-02	8.41	9.22 %
NORTH ARCOT	8.30	9.72 %
SOUTH ARCOT	5.50	10.11 %
Total	107.07	9.68 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fan	8.40	20.21 %
Air-Cool	4.69	11.39 %
Iron	2.72	48.93 %
W-Purifi	2.15	8.00 %
W.Heater	1.44	12.71 %
Mixie	0.37	0.73 %
W-Disp	0.07	7.78 %
Total	19.84	11.17 %

Branch *	MTD Sales L	Brand Share %
KVT1	0.97	9.60 %
KYR1	0.41	7.59 %
RPM1	0.36	6.36 %
APK2	0.35	9.01 %
SVK1	0.30	6.10 %
NGR1	0.27	3.60 %
ERL2	0.23	6.38 %
ASM1	0.22	5.85 %
PKD1	0.22	7.46 %
MMT1	0.18	6.08 %
SDI1	0.17	3.77 %
TCN1	0.17	4.40 %
ARM1	0.15	6.97 %
PDI1	0.12	3.98 %
VNR1	0.12	3.13 %
SGT1	0.12	5.40 %
UDN1	0.11	8.28 %
VKM1	0.07	1.93 %
SKD1	0.06	2.78 %
TKY1	0.05	2.28 %
KSM1	0.03	4.52 %
S2SD		0.00 %
WHTV		0.00 %
Total	19.84	11.17 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cool	5.30	12.92 %
Fan	5.06	11.15 %
Iron	2.84	51.70 %
W.Heater	2.35	26.07 %
W-Purifi	1.18	7.38 %
Mixie	0.37	0.90 %
W-Disp	0.16	10.77 %
Total	17.25	10.83 %

Branch *	MTD Sales L	Brand Share %
TMM1	0.85	9.49 %
DGL1	0.84	6.55 %
KKD3	0.62	9.28 %
MDU5	0.38	7.15 %
CBM1	0.37	7.97 %
ATG1	0.31	9.35 %
TDI1	0.24	8.36 %
PKM1	0.23	7.56 %
BTU1	0.22	7.61 %
BNR1	0.22	8.38 %
DGL2	0.18	4.73 %
TEN1	0.18	5.44 %
KPT1	0.18	4.75 %
MPA1	0.15	3.90 %
ADP1	0.14	4.46 %
USL1	0.14	4.48 %
KYK1	0.14	8.46 %
MLR1	0.14	4.99 %
PNV2	0.10	4.99 %
SGP1	0.10	8.27 %
PVI1	0.08	4.89 %
KRR1	0.07	1.81 %
NTM1	0.07	3.26 %
ODM1	0.04	1.84 %
SZSD		0.00 %
WHMD		0.00 %
Total	17.25	10.83 %

WEST-01

Property	MTD Sales L	Brand Share %
Air-Cool	7.08	15.01 %
Fan	4.23	14.31 %
Iron	1.93	63.67 %
W-Purifi	1.46	19.16 %
W.Heater	1.38	13.28 %
Mixie	0.12	0.42 %
Total	16.20	12.64 %

Branch *	MTD Sales L	Brand Share %
AVI1	0.66	9.37 %
SNR1	0.58	8.02 %
CBE4	0.58	7.73 %
CBE1	0.38	6.77 %
CBE6	0.36	7.49 %
SUL1	0.35	5.84 %
PDM1	0.30	7.76 %
KMD1	0.17	9.24 %
UMP1	0.16	5.39 %
MPM1	0.15	2.91 %
GBM1	0.13	8.26 %
PPI1	0.10	3.54 %
UAM1	0.09	4.77 %
DPM2	0.08	2.39 %
KGM1	0.07	3.57 %
CBE3	0.03	1.79 %
TPR4	0.03	1.27 %
KGI1	0.01	2.10 %
WZSD		0.00 %
Total	16.20	12.64 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fan	3.84	5.82 %
W.Heater	2.34	11.02 %
W-Purifi	1.91	8.63 %
Air-Cool	1.55	11.13 %
Iron	1.42	48.46 %
W-Disp	0.22	8.82 %
Mixie	0.09	0.25 %
Total	11.37	6.92 %

Branch *	MTD Sales L	Brand Share %
CH25	0.45	7.65 %
CH49	0.37	5.17 %
CH45	0.36	8.61 %
CH42	0.36	5.02 %
CH08	0.36	5.84 %
CH16	0.27	4.59 %
CH19	0.25	5.14 %
CH39	0.25	9.21 %
AVD1	0.23	8.38 %
CH47	0.19	6.05 %
GUD2	0.18	7.94 %
MRM1	0.13	4.03 %
CH35	0.11	4.80 %
CH48	0.10	2.33 %
CH22	0.10	2.84 %
GUD1	0.06	1.27 %
KNR1	0.05	5.00 %
CH26	0.05	3.77 %
WHC3	0.03	2.69 %
CH37		0.00 %
CZWH		0.00 %
MC10		0.00 %
WCHN		0.00 %
Total	11.37	6.92 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cool	3.62	10.96 %
Fan	3.52	15.20 %
Iron	1.62	50.07 %
W-Purifi	1.54	14.98 %
W.Heater	0.49	8.78 %
Mixie	0.26	0.77 %
W-Disp	0.08	7.72 %
Total	11.14	10.15 %

Branch *	MTD Sales L	Brand Share %
MVM1	0.59	9.21 %
TYR1	0.36	5.98 %
KUM1	0.30	4.64 %
ORU1	0.25	8.38 %
JKM1	0.20	6.86 %
KIK1	0.17	7.57 %
TVR2	0.17	2.98 %
MDI1	0.15	3.83 %
MSI1	0.15	5.82 %
TRY3	0.12	3.26 %
PTK1	0.10	3.02 %
KRN1	0.09	2.51 %
TNJ1	0.09	1.42 %
TVR1	0.08	3.55 %
PDK1	0.06	4.42 %
TTP1	0.04	1.32 %
NMM1	0.04	1.22 %
TRY2	0.02	6.57 %
APM1	0.02	0.98 %
AYR1	0.02	0.56 %
TZSD		0.00 %
WTRZ		0.00 %
Total	11.14	10.15 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cool	2.86	5.79 %
Fan	2.33	7.99 %
Iron	2.09	60.63 %
W.Heater	1.02	13.88 %
W-Purifi	0.54	7.92 %
Mixie	0.12	0.31 %
W-Disp	0.09	12.31 %
Total	9.05	6.66 %

Branch *	MTD Sales L	Brand Share %
SLM2	0.37	7.70 %
KRI1	0.35	6.15 %
ERD1	0.34	6.73 %
TRM1	0.33	7.50 %
APN1	0.25	5.98 %
EPI1	0.22	4.08 %
OML1	0.20	4.72 %
SLM3	0.19	3.85 %
ATU1	0.18	3.97 %
PLC1	0.16	4.16 %
EDP1	0.14	5.75 %
HRR1	0.11	4.54 %
VKL1	0.11	3.63 %
KAM1	0.10	4.13 %
KMM1	0.10	3.45 %
MCR1	0.10	2.11 %
SGG1	0.09	4.70 %
TCG1	0.08	3.41 %
SGI1	0.07	2.29 %
VPD1	0.07	2.06 %
MTR1	0.06	1.93 %
HSR1	0.06	1.07 %
RSP1	0.05	1.33 %
CMI1	0.05	1.70 %
KVP1	0.04	1.68 %
PMP1	0.04	2.06 %
PDR1	0.03	1.76 %
DPR1	0.03	1.49 %
DPR2	0.03	1.27 %
WHPD		0.00 %
WZWH		0.00 %
Total	9.05	6.66 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fan	2.72	14.21 %
W.Heater	2.30	20.07 %
Air-Cool	1.20	10.36 %
Iron	1.11	52.25 %
W-Purifi	0.83	5.55 %
W-Disp	0.13	9.19 %
Mixie	0.12	0.40 %
Total	8.41	9.22 %

Branch *	MTD Sales L	Brand Share %
CH03	0.97	8.47 %
CH50	0.41	8.53 %
CH34	0.41	8.40 %
CH43	0.30	5.28 %
CH15	0.24	3.21 %
CH41	0.16	6.04 %
CH46	0.15	8.38 %
CH33	0.14	5.96 %
CH18	0.12	2.39 %
CH06	0.08	2.34 %
CH36	0.07	2.68 %
CH44	0.07	3.40 %
CH31	0.04	2.72 %
CH23	0.02	1.58 %
CH01	0.01	7.23 %
CH27	0.01	0.61 %
CH20		0.00 %
CH32		0.00 %
CH51		0.00 %
Total	8.41	9.22 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fan	3.17	14.43 %
Air-Cool	1.66	10.34 %
W.Heater	1.27	10.47 %
Iron	1.20	51.08 %
W-Purifi	0.96	10.68 %
Mixie	0.04	0.19 %
Total	8.30	9.72 %

Branch *	MTD Sales L	Brand Share %
KPM2	0.52	9.44 %
VNB1	0.22	8.23 %
TRT1	0.22	7.36 %
PLR1	0.18	9.34 %
WJP1	0.18	4.94 %
ABR1	0.18	5.85 %
VEL1	0.16	3.20 %
VSI1	0.13	6.77 %
SLG1	0.11	5.38 %
UGI1	0.11	4.65 %
BGR1	0.10	2.86 %
WJD1	0.09	2.95 %
GDM1	0.07	2.28 %
PTU1	0.06	4.02 %
CPT1	0.03	1.30 %
CGM1	0.02	0.77 %
ANI1		0.00 %
Total	8.30	9.72 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fan	1.74	12.39 %
Air-Cool	1.29	12.33 %
Iron	1.14	50.88 %
W.Heater	0.89	15.84 %
W-Purifi	0.45	17.15 %
Total	5.50	10.11 %

Branch *	MTD Sales L	Brand Share %
POY1	0.31	7.53 %
NVL2	0.22	5.72 %
POY2	0.20	5.84 %
PRT1	0.17	5.67 %
ULP1	0.16	5.33 %
TRK1	0.13	5.31 %
MKM1	0.11	8.49 %
VCM1	0.10	5.44 %
TDM1	0.07	3.06 %
STP1	0.06	3.14 %
KLM1	0.06	3.61 %
CDM1	0.04	1.09 %
KML1	0.04	2.22 %
VPM1	0.04	4.31 %
TVM1	0.03	3.61 %
TVM2	0.02	1.44 %
Total	5.50	10.11 %