

MTD Sales
305.74 L

Brand Share %
12.44 %

Information:

MTD : 01-04-2026 To 24-04-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **12.44 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cool	162.10	13.41 %
Fan	109.40	18.75 %
Iron	12.72	50.29 %
W-Purifi	10.08	8.09 %
W.Heater	7.38	16.38 %
Small-Ap	1.84	4.62 %
Mixie	1.50	0.45 %
W-Disp	0.55	2.17 %
Chimney	0.18	0.24 %
Total	305.74	12.44 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	58.54	14.30 %
SOUTH-03	49.20	13.16 %
TRICHY-01	41.82	14.33 %
WEST-02	34.15	9.20 %
CHENNAI-01	33.58	13.33 %
WEST-01	29.27	10.37 %
CHENNAI-02	22.10	13.83 %
SOUTH ARCOT	19.67	13.42 %
NORTH ARCOT	17.40	10.20 %
Total	305.74	12.44 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cool	29.80	16.80 %
Fan	21.62	18.83 %
Iron	3.09	56.86 %
W-Purifi	2.52	8.86 %
W.Heater	0.66	10.94 %
Small-Ap	0.43	5.74 %
Mixie	0.29	0.50 %
W-Disp	0.13	6.67 %
Total	58.54	14.30 %

Branch *	MTD Sales L	Brand Share %
TVL1	4.67	10.13 %
NGR1	2.71	12.40 %
SVK1	1.31	9.96 %
RPM1	1.01	8.67 %
TUT2	0.99	6.54 %
TCN1	0.94	8.78 %
PDI1	0.77	11.04 %
MMT1	0.69	9.98 %
ASM1	0.68	10.09 %
SGT1	0.66	11.94 %
KYR1	0.62	6.78 %
ERL2	0.52	8.96 %
SDI1	0.45	6.42 %
KSM1	0.45	11.59 %
PKD1	0.42	6.65 %
STU2	0.41	6.12 %
TKY1	0.39	7.04 %
UDN1	0.29	8.53 %
COL1	0.25	7.72 %
SKD1	0.18	3.54 %
WHTV	-0.05	7.95 %
Total	58.54	14.30 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cool	22.98	12.89 %
Fan	20.59	19.42 %
Iron	2.47	56.88 %
W-Purifi	1.65	9.23 %
W.Heater	0.89	20.77 %
Small-Ap	0.34	5.46 %
Mixie	0.16	0.37 %
W-Disp	0.13	6.67 %
Total	49.20	13.16 %

Branch *	MTD Sales L	Brand Share %
DGL1	2.20	7.35 %
MDU6	2.01	10.35 %
KKD3	1.32	8.63 %
DKI1	1.01	12.26 %
MDU4	1.01	9.41 %
MDU7	0.92	10.18 %
MDU5	0.88	7.19 %
TEN1	0.75	6.96 %
DGL2	0.70	8.60 %
BNR1	0.70	10.14 %
MPA1	0.59	6.42 %
PNV2	0.55	10.16 %
PVI1	0.53	11.49 %
USL1	0.52	8.46 %
ADP1	0.49	6.57 %
SVG1	0.47	9.55 %
TDI1	0.43	7.16 %
BTU1	0.42	11.59 %
ATG1	0.37	5.23 %
KYK1	0.32	5.96 %
KPT1	0.30	3.17 %
MLR1	0.29	5.93 %
NTM1	0.28	6.22 %
SGP1	0.16	3.84 %
PKM1	0.09	2.26 %
CMR1	0.07	1.49 %
KRR1	0.07	0.80 %
WHMD	-0.01	2.58 %
Total	49.20	13.16 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cool	24.88	15.87 %
Fan	14.40	20.45 %
Iron	1.15	40.75 %
W-Purifi	1.05	13.05 %
W.Heater	0.25	12.57 %
Small-Ap	0.09	2.09 %
Total	41.82	14.33 %

Branch *	MTD Sales L	Brand Share %
PTK1	0.91	8.24 %
KRN1	0.71	8.88 %
PDK1	0.68	11.97 %
KIK1	0.68	9.87 %
TVR1	0.59	11.78 %
JKM1	0.57	5.71 %
ORU1	0.55	6.71 %
NCK1	0.50	7.44 %
TTP1	0.39	9.79 %
TRY3	0.36	3.88 %
TNJ1	0.34	2.22 %
NMM1	0.06	0.83 %
APM1	0.05	1.18 %
AYR1	0.03	0.42 %
MSI1	0.01	0.09 %
TRY2		0.00 %
WTRZ		0.00 %
Total	41.82	14.33 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cool	22.19	9.91 %
Fan	9.99	14.05 %
Iron	1.15	50.81 %
W.Heater	0.55	13.16 %
W-Purifi	0.24	2.53 %
Mixie	0.03	0.08 %
Total	34.15	9.20 %

Branch *	MTD Sales L	Brand Share %
HSR2	1.61	10.16 %
ERD1	1.28	9.34 %
SLM3	1.19	7.14 %
KRI1	1.05	5.59 %
DPR1	0.72	8.96 %
KVP1	0.71	7.95 %
EPI1	0.62	6.46 %
BMD1	0.54	8.30 %
MCR1	0.51	6.51 %
EDP1	0.42	5.50 %
PLC1	0.41	3.51 %
RSP1	0.37	3.36 %
KAM1	0.30	2.42 %
VPD1	0.27	2.49 %
OML1	0.23	2.52 %
APN1	0.21	2.36 %
SGG1	0.16	2.59 %
MTR1	0.13	2.19 %
TCG1	0.11	1.60 %
HSR1	0.10	0.83 %
KMM1	0.07	1.01 %
CMI1	0.05	0.69 %
SGI1	0.04	0.67 %
PMP1	0.03	0.39 %
HRR1	0.02	0.38 %
PDR1	0.02	0.34 %
VKL1	0.02	0.27 %
WHKP		0.00 %
WHPD		0.00 %
Total	34.15	9.20 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cool	16.22	18.79 %
Fan	11.44	19.86 %
W.Heater	1.75	17.79 %
Iron	1.54	49.92 %
W-Purifi	1.48	5.73 %
Small-Ap	0.54	6.49 %
Mixie	0.29	0.69 %
Chimney	0.18	1.70 %
W-Disp	0.14	1.83 %
Total	33.58	13.33 %

Branch *	MTD Sales L	Brand Share %
CH42	1.30	8.64 %
CH07	1.14	9.80 %
CH08	0.98	8.11 %
GUD1	0.85	10.39 %
CH16	0.73	7.34 %
CH19	0.56	4.71 %
CH35	0.45	6.81 %
MRM1	0.42	5.67 %
CH25	0.39	5.04 %
GUD2	0.30	4.77 %
CH30	0.14	2.53 %
CH29	0.13	11.98 %
CH22	0.09	1.41 %
CH38	0.04	0.58 %
KNR1	0.03	1.37 %
CH26	0.01	0.43 %
CH37	0.01	0.45 %
CZWH		0.00 %
MC09		0.00 %
Total	33.58	13.33 %

WEST-01

Property	MTD Sales L	Brand Share %
Air-Cool	16.06	9.40 %
Fan	10.72	22.96 %
Iron	0.77	51.10 %
W.Heater	0.71	10.58 %
W-Purifi	0.56	6.07 %
Mixie	0.21	0.66 %
W-Disp	0.14	5.74 %
Small-Ap	0.10	2.70 %
Total	29.27	10.37 %

Branch *	MTD Sales L	Brand Share %
SNR1	1.27	8.99 %
TPR3	1.09	11.46 %
CBE6	1.05	10.13 %
UMP1	0.87	9.97 %
AVI1	0.86	7.03 %
MPM1	0.84	7.30 %
CBE4	0.58	4.30 %
SUL1	0.57	4.71 %
PPI1	0.51	6.23 %
CBE5	0.49	6.12 %
CBE1	0.41	3.62 %
PDM1	0.28	3.40 %
KMD1	0.25	3.93 %
GBM1	0.11	1.74 %
TPR4	0.09	1.32 %
ANR1	0.07	1.12 %
UAM1	0.05	1.42 %
KGM1	0.04	0.52 %
CNR1	0.04	2.94 %
CBE3	0.02	0.50 %
GDR1	0.02	3.48 %
DPM2	0.01	0.27 %
KGI1	0.01	1.56 %
WHCB		0.00 %
Total	29.27	10.37 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cool	11.49	18.81 %
Fan	6.60	17.31 %
W.Heater	1.54	28.62 %
Iron	0.95	45.93 %
W-Purifi	0.89	6.99 %
Mixie	0.34	1.14 %
Small-Ap	0.30	7.58 %
Total	22.10	13.83 %

Branch *	MTD Sales L	Brand Share %
CH18	1.15	10.21 %
CH17	0.80	9.34 %
CH15	0.77	6.07 %
CH34	0.42	6.47 %
PON1	0.35	9.58 %
CH33	0.30	4.82 %
CH20	0.29	4.90 %
CH41	0.16	4.45 %
CH44	0.15	3.08 %
CH46	0.10	3.00 %
CH31	0.04	1.41 %
CH36	0.04	0.82 %
CH06	0.03	0.69 %
CH27	0.03	0.99 %
UKI1	0.03	0.83 %
CH23	0.03	0.85 %
MC06	0.02	4.84 %
CH01	0.01	4.96 %
CH51		0.00 %
Total	22.10	13.83 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cool	9.75	13.41 %
Fan	8.13	21.86 %
W-Purifi	0.78	17.34 %
Iron	0.53	28.54 %
W.Heater	0.46	18.99 %
Mixie	0.04	0.19 %
Total	19.67	13.42 %

Branch *	MTD Sales L	Brand Share %
KML1	0.55	8.06 %
SJI2	0.54	7.97 %
TRK1	0.48	5.41 %
STP1	0.44	9.27 %
PRT1	0.35	3.53 %
VPM1	0.34	10.50 %
MKM1	0.22	8.90 %
CDM1	0.21	3.13 %
VCM2	0.15	10.20 %
VCM1	0.11	2.69 %
TDM1	0.05	0.91 %
TVM2	0.03	1.24 %
TVM1	0.03	1.03 %
KLM1	0.03	0.63 %
WHUT		0.00 %
Total	19.67	13.42 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cool	8.74	10.67 %
Fan	5.93	14.25 %
Iron	1.08	55.55 %
W-Purifi	0.91	10.69 %
W.Heater	0.56	13.50 %
Mixie	0.14	0.68 %
Small-Ap	0.04	1.75 %
Total	17.40	10.20 %

Branch *	MTD Sales L	Brand Share %
TRR1	1.61	10.14 %
VEL2	1.48	9.54 %
ABR1	0.84	8.58 %
VNB1	0.76	9.79 %
ARC2	0.44	7.00 %
KPM1	0.40	8.66 %
VEL1	0.39	3.92 %
WJP1	0.35	4.62 %
SLG1	0.33	6.78 %
BGR1	0.26	4.17 %
WJD1	0.15	3.18 %
UGI1	0.14	5.49 %
CPT1	0.08	2.41 %
ANI1	0.07	2.30 %
GDM1	0.06	1.05 %
CGM1	0.05	1.04 %
TRT1	0.05	1.08 %
PLR1	0.04	0.72 %
CYR1	0.02	0.54 %
VSI1	0.01	0.37 %
PTU1		0.00 %
WHVL		0.00 %
Total	17.40	10.20 %