



TN : HAVELLS Sales Performance 25/05/2026 8:09 AM

MTD Sales
138.54 L

Brand Share %
10.40 %

Information:

MTD : 01-05-2026 To 24-05-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **10.40 %** are only listed below

Property	MTD Sales L	Brand Share %
Fan	61.37	18.48 %
Air-Cool	37.38	9.89 %
W.Heater	18.94	20.86 %
W-Purifi	8.46	6.92 %
Iron	8.40	39.26 %
Small-Ap	2.70	7.32 %
Mixie	1.20	0.38 %
W-Disp	0.09	0.28 %
Total	138.54	10.40 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	26.60	12.42 %
SOUTH ARCOT	23.53	24.12 %
SOUTH-03	18.21	10.25 %
CHENNAI-01	17.52	7.88 %
TRICHY-01	17.49	11.34 %
CHENNAI-02	11.52	8.67 %
WEST-01	8.35	8.21 %
NORTH ARCOT	7.87	8.41 %
WEST-02	7.43	5.37 %
Total	138.54	10.40 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fan	14.69	25.16 %
Air-Cool	6.46	14.16 %
Iron	2.67	51.73 %
W-Purifi	0.93	3.72 %
W.Heater	0.77	7.36 %
Small-Ap	0.63	8.34 %
Mixie	0.35	0.59 %
W-Disp	0.09	4.84 %
Total	26.60	12.42 %

Branch *	MTD Sales L	Brand Share %
NGR1	0.82	6.46 %
TUT2	0.70	9.05 %
TKS1	0.64	9.40 %
TCN1	0.62	9.67 %
SVK1	0.51	9.38 %
VLY1	0.41	7.00 %
ERL2	0.39	7.05 %
VKM1	0.30	7.98 %
TKY1	0.30	9.89 %
APK1	0.29	6.67 %
PKD1	0.26	7.49 %
SNL1	0.25	5.43 %
STU2	0.23	8.61 %
PDI1	0.21	5.74 %
MMT1	0.20	5.09 %
RPM1	0.20	2.78 %
ASM1	0.20	5.82 %
UDN1	0.19	8.46 %
COL1	0.11	4.56 %
SKD1	0.07	1.87 %
SGT1	0.05	3.05 %
S2SD		0.00 %
WHTV		0.00 %
Total	26.60	12.42 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
W.Heater	13.94	90.19 %
Fan	4.95	23.66 %
Air-Cool	3.39	11.66 %
Iron	0.64	35.48 %
W-Purifi	0.55	10.66 %
Mixie	0.07	0.29 %
Total	23.53	24.12 %

Branch *	MTD Sales L	Brand Share %
TRK1	0.38	10.07 %
CDM1	0.32	5.95 %
NVL2	0.29	4.86 %
STP1	0.27	7.95 %
SJI2	0.24	5.22 %
KML1	0.23	7.70 %
VCM1	0.21	8.94 %
KLM1	0.05	1.12 %
TVM1	0.04	2.20 %
TVM2	0.01	0.61 %
TDM1		0.00 %
Total	23.53	24.12 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fan	10.45	19.07 %
Air-Cool	5.12	12.66 %
Iron	1.03	31.38 %
W-Purifi	0.60	3.32 %
W.Heater	0.51	5.54 %
Small-Ap	0.36	5.74 %
Mixie	0.14	0.33 %
Total	18.21	10.25 %

Branch *	MTD Sales L	Brand Share %
MDU6	0.97	10.36 %
TMM1	0.60	6.33 %
KKD3	0.57	6.31 %
TPT1	0.53	9.90 %
MDU5	0.50	7.47 %
PNV2	0.34	9.56 %
DKI1	0.31	8.73 %
TEN1	0.30	8.51 %
MLR1	0.29	8.97 %
SVG1	0.27	10.01 %
MDU4	0.25	7.07 %
KPT1	0.21	6.03 %
PNI1	0.19	6.34 %
DGL2	0.17	4.31 %
MPA1	0.16	3.69 %
TDI1	0.14	5.37 %
BNR1	0.12	5.53 %
ADP1	0.12	5.35 %
PVI1	0.10	2.35 %
CBM1	0.08	2.45 %
PKM1	0.06	2.93 %
NTM1	0.06	3.08 %
SGP1	0.04	1.81 %
KYK1	0.03	1.02 %
ODM1	0.02	1.13 %
CMR1	0.01	0.63 %
SZSD		0.00 %
Total	18.21	10.25 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fan	6.56	13.27 %
Air-Cool	5.68	9.26 %
W-Purifi	1.86	6.90 %
Iron	1.20	46.21 %
Small-Ap	1.08	14.58 %
W.Heater	0.84	4.10 %
Mixie	0.31	0.77 %
Total	17.52	7.88 %

Branch *	MTD Sales L	Brand Share %
CH42	1.10	8.44 %
CH47	1.07	9.43 %
CH08	0.72	6.13 %
GUD1	0.63	8.58 %
CH48	0.56	7.13 %
CH39	0.53	8.09 %
CH16	0.51	7.09 %
CH19	0.51	4.96 %
CH49	0.49	4.79 %
GUD2	0.36	8.74 %
CH28	0.34	4.87 %
CH25	0.34	5.14 %
TKM1	0.32	9.75 %
CH30	0.31	2.54 %
SKL1	0.24	9.38 %
CH35	0.22	4.39 %
MRM1	0.20	4.56 %
KNR1	0.15	6.67 %
CH37	0.06	2.06 %
CH38	0.03	0.40 %
CH22	0.01	0.30 %
CH40	0.01	1.84 %
WHC3	0.01	0.04 %
CH26		0.00 %
CZWH		0.00 %
MC10		0.00 %
WCHN	-0.04	8.53 %
Total	17.52	7.88 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fan	8.77	20.53 %
Air-Cool	7.02	13.84 %
Iron	0.77	39.37 %
W-Purifi	0.62	6.99 %
Small-Ap	0.15	4.36 %
Mixie	0.10	0.26 %
W.Heater	0.07	1.14 %
Total	17.49	11.34 %

Branch *	MTD Sales L	Brand Share %
MVM1	0.84	8.94 %
TYR1	0.72	10.16 %
PTK1	0.60	8.11 %
TNJ1	0.52	5.67 %
NGT1	0.49	9.26 %
PBR1	0.35	8.05 %
NCK1	0.32	9.69 %
ORU1	0.31	9.54 %
TRY4	0.30	8.59 %
JKM1	0.23	4.32 %
KRN1	0.17	5.87 %
PDK1	0.07	3.10 %
NMM1	0.07	1.44 %
APM1	0.03	1.13 %
AYR1	0.03	0.69 %
MSI1	0.02	1.25 %
TRY2	0.01	1.72 %
TZSD		0.00 %
Total	17.49	11.34 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fan	5.47	16.93 %
Air-Cool	3.23	6.37 %
W-Purifi	1.16	8.66 %
Iron	0.81	45.89 %
W.Heater	0.74	31.35 %
Mixie	0.08	0.32 %
Small-Ap	0.04	1.16 %
Total	11.52	8.67 %

Branch *	MTD Sales L	Brand Share %
CH03	0.79	9.24 %
CH18	0.70	6.52 %
CH50	0.42	5.35 %
CH43	0.38	6.21 %
CH15	0.33	3.87 %
CH33	0.33	7.29 %
CH20	0.29	5.91 %
CH46	0.27	7.26 %
CH34	0.23	3.62 %
CH23	0.20	5.57 %
CH17	0.20	3.18 %
CH44	0.06	1.34 %
CH27	0.02	0.57 %
CH06	0.02	0.48 %
UKI1	0.02	0.51 %
CH36	0.01	0.37 %
CH31	0.01	0.61 %
CH01		0.00 %
CH32		0.00 %
CH51		0.00 %
MC05		0.00 %
MC06		0.00 %
Total	11.52	8.67 %

WEST-01

Property	MTD Sales L	Brand Share %
Fan	4.25	19.20 %
W-Purifi	1.58	24.43 %
W.Heater	1.12	9.07 %
Air-Cool	0.85	3.88 %
Iron	0.27	18.95 %
Small-Ap	0.21	5.90 %
Mixie	0.07	0.20 %
Total	8.35	8.21 %

Branch *	MTD Sales L	Brand Share %
MPM1	0.28	7.50 %
SUL1	0.26	6.00 %
PDM1	0.24	10.05 %
CBE5	0.21	7.51 %
TPR3	0.13	4.59 %
TPR1	0.12	3.61 %
SYM2	0.11	4.89 %
CBE4	0.09	2.64 %
CBE3	0.09	7.40 %
AVI1	0.09	2.00 %
KMD1	0.09	6.16 %
KGI1	0.07	8.53 %
SNR1	0.06	1.67 %
PPI1	0.06	2.88 %
DPM2	0.05	2.50 %
CBE6	0.04	0.90 %
ANR1	0.04	3.52 %
UMP1	0.04	1.67 %
UAM1	0.03	1.13 %
CBE1	0.02	0.42 %
GBM1	0.02	0.94 %
CNR1	0.02	0.93 %
GDR1		0.00 %
KGM1		0.00 %
TPR4		0.00 %
WZSD		0.00 %
WHCB	-0.04	5.41 %
Total	8.35	8.21 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fan	3.13	13.30 %
Air-Cool	2.99	9.42 %
W.Heater	0.58	16.82 %
Iron	0.53	35.74 %
W-Purifi	0.45	4.60 %
Small-Ap	0.10	7.10 %
Mixie	0.09	0.48 %
Total	7.87	8.41 %

Branch *	MTD Sales L	Brand Share %
KPM2	0.70	7.57 %
TRR1	0.44	9.73 %
VEL1	0.40	8.55 %
KPM1	0.30	8.82 %
SLG1	0.17	5.55 %
ABR1	0.14	4.70 %
CGM1	0.09	3.86 %
BGR1	0.08	2.50 %
WJD1	0.07	2.00 %
ANI1	0.04	1.36 %
GDM1	0.04	1.18 %
VSI1	0.04	1.46 %
PTU1	0.02	1.36 %
CPT1	0.02	0.63 %
CYR1	0.02	0.68 %
UGI1	0.02	0.86 %
TRT1	0.01	0.63 %
PLR1	0.01	0.50 %
WJP1		0.00 %
Total	7.87	8.41 %

WEST-02

Property	MTD Sales L	Brand Share %
Fan	3.10	11.12 %
Air-Cool	2.63	5.67 %
W-Purifi	0.71	8.37 %
Iron	0.49	25.31 %
W.Heater	0.37	3.39 %
Small-Ap	0.13	6.32 %
Total	7.43	5.37 %

Branch *	MTD Sales L	Brand Share %
ERD2	0.83	9.38 %
HSR2	0.33	6.32 %
BMD1	0.31	8.55 %
SLM2	0.30	7.22 %
KAM1	0.26	5.36 %
MTR1	0.24	5.94 %
RSP1	0.21	6.47 %
DPR2	0.19	6.60 %
MCR1	0.15	4.81 %
APN1	0.14	4.43 %
SGI1	0.11	2.60 %
EDP1	0.11	7.09 %
DPR1	0.08	2.12 %
EPI1	0.07	2.09 %
TCG1	0.07	4.58 %
PLC1	0.06	1.47 %
KRI1	0.05	0.75 %
VPD1	0.05	1.81 %
VKL1	0.04	1.64 %
CMI1	0.04	1.58 %
SGG1	0.03	1.85 %
KVP1	0.02	0.52 %
HSR1	0.02	0.29 %
SLM3	0.01	0.20 %
PDR1	0.01	0.52 %
KMM1	0.01	0.29 %
HRR1		0.00 %
PMP1		0.00 %
WHKP		0.00 %
WHPD		0.00 %
WZWH		0.00 %
Total	7.43	5.37 %