

MTD Sales
117.80 L

Brand Share %
10.25 %

Information:

MTD : 01-09-2026 To 24-09-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **10.25 %** are only listed below

Property	MTD Sales L	Brand Share %
Fan	51.39	21.47 %
W.Heater	19.65	14.23 %
Iron	17.14	57.04 %
W-Purifi	14.67	10.48 %
Chimney	9.13	13.18 %
Mixie	3.66	1.07 %
Small-Ap	1.66	4.09 %
Air-Cool	0.59	1.13 %
W-Disp	-0.08	-0.26 %
Total	117.80	10.25 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	20.87	10.12 %
CHENNAI-01	18.87	11.31 %
TRICHY-01	15.19	12.32 %
NORTH ARCOT	11.39	13.55 %
SOUTH-03	11.09	7.21 %
CHENNAI-02	10.62	9.65 %
SOUTH ARCOT	10.49	13.99 %
WEST-01	10.33	12.36 %
WEST-03	4.71	9.29 %
WEST-02	4.23	4.44 %
Total	117.80	10.25 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fan	10.52	20.53 %
Iron	3.84	58.21 %
W-Purifi	2.30	8.85 %
W.Heater	1.98	12.55 %
Chimney	1.54	18.99 %
Mixie	0.46	0.65 %
Small-Ap	0.27	4.31 %
Air-Cool	-0.05	-0.64 %
Total	20.87	10.12 %

Branch *	MTD Sales L	Brand Share %
TUT1	2.37	9.15 %
KVT1	1.32	8.96 %
NGR1	1.09	9.11 %
RND2	0.73	9.58 %
TCN1	0.52	8.49 %
TUT2	0.48	8.19 %
VLV1	0.38	6.34 %
SVK1	0.35	7.38 %
TKS1	0.31	3.70 %
KYR1	0.26	6.79 %
MMT1	0.23	7.35 %
TKY1	0.22	6.59 %
RPM1	0.20	3.12 %
MAR1	0.19	3.26 %
ASM1	0.18	7.10 %
KSM1	0.16	5.80 %
UDN1	0.16	7.76 %
STU2	0.14	5.47 %
KGL1	0.13	6.60 %
COL1	0.11	5.38 %
VNR1	0.10	3.96 %
SKD1	0.08	3.37 %
SGT1	0.07	6.28 %
S2SD	0.05	1.87 %
WHTV		0.00 %
Total	20.87	10.12 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fan	8.45	29.18 %
W.Heater	4.54	16.04 %
W-Purifi	2.33	8.58 %
Iron	2.04	65.22 %
Chimney	0.80	10.94 %
Mixie	0.35	0.75 %
Small-Ap	0.20	2.32 %
Air-Cool	0.15	10.12 %
Total	18.87	11.31 %

Branch *	MTD Sales L	Brand Share %
CH16	0.98	9.44 %
CH49	0.68	6.51 %
CH42	0.67	7.93 %
CH45	0.58	9.51 %
CH22	0.50	7.24 %
CH48	0.50	5.63 %
MRM1	0.38	8.38 %
GUD1	0.37	4.94 %
SKL1	0.31	8.76 %
CH05	0.29	2.81 %
GUD2	0.26	7.14 %
CH25	0.24	3.39 %
CZWH	0.22	6.66 %
CH08	0.20	4.96 %
TKM1	0.17	9.46 %
CH30	0.16	3.42 %
CH39	0.14	4.08 %
CH26	0.12	6.41 %
CH38	0.11	2.46 %
CH40		0.00 %
Total	18.87	11.31 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fan	6.67	24.25 %
W.Heater	2.63	15.40 %
W-Purifi	1.91	13.73 %
Chimney	1.67	24.02 %
Iron	1.54	52.27 %
Mixie	0.63	1.67 %
Small-Ap	0.14	4.26 %
Total	15.19	12.32 %

Branch *	MTD Sales L	Brand Share %
MVM1	0.58	6.06 %
NGT1	0.41	9.53 %
TRY4	0.39	8.51 %
KIK1	0.36	7.61 %
KUM2	0.27	7.03 %
PDK2	0.26	6.83 %
TYR1	0.23	5.56 %
ORU1	0.21	7.86 %
TNJ1	0.21	4.05 %
PBR1	0.15	6.04 %
PTK1	0.13	1.94 %
PDK1	0.13	7.43 %
TRY3	0.13	4.53 %
TTP1	0.12	5.40 %
KRN1	0.09	4.20 %
MSI1	0.08	6.23 %
AYR1	0.03	1.33 %
NMM1	0.03	1.16 %
TZSD		0.16 %
APM1		0.00 %
Total	15.19	12.32 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fan	5.97	32.97 %
W.Heater	1.33	11.16 %
W-Purifi	1.23	11.27 %
Iron	1.18	54.77 %
Chimney	1.02	14.30 %
Mixie	0.56	2.53 %
Small-Ap	0.11	2.95 %
Total	11.39	13.55 %

Branch *	MTD Sales L	Brand Share %
TRR1	0.68	9.27 %
VEL2	0.48	9.03 %
KPM2	0.45	6.57 %
AKM1	0.33	9.54 %
PLR1	0.13	7.09 %
VEL1	0.13	3.77 %
CPT1	0.12	6.06 %
VSI1	0.06	3.07 %
WJD1	0.05	1.99 %
CYR1	0.04	2.52 %
GDM1	0.04	1.86 %
WJP1	0.04	2.62 %
ANI1	0.03	2.05 %
UGI1	0.02	1.45 %
KPM1	0.02	1.75 %
PTU1	0.01	1.88 %
TRT1	0.01	0.70 %
BGR1	0.01	0.34 %
Total	11.39	13.55 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fan	5.55	12.79 %
Iron	2.29	54.77 %
W.Heater	1.47	10.41 %
W-Purifi	0.87	4.88 %
Chimney	0.42	4.71 %
Mixie	0.33	0.78 %
Small-Ap	0.23	5.70 %
Air-Cool	0.01	0.14 %
W-Disp	-0.08	-1.59 %
Total	11.09	7.21 %

Branch *	MTD Sales L	Brand Share %
MDU2	1.14	8.93 %
DGL1	0.89	7.67 %
DKI1	0.38	9.67 %
ATG1	0.34	9.52 %
KKD3	0.32	4.27 %
PVI1	0.30	7.23 %
MDU6	0.27	3.95 %
MDU5	0.27	4.42 %
NKI1	0.25	7.51 %
BNR1	0.25	9.03 %
KRR1	0.23	6.23 %
DGL2	0.22	8.91 %
TMM1	0.22	3.54 %
MDU7	0.19	4.24 %
TEN1	0.18	5.85 %
TPT1	0.18	4.26 %
MDU3	0.17	4.87 %
CBM1	0.16	4.16 %
BTU1	0.15	4.90 %
MPA1	0.15	5.48 %
NTM1	0.14	9.10 %
PKM1	0.13	4.04 %
USL1	0.12	5.55 %
SVG1	0.12	6.02 %
PNV2	0.12	5.26 %
MLR1	0.11	4.47 %
ADP1	0.11	3.56 %
MDU4	0.09	3.80 %
TDI1	0.09	4.93 %
PNI1	0.08	3.22 %
CMR1	0.06	3.89 %
SGP1	0.03	2.21 %
KYK1	0.03	1.57 %
ODM1	0.01	0.49 %
SZSD	0.01	0.35 %
WHMD		0.00 %
Total	11.09	7.21 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fan	4.11	21.48 %
W.Heater	1.93	12.09 %
W-Purifi	1.69	11.98 %
Iron	1.51	60.80 %
Chimney	0.93	17.71 %
Small-Ap	0.22	3.96 %
Mixie	0.19	0.62 %
Air-Cool	0.04	0.41 %
Total	10.62	9.65 %

Branch *	MTD Sales L	Brand Share %
CH15	0.59	7.13 %
CH18	0.52	5.96 %
CH34	0.49	9.64 %
CH03	0.41	4.84 %
CH50	0.32	5.68 %
CH20	0.27	8.38 %
CH35	0.26	6.75 %
CH43	0.20	3.94 %
PON1	0.20	6.63 %
GPD1	0.20	9.64 %
CH36	0.17	7.60 %
CH27	0.15	6.52 %
CH37	0.14	6.72 %
CH46	0.12	6.08 %
CH12	0.10	2.22 %
CH06	0.07	2.43 %
CH23	0.05	6.71 %
CH31	0.05	7.34 %
CH44	0.03	1.22 %
UKI1	0.02	1.28 %
CH32		0.00 %
MC06		0.00 %
WHC3		0.00 %
WCHN	-0.10	5.92 %
Total	10.62	9.65 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fan	5.31	36.72 %
W.Heater	1.68	15.32 %
Iron	1.58	61.07 %
W-Purifi	0.85	10.49 %
Mixie	0.54	2.23 %
Chimney	0.43	12.65 %
Small-Ap	0.09	3.09 %
Total	10.49	13.99 %

Branch *	MTD Sales L	Brand Share %
POY1	0.61	8.03 %
CDM1	0.43	8.50 %
NVL2	0.36	7.57 %
TRK1	0.34	5.84 %
KML1	0.27	6.87 %
ULP1	0.15	6.67 %
KLM1	0.14	3.90 %
PRT1	0.12	4.24 %
TVM1	0.05	4.20 %
TDM1	0.03	1.04 %
TVM2	0.02	2.24 %
WHUT		0.00 %
Total	10.49	13.99 %

WEST-01

Property	MTD Sales L	Brand Share %
W.Heater	2.91	26.63 %
W-Purifi	2.08	25.62 %
Fan	1.89	17.78 %
Chimney	1.60	17.66 %
Iron	1.20	58.72 %
Mixie	0.33	1.28 %
Small-Ap	0.30	8.72 %
Air-Cool	0.03	0.42 %
Total	10.33	12.36 %

Branch *	MTD Sales L	Brand Share %
SNR1	0.35	7.83 %
CBE4	0.28	4.97 %
MPM1	0.25	5.30 %
CBE1	0.23	5.58 %
CBE5	0.14	4.98 %
KGI1	0.13	8.36 %
SUL1	0.12	2.69 %
KMD1	0.11	7.76 %
PPI1	0.10	6.41 %
PDM1	0.09	5.04 %
UAM1	0.06	1.72 %
UMP1	0.05	1.54 %
DPM2	0.03	1.06 %
WZSD	0.03	0.57 %
ANR1	0.02	2.08 %
CBE3		0.00 %
CNR1		0.00 %
GDR1		0.00 %
WHCB		0.00 %
Total	10.33	12.36 %

WEST-03

Property	MTD Sales L	Brand Share %
W-Purifi	1.22	23.48 %
Iron	0.95	72.12 %
Fan	0.88	10.71 %
W.Heater	0.57	11.75 %
Air-Cool	0.41	8.53 %
Chimney	0.39	7.89 %
Mixie	0.23	1.39 %
Small-Ap	0.07	6.02 %
Total	4.71	9.29 %

Branch *	MTD Sales L	Brand Share %
NKL2	0.27	4.66 %
ERD1	0.22	4.48 %
TPR1	0.18	3.54 %
AVI1	0.12	3.89 %
CMI1	0.12	5.92 %
SYM2	0.09	7.03 %
RSP1	0.09	4.55 %
KGM1	0.08	3.37 %
TPR3	0.06	6.25 %
W3SD	0.05	8.91 %
VKL1	0.04	3.09 %
SGG1	0.03	2.27 %
PDR1	0.03	1.77 %
TCG1	0.02	1.42 %
KMM1	0.02	1.31 %
GBM1	0.02	1.25 %
Total	4.71	9.29 %

WEST-02

Property	MTD Sales L	Brand Share %
Fan	2.03	11.49 %
Iron	0.99	38.39 %
W.Heater	0.60	7.40 %
Chimney	0.33	3.99 %
W-Purifi	0.17	2.07 %
Mixie	0.05	0.17 %
Small-Ap	0.04	2.32 %
Air-Cool	0.02	0.15 %
Total	4.23	4.44 %

Branch *	MTD Sales L	Brand Share %
HSR2	0.60	8.98 %
MCR1	0.27	6.12 %
TRM1	0.22	3.87 %
ATU1	0.19	4.19 %
SLM2	0.15	5.37 %
BMD1	0.15	6.29 %
VPD1	0.14	4.51 %
SLM3	0.14	2.97 %
KVP1	0.13	5.28 %
DPR1	0.12	4.08 %
OML1	0.11	4.33 %
APN1	0.11	3.81 %
EPI1	0.10	3.29 %
EDP1	0.10	4.81 %
DPR2	0.10	4.74 %
KRI1	0.09	1.65 %
PNG1	0.08	3.73 %
KAM1	0.07	2.19 %
HRR1	0.05	1.82 %
HSR1	0.05	0.88 %
PLC1	0.04	1.05 %
SGI1	0.02	1.35 %
MTR1	0.02	0.69 %
WZWH	0.02	0.40 %
PMP1	0.02	0.90 %
WHKP		0.00 %
Total	4.23	4.44 %