

MTD Sales
112.36 L

Brand Share %
9.80 %

Information:

MTD : 01-03-2026 To 25-03-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **9.80 %** are only listed below

Property	MTD Sales L	Brand Share %
Fan	36.70	12.23 %
Air-Cool	31.91	11.49 %
Iron	16.51	52.62 %
W.Heater	13.80	14.35 %
W-Purifi	11.19	9.45 %
Mixie	1.49	0.48 %
W-Disp	0.75	5.78 %
Total	112.36	9.80 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	20.91	11.30 %
SOUTH-03	18.44	11.14 %
WEST-01	17.03	12.65 %
TRICHY-01	11.80	10.33 %
CHENNAI-01	11.51	6.84 %
WEST-02	9.75	6.89 %
NORTH ARCOT	8.72	9.98 %
CHENNAI-02	8.55	9.11 %
SOUTH ARCOT	5.65	10.14 %
Total	112.36	9.80 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fan	8.81	20.16 %
Air-Cool	5.03	11.67 %
Iron	2.81	49.24 %
W-Purifi	2.24	8.26 %
W.Heater	1.57	13.45 %
Mixie	0.37	0.71 %
W-Disp	0.07	5.60 %
Total	20.91	11.30 %

Branch *	MTD Sales L	Brand Share %
KYR1	0.43	7.60 %
RPM1	0.36	6.15 %
APK2	0.35	8.90 %
SVK1	0.30	5.96 %
NGR1	0.27	3.34 %
ERL2	0.23	6.22 %
ASM1	0.22	5.62 %
PKD1	0.22	7.24 %
TCN1	0.20	4.93 %
MMT1	0.18	6.08 %
SDI1	0.17	3.72 %
ARM1	0.17	7.18 %
PDI1	0.15	4.91 %
KGL1	0.13	8.27 %
VNR1	0.12	3.00 %
SGT1	0.12	5.20 %
UDN1	0.11	7.56 %
VKM1	0.07	1.93 %
TKY1	0.06	2.66 %
SKD1	0.06	2.60 %
KSM1	0.03	4.37 %
S2SD		0.00 %
WHTV		0.00 %
Total	20.91	11.30 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cool	5.70	13.32 %
Fan	5.42	11.61 %
Iron	2.93	51.59 %
W.Heater	2.42	26.05 %
W-Purifi	1.44	8.55 %
Mixie	0.37	0.86 %
W-Disp	0.16	10.23 %
Total	18.44	11.14 %

Branch *	MTD Sales L	Brand Share %
DGL1	1.01	7.66 %
TMM1	0.85	9.09 %
KKD3	0.62	9.01 %
MDU5	0.40	7.24 %
CBM1	0.37	7.34 %
ATG1	0.34	8.97 %
PKM1	0.23	7.45 %
BTU1	0.22	7.61 %
BNR1	0.22	7.84 %
KPT1	0.19	4.86 %
DGL2	0.18	4.55 %
TEN1	0.18	5.08 %
MLR1	0.16	5.53 %
MPA1	0.15	3.90 %
ADP1	0.14	4.38 %
USL1	0.14	4.42 %
KYK1	0.14	7.81 %
PNV2	0.10	4.45 %
SGP1	0.10	8.27 %
NTM1	0.09	4.22 %
ODM1	0.09	4.40 %
PVI1	0.08	4.82 %
KRR1	0.07	1.72 %
SZSD		0.00 %
WHMD		0.00 %
Total	18.44	11.14 %

WEST-01

Property	MTD Sales L	Brand Share %
Air-Cool	7.67	15.08 %
Fan	4.42	14.18 %
Iron	1.96	64.11 %
W-Purifi	1.46	18.83 %
W.Heater	1.38	12.92 %
Mixie	0.12	0.41 %
Total	17.03	12.65 %

Branch *	MTD Sales L	Brand Share %
SNR1	0.58	7.59 %
CBE4	0.58	7.47 %
SUL1	0.38	5.74 %
CBE1	0.38	6.36 %
CBE6	0.36	7.12 %
PDM1	0.34	8.30 %
UMP1	0.18	5.32 %
KMD1	0.17	8.00 %
MPM1	0.15	2.88 %
GBM1	0.13	8.06 %
PPI1	0.10	3.08 %
UAM1	0.09	4.77 %
DPM2	0.08	2.20 %
KGM1	0.07	3.35 %
CBE3	0.03	1.70 %
TPR4	0.03	1.23 %
KGI1	0.01	1.99 %
WZSD		0.00 %
Total	17.03	12.65 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cool	4.17	11.90 %
Fan	3.63	15.07 %
Iron	1.63	48.94 %
W-Purifi	1.54	14.89 %
W.Heater	0.49	8.69 %
Mixie	0.26	0.74 %
W-Disp	0.08	7.72 %
Total	11.80	10.33 %

Branch *	MTD Sales L	Brand Share %
MVM1	0.62	9.37 %
TYR1	0.45	7.13 %
KUM1	0.38	5.71 %
ORU1	0.25	7.85 %
JKM1	0.20	6.56 %
TVR2	0.19	3.18 %
KIK1	0.17	7.09 %
TRY3	0.16	3.90 %
MDI1	0.15	3.83 %
MSI1	0.15	5.68 %
KRN1	0.11	3.05 %
PTK1	0.10	2.83 %
TNJ1	0.09	1.38 %
TVR1	0.08	3.55 %
PDK1	0.06	4.26 %
TTP1	0.04	1.23 %
NMM1	0.04	1.17 %
TRY2	0.02	6.57 %
APM1	0.02	0.97 %
AYR1	0.02	0.56 %
TZSD		0.00 %
WTRZ		0.00 %
Total	11.80	10.33 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fan	4.03	5.98 %
W.Heater	2.34	10.89 %
W-Purifi	1.73	7.68 %
Air-Cool	1.60	11.17 %
Iron	1.50	48.08 %
W-Disp	0.22	8.10 %
Mixie	0.09	0.24 %
Total	11.51	6.84 %

Branch *	MTD Sales L	Brand Share %
CH25	0.49	8.01 %
CH49	0.37	5.09 %
CH45	0.36	8.48 %
CH42	0.36	4.92 %
CH08	0.36	5.82 %
CH19	0.28	5.43 %
CH16	0.27	4.55 %
CH39	0.26	9.41 %
AVD1	0.23	8.30 %
CH47	0.22	6.73 %
CH30	0.19	9.36 %
GUD2	0.18	7.87 %
MRM1	0.13	3.89 %
CH48	0.11	2.48 %
CH35	0.11	4.50 %
CH22	0.10	2.84 %
GUD1	0.06	1.25 %
KNR1	0.05	5.00 %
CH26	0.05	3.53 %
WHC3	0.03	2.69 %
CH37		0.00 %
CZWH		0.00 %
MC10		0.00 %
Total	11.51	6.84 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cool	3.29	6.34 %
Fan	2.58	8.42 %
Iron	2.12	60.43 %
W.Heater	1.02	13.68 %
W-Purifi	0.54	7.59 %
Mixie	0.12	0.30 %
W-Disp	0.09	9.38 %
Total	9.75	6.89 %

Branch *	MTD Sales L	Brand Share %
ERD1	0.44	8.17 %
SLM2	0.37	7.51 %
KRI1	0.37	6.28 %
TRM1	0.34	7.74 %
APN1	0.28	6.43 %
EPI1	0.27	4.79 %
OML1	0.21	4.78 %
SLM3	0.19	3.70 %
ATU1	0.18	3.65 %
PLC1	0.16	3.96 %
EDP1	0.14	5.70 %
KAM1	0.13	4.98 %
DPR2	0.12	5.29 %
HRR1	0.11	4.19 %
VKL1	0.11	3.58 %
KMM1	0.10	3.37 %
MCR1	0.10	2.09 %
SGG1	0.09	4.42 %
TCG1	0.08	3.41 %
SGI1	0.07	2.12 %
MTR1	0.07	2.19 %
VPD1	0.07	1.97 %
HSR1	0.06	1.05 %
RSP1	0.05	1.23 %
CMI1	0.05	1.70 %
KVP1	0.04	1.51 %
PMP1	0.04	2.06 %
DPR1	0.04	2.04 %
PDR1	0.03	1.72 %
WHPD		0.00 %
WZWH		0.00 %
Total	9.75	6.89 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fan	3.28	14.59 %
Air-Cool	1.85	11.08 %
W.Heater	1.34	10.73 %
Iron	1.25	51.06 %
W-Purifi	0.96	10.68 %
Mixie	0.04	0.19 %
Total	8.72	9.98 %

Branch *	MTD Sales L	Brand Share %
KPM2	0.53	9.32 %
VNB1	0.26	9.11 %
TRT1	0.22	7.27 %
PLR1	0.18	8.91 %
WJP1	0.18	4.94 %
ABR1	0.18	5.50 %
VEL1	0.16	3.11 %
VSI1	0.13	6.74 %
UGI1	0.12	5.13 %
SLG1	0.11	5.32 %
BGR1	0.10	2.85 %
WJD1	0.09	2.93 %
GDM1	0.07	2.20 %
PTU1	0.06	4.02 %
CPT1	0.04	1.85 %
CGM1	0.02	0.77 %
ANI1		0.00 %
Total	8.72	9.98 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fan	2.74	13.93 %
W.Heater	2.34	20.00 %
Air-Cool	1.26	10.36 %
Iron	1.12	50.53 %
W-Purifi	0.83	5.49 %
W-Disp	0.13	8.66 %
Mixie	0.12	0.39 %
Total	8.55	9.11 %

Branch *	MTD Sales L	Brand Share %
CH03	0.97	8.31 %
CH50	0.43	8.77 %
CH34	0.42	8.52 %
CH43	0.34	5.75 %
CH15	0.24	3.03 %
CH41	0.16	5.92 %
CH46	0.15	7.01 %
UKI1	0.15	9.29 %
CH33	0.14	5.88 %
CH18	0.12	2.37 %
CH06	0.08	2.34 %
CH36	0.07	2.65 %
CH44	0.07	3.37 %
CH31	0.04	2.60 %
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	8.55	9.11 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fan	1.79	12.51 %
Air-Cool	1.35	12.28 %
Iron	1.18	51.45 %
W.Heater	0.89	15.66 %
W-Purifi	0.45	17.15 %
Total	5.65	10.14 %

Branch *	MTD Sales L	Brand Share %
POY1	0.31	7.35 %
NVL2	0.22	5.72 %
POY2	0.20	5.73 %
PRT1	0.17	5.47 %
ULP1	0.16	5.27 %
TRK1	0.13	5.26 %
VCM1	0.10	5.33 %
TDM1	0.07	2.89 %
KML1	0.07	3.20 %
STP1	0.06	3.10 %
KLM1	0.06	3.37 %
VPM1	0.06	5.75 %
CDM1	0.04	1.08 %
TVM1	0.03	3.61 %
TVM2	0.03	2.24 %
Total	5.65	10.14 %