

MTD Sales
317.37 L

Brand Share %
12.40 %

Information:

MTD : 01-04-2026 To 25-04-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **12.40 %** are only listed below

| Property | MTD Sales L | Brand Share % |
|--------------|---------------|----------------|
| Air-Cool | 165.04 | 13.20 % |
| Fan | 116.21 | 18.99 % |
| Iron | 13.16 | 50.30 % |
| W-Purifi | 11.00 | 8.35 % |
| W.Heater | 7.71 | 16.60 % |
| Small-Ap | 1.98 | 4.74 % |
| Mixie | 1.54 | 0.44 % |
| W-Disp | 0.55 | 2.06 % |
| Chimney | 0.18 | 0.23 % |
| Total | 317.37 | 12.40 % |

| Sales Zone | MTD Sales L | Brand Share % |
|--------------|---------------|----------------|
| SOUTH-01 | 61.52 | 14.38 % |
| SOUTH-03 | 51.11 | 12.98 % |
| TRICHY-01 | 43.23 | 14.23 % |
| WEST-02 | 35.03 | 9.10 % |
| CHENNAI-01 | 34.75 | 13.37 % |
| WEST-01 | 30.05 | 10.32 % |
| CHENNAI-02 | 23.03 | 13.83 % |
| SOUTH ARCOT | 20.59 | 13.46 % |
| NORTH ARCOT | 18.06 | 10.14 % |
| Total | 317.37 | 12.40 % |

SOUTH-01

| Property | MTD Sales L | Brand Share % |
|--------------|--------------|----------------|
| Air-Cool | 30.61 | 16.70 % |
| Fan | 23.28 | 19.08 % |
| Iron | 3.15 | 56.62 % |
| W-Purifi | 2.80 | 9.34 % |
| W.Heater | 0.73 | 11.62 % |
| Small-Ap | 0.53 | 6.84 % |
| Mixie | 0.29 | 0.48 % |
| W-Disp | 0.13 | 6.67 % |
| Total | 61.52 | 14.38 % |

| Branch * | MTD Sales L | Brand Share % |
|--------------|--------------|----------------|
| TVL1 | 4.93 | 10.40 % |
| NGR1 | 2.74 | 11.95 % |
| VLY1 | 1.37 | 12.12 % |
| SVK1 | 1.31 | 9.67 % |
| SNL1 | 1.12 | 12.22 % |
| TUT2 | 1.02 | 6.41 % |
| RPM1 | 1.01 | 8.59 % |
| TCN1 | 0.94 | 8.54 % |
| PDI1 | 0.77 | 10.85 % |
| KYR1 | 0.75 | 7.82 % |
| ASM1 | 0.70 | 10.21 % |
| MMT1 | 0.69 | 9.66 % |
| ERL2 | 0.55 | 8.92 % |
| SDI1 | 0.49 | 6.64 % |
| STU2 | 0.48 | 6.55 % |
| KSM1 | 0.46 | 11.95 % |
| PKD1 | 0.43 | 6.47 % |
| TKY1 | 0.41 | 7.17 % |
| UDN1 | 0.33 | 9.13 % |
| COL1 | 0.28 | 8.68 % |
| SKD1 | 0.18 | 3.27 % |
| WHTV | -0.05 | 7.95 % |
| Total | 61.52 | 14.38 % |

SOUTH-03

| Property | MTD Sales L | Brand Share % |
|--------------|--------------|----------------|
| Air-Cool | 23.41 | 12.58 % |
| Fan | 21.97 | 19.55 % |
| Iron | 2.54 | 56.64 % |
| W-Purifi | 1.65 | 8.47 % |
| W.Heater | 0.89 | 20.13 % |
| Small-Ap | 0.38 | 5.58 % |
| Mixie | 0.16 | 0.35 % |
| W-Disp | 0.13 | 5.75 % |
| Total | 51.11 | 12.98 % |

| Branch * | MTD Sales L | Brand Share % |
|--------------|--------------|----------------|
| DGL1 | 2.20 | 7.07 % |
| MDU6 | 2.14 | 10.56 % |
| TPT1 | 1.56 | 11.91 % |
| KKD3 | 1.38 | 8.28 % |
| DKI1 | 1.01 | 11.74 % |
| MDU4 | 1.01 | 8.76 % |
| MDU7 | 0.92 | 9.86 % |
| MDU5 | 0.88 | 6.77 % |
| ADP1 | 0.76 | 9.42 % |
| TEN1 | 0.75 | 6.56 % |
| BNR1 | 0.71 | 9.93 % |
| DGL2 | 0.70 | 7.89 % |
| MPA1 | 0.59 | 6.35 % |
| PNV2 | 0.59 | 10.09 % |
| TDI1 | 0.54 | 8.51 % |
| PVI1 | 0.53 | 10.94 % |
| USL1 | 0.52 | 8.18 % |
| SVG1 | 0.49 | 9.56 % |
| KPT1 | 0.46 | 4.59 % |
| BTU1 | 0.42 | 10.37 % |
| ATG1 | 0.41 | 5.46 % |
| KYK1 | 0.32 | 5.55 % |
| NTM1 | 0.32 | 6.54 % |
| MLR1 | 0.29 | 5.91 % |
| SGP1 | 0.16 | 3.60 % |
| PKM1 | 0.09 | 2.13 % |
| CMR1 | 0.07 | 1.42 % |
| KRR1 | 0.07 | 0.78 % |
| WHMD | -0.01 | 2.58 % |
| Total | 51.11 | 12.98 % |

TRICHY-01

| Property | MTD Sales L | Brand Share % |
|--------------|--------------|----------------|
| Air-Cool | 25.14 | 15.49 % |
| Fan | 15.35 | 20.71 % |
| Iron | 1.25 | 41.96 % |
| W-Purifi | 1.15 | 14.14 % |
| W.Heater | 0.25 | 12.57 % |
| Small-Ap | 0.09 | 1.98 % |
| Total | 43.23 | 14.23 % |

| Branch * | MTD Sales L | Brand Share % |
|--------------|--------------|----------------|
| PTK1 | 1.02 | 8.72 % |
| KRN1 | 0.75 | 9.18 % |
| JKM1 | 0.71 | 6.61 % |
| PDK1 | 0.68 | 11.28 % |
| KIK1 | 0.68 | 9.41 % |
| NCK1 | 0.62 | 8.77 % |
| ORU1 | 0.59 | 6.81 % |
| TVR1 | 0.59 | 11.21 % |
| TTP1 | 0.39 | 9.60 % |
| TRY3 | 0.37 | 3.76 % |
| TNJ1 | 0.34 | 2.17 % |
| NMM1 | 0.06 | 0.82 % |
| APM1 | 0.05 | 1.12 % |
| MSI1 | 0.03 | 0.45 % |
| AYR1 | 0.03 | 0.40 % |
| TRY2 | | 0.00 % |
| WTRZ | | 0.00 % |
| Total | 43.23 | 14.23 % |

WEST-02

| Property | MTD Sales L | Brand Share % |
|--------------|--------------|---------------|
| Air-Cool | 22.42 | 9.72 % |
| Fan | 10.50 | 14.28 % |
| Iron | 1.19 | 50.35 % |
| W.Heater | 0.55 | 12.90 % |
| W-Purifi | 0.34 | 3.50 % |
| Mixie | 0.03 | 0.07 % |
| Total | 35.03 | 9.10 % |

| Branch * | MTD Sales L | Brand Share % |
|--------------|--------------|---------------|
| HSR2 | 1.68 | 10.02 % |
| ERD1 | 1.28 | 9.15 % |
| SLM3 | 1.19 | 6.73 % |
| KRI1 | 1.05 | 5.40 % |
| DPR1 | 0.75 | 9.08 % |
| KVP1 | 0.71 | 7.70 % |
| EPI1 | 0.64 | 6.37 % |
| BMD1 | 0.54 | 8.05 % |
| PLC1 | 0.53 | 4.37 % |
| MCR1 | 0.51 | 6.40 % |
| RSP1 | 0.46 | 4.15 % |
| EDP1 | 0.44 | 5.70 % |
| VPD1 | 0.31 | 2.76 % |
| KAM1 | 0.30 | 2.39 % |
| OML1 | 0.26 | 2.87 % |
| APN1 | 0.22 | 2.41 % |
| SGG1 | 0.16 | 2.49 % |
| MTR1 | 0.13 | 2.05 % |
| TCG1 | 0.11 | 1.58 % |
| HSR1 | 0.10 | 0.80 % |
| KMM1 | 0.08 | 1.19 % |
| SGI1 | 0.05 | 0.83 % |
| CMI1 | 0.05 | 0.65 % |
| PMP1 | 0.03 | 0.37 % |
| HRR1 | 0.02 | 0.37 % |
| PDR1 | 0.02 | 0.33 % |
| VKL1 | 0.02 | 0.26 % |
| WHKP | | 0.00 % |
| WHPD | | 0.00 % |
| Total | 35.03 | 9.10 % |

CHENNAI-01

| Property | MTD Sales L | Brand Share % |
|--------------|--------------|----------------|
| Air-Cool | 16.45 | 18.45 % |
| Fan | 12.01 | 20.14 % |
| W.Heater | 1.81 | 18.32 % |
| W-Purifi | 1.71 | 6.28 % |
| Iron | 1.60 | 50.60 % |
| Small-Ap | 0.54 | 6.20 % |
| Mixie | 0.29 | 0.67 % |
| Chimney | 0.18 | 1.67 % |
| W-Disp | 0.14 | 1.81 % |
| Total | 34.75 | 13.37 % |

| Branch * | MTD Sales L | Brand Share % |
|--------------|--------------|----------------|
| CH42 | 1.33 | 8.54 % |
| CH07 | 1.31 | 10.36 % |
| CH08 | 1.00 | 8.18 % |
| GUD1 | 0.88 | 10.37 % |
| CH19 | 0.76 | 6.06 % |
| CH16 | 0.73 | 7.11 % |
| CH35 | 0.45 | 6.71 % |
| MRM1 | 0.42 | 5.54 % |
| CH25 | 0.39 | 4.77 % |
| GUD2 | 0.34 | 5.08 % |
| CH30 | 0.14 | 2.37 % |
| CH22 | 0.09 | 1.38 % |
| KNR1 | 0.07 | 2.78 % |
| CH38 | 0.04 | 0.55 % |
| CH40 | 0.02 | 10.74 % |
| CH26 | 0.01 | 0.43 % |
| CH37 | 0.01 | 0.44 % |
| CZWH | | 0.00 % |
| MC09 | | 0.00 % |
| WCHN | -0.11 | 7.59 % |
| Total | 34.75 | 13.37 % |

WEST-01

| Property | MTD Sales L | Brand Share % |
|--------------|--------------|----------------|
| Air-Cool | 16.10 | 9.22 % |
| Fan | 11.34 | 23.31 % |
| Iron | 0.78 | 49.41 % |
| W.Heater | 0.71 | 10.17 % |
| W-Purifi | 0.66 | 6.68 % |
| Mixie | 0.21 | 0.63 % |
| W-Disp | 0.14 | 5.58 % |
| Small-Ap | 0.10 | 2.53 % |
| Total | 30.05 | 10.32 % |

| Branch * | MTD Sales L | Brand Share % |
|--------------|--------------|----------------|
| SNR1 | 1.32 | 8.79 % |
| TPR3 | 1.16 | 11.81 % |
| CBE6 | 1.05 | 9.80 % |
| MPM1 | 0.88 | 7.35 % |
| UMP1 | 0.87 | 9.84 % |
| AVI1 | 0.86 | 6.95 % |
| SUL1 | 0.59 | 4.57 % |
| CBE4 | 0.58 | 4.06 % |
| CBE5 | 0.49 | 5.88 % |
| PPI1 | 0.44 | 5.29 % |
| CBE1 | 0.41 | 3.50 % |
| PDM1 | 0.31 | 3.57 % |
| KMD1 | 0.25 | 3.69 % |
| UAM1 | 0.15 | 3.61 % |
| GBM1 | 0.11 | 1.69 % |
| TPR4 | 0.09 | 1.29 % |
| ANR1 | 0.07 | 1.11 % |
| KGM1 | 0.04 | 0.51 % |
| CNR1 | 0.04 | 2.94 % |
| CBE3 | 0.02 | 0.48 % |
| GDR1 | 0.02 | 2.94 % |
| DPM2 | 0.01 | 0.26 % |
| KGI1 | 0.01 | 1.42 % |
| WHCB | -0.04 | 4.32 % |
| Total | 30.05 | 10.32 % |

CHENNAI-02

| Property | MTD Sales L | Brand Share % |
|--------------|--------------|----------------|
| Air-Cool | 11.87 | 18.70 % |
| Fan | 6.99 | 17.54 % |
| W.Heater | 1.68 | 29.60 % |
| Iron | 0.97 | 45.44 % |
| W-Purifi | 0.89 | 6.56 % |
| Mixie | 0.34 | 1.11 % |
| Small-Ap | 0.30 | 7.52 % |
| Total | 23.03 | 13.83 % |

| Branch * | MTD Sales L | Brand Share % |
|--------------|--------------|----------------|
| CH18 | 1.29 | 10.63 % |
| CH17 | 0.84 | 9.68 % |
| CH15 | 0.81 | 6.05 % |
| CH34 | 0.42 | 5.98 % |
| PON1 | 0.36 | 9.55 % |
| CH20 | 0.33 | 5.45 % |
| CH33 | 0.30 | 4.48 % |
| CH41 | 0.16 | 4.24 % |
| CH44 | 0.15 | 3.03 % |
| CH46 | 0.13 | 3.76 % |
| CH06 | 0.04 | 0.92 % |
| CH31 | 0.04 | 1.37 % |
| CH36 | 0.04 | 0.80 % |
| CH27 | 0.03 | 0.96 % |
| UKI1 | 0.03 | 0.79 % |
| CH23 | 0.03 | 0.84 % |
| MC06 | 0.02 | 4.84 % |
| CH01 | 0.01 | 4.96 % |
| CH51 | | 0.00 % |
| Total | 23.03 | 13.83 % |

SOUTH ARCOT

| Property | MTD Sales L | Brand Share % |
|--------------|--------------|----------------|
| Air-Cool | 10.30 | 13.63 % |
| Fan | 8.37 | 21.80 % |
| W-Purifi | 0.78 | 15.15 % |
| Iron | 0.58 | 30.41 % |
| W.Heater | 0.52 | 20.08 % |
| Mixie | 0.04 | 0.18 % |
| Total | 20.59 | 13.46 % |

| Branch * | MTD Sales L | Brand Share % |
|--------------|--------------|----------------|
| SJI2 | 0.57 | 8.04 % |
| KML1 | 0.55 | 7.74 % |
| TRK1 | 0.50 | 5.51 % |
| STP1 | 0.46 | 8.84 % |
| PRT1 | 0.35 | 3.44 % |
| VPM1 | 0.34 | 10.24 % |
| MKM1 | 0.26 | 9.89 % |
| CDM1 | 0.21 | 3.04 % |
| VCM1 | 0.11 | 2.69 % |
| TDM1 | 0.05 | 0.85 % |
| KLM1 | 0.04 | 0.82 % |
| TVM2 | 0.03 | 1.21 % |
| TVM1 | 0.03 | 0.97 % |
| WHUT | | 0.00 % |
| Total | 20.59 | 13.46 % |

NORTH ARCOT

| Property | MTD Sales L | Brand Share % |
|--------------|--------------|----------------|
| Air-Cool | 8.74 | 10.27 % |
| Fan | 6.41 | 14.76 % |
| Iron | 1.10 | 55.17 % |
| W-Purifi | 1.03 | 11.74 % |
| W.Heater | 0.56 | 13.02 % |
| Mixie | 0.18 | 0.81 % |
| Small-Ap | 0.04 | 1.72 % |
| Total | 18.06 | 10.14 % |

| Branch * | MTD Sales L | Brand Share % |
|--------------|--------------|----------------|
| TRR1 | 1.62 | 10.00 % |
| VEL2 | 1.48 | 9.27 % |
| VNB1 | 0.85 | 10.35 % |
| ABR1 | 0.84 | 8.50 % |
| ARC2 | 0.57 | 8.50 % |
| KPM1 | 0.44 | 9.00 % |
| VEL1 | 0.39 | 3.66 % |
| SLG1 | 0.37 | 7.11 % |
| WJP1 | 0.35 | 4.49 % |
| BGR1 | 0.26 | 4.03 % |
| WJD1 | 0.15 | 3.10 % |
| UGI1 | 0.14 | 5.49 % |
| CPT1 | 0.08 | 2.26 % |
| ANI1 | 0.07 | 2.16 % |
| GDM1 | 0.06 | 0.98 % |
| CGM1 | 0.05 | 0.99 % |
| TRT1 | 0.05 | 1.02 % |
| PLR1 | 0.04 | 0.69 % |
| CYR1 | 0.02 | 0.51 % |
| VSI1 | 0.01 | 0.35 % |
| PTU1 | | 0.00 % |
| WHVL | | 0.00 % |
| Total | 18.06 | 10.14 % |