

MTD Sales
142.33 L

Brand Share %
10.26 %

Information:

MTD : 01-05-2026 To 25-05-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **10.26 %** are only listed below

Property	MTD Sales L	Brand Share %
Fan	63.06	18.29 %
Air-Cool	38.41	9.78 %
W.Heater	19.09	20.77 %
W-Purifi	8.79	6.78 %
Iron	8.67	38.88 %
Small-Ap	2.95	7.64 %
Mixie	1.26	0.38 %
W-Disp	0.09	0.26 %
Total	142.33	10.26 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	27.33	12.32 %
SOUTH ARCOT	23.92	23.49 %
SOUTH-03	19.00	10.20 %
TRICHY-01	18.12	11.14 %
CHENNAI-01	17.90	7.68 %
CHENNAI-02	11.82	8.55 %
WEST-01	8.62	8.20 %
NORTH ARCOT	7.99	8.27 %
WEST-02	7.63	5.37 %
Total	142.33	10.26 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fan	14.95	24.82 %
Air-Cool	6.70	14.23 %
Iron	2.80	51.62 %
W-Purifi	0.93	3.61 %
W.Heater	0.77	7.31 %
Small-Ap	0.67	8.67 %
Mixie	0.41	0.66 %
W-Disp	0.09	4.45 %
Total	27.33	12.32 %

Branch *	MTD Sales L	Brand Share %
NGR1	0.82	6.22 %
TUT2	0.70	8.69 %
TCN1	0.62	9.47 %
SVK1	0.53	9.58 %
VLY1	0.43	7.17 %
ERL2	0.41	7.09 %
SNL1	0.32	6.61 %
VKM1	0.32	8.08 %
APK1	0.31	6.79 %
TKY1	0.30	9.74 %
PKD1	0.29	8.04 %
STU2	0.25	9.15 %
MMT1	0.21	5.32 %
PDI1	0.21	5.53 %
RPM1	0.20	2.65 %
ASM1	0.20	5.81 %
UDN1	0.19	8.15 %
COL1	0.11	4.39 %
SKD1	0.07	1.87 %
SGT1	0.05	3.02 %
S2SD		0.00 %
WHTV		0.00 %
Total	27.33	12.32 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
W.Heater	14.02	89.20 %
Fan	5.04	23.00 %
Air-Cool	3.58	11.65 %
Iron	0.67	36.33 %
W-Purifi	0.55	10.34 %
Mixie	0.07	0.28 %
Total	23.92	23.49 %

Branch *	MTD Sales L	Brand Share %
VCM2	0.52	10.03 %
TRK1	0.38	9.91 %
CDM1	0.32	5.73 %
NVL2	0.30	5.07 %
STP1	0.27	7.61 %
SJI2	0.24	4.81 %
KML1	0.23	7.60 %
VCM1	0.21	8.94 %
KLM1	0.06	1.44 %
TVM1	0.04	2.20 %
TVM2	0.01	0.61 %
TDM1		0.00 %
Total	23.92	23.49 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fan	10.84	19.00 %
Air-Cool	5.49	12.95 %
Iron	1.05	30.92 %
W-Purifi	0.60	3.10 %
W.Heater	0.51	5.49 %
Small-Ap	0.36	5.63 %
Mixie	0.14	0.31 %
Total	19.00	10.20 %

Branch *	MTD Sales L	Brand Share %
MDU6	0.97	10.07 %
KKD3	0.67	6.93 %
TMM1	0.60	6.03 %
MDU5	0.56	8.17 %
PNV2	0.34	9.07 %
DKI1	0.31	8.24 %
MLR1	0.30	9.27 %
TEN1	0.30	7.77 %
SVG1	0.27	9.52 %
NKI1	0.25	9.74 %
MDU4	0.25	6.62 %
KPT1	0.22	6.01 %
DGL2	0.20	4.66 %
PNI1	0.19	6.20 %
MPA1	0.16	3.66 %
TDI1	0.14	4.99 %
BNR1	0.12	5.06 %
ADP1	0.12	5.35 %
PVI1	0.11	2.59 %
CBM1	0.08	2.36 %
PKM1	0.06	2.77 %
NTM1	0.06	3.08 %
SGP1	0.04	1.71 %
KYK1	0.03	1.00 %
ODM1	0.02	1.10 %
CMR1	0.01	0.63 %
SZSD		0.00 %
Total	19.00	10.20 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fan	9.10	20.25 %
Air-Cool	7.17	13.45 %
Iron	0.79	37.94 %
W-Purifi	0.74	7.72 %
Small-Ap	0.15	4.20 %
Mixie	0.10	0.24 %
W.Heater	0.07	1.10 %
Total	18.12	11.14 %

Branch *	MTD Sales L	Brand Share %
MVM1	0.90	9.01 %
TYR1	0.72	9.86 %
PTK1	0.60	7.66 %
TNJ1	0.52	5.44 %
NGT1	0.49	9.05 %
PBR1	0.35	7.52 %
NCK1	0.32	9.09 %
ORU1	0.31	8.76 %
TRY4	0.30	8.07 %
JKM1	0.25	4.50 %
KRN1	0.17	5.81 %
NMM1	0.08	1.54 %
PDK1	0.07	2.98 %
APM1	0.03	1.07 %
AYR1	0.03	0.67 %
MSI1	0.02	1.13 %
TRY2	0.01	1.72 %
TZSD		0.00 %
Total	18.12	11.14 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fan	6.79	13.16 %
Air-Cool	5.84	8.95 %
W-Purifi	1.86	6.40 %
Iron	1.21	45.02 %
Small-Ap	1.18	15.22 %
W.Heater	0.71	3.47 %
Mixie	0.31	0.74 %
Total	17.90	7.68 %

Branch *	MTD Sales L	Brand Share %
CH42	1.21	8.99 %
CH47	1.07	8.87 %
CH08	0.72	5.90 %
GUD1	0.63	8.14 %
CH39	0.57	8.36 %
CH48	0.56	7.01 %
CH16	0.51	6.78 %
CH19	0.51	4.62 %
CH49	0.49	4.58 %
CH25	0.38	5.53 %
GUD2	0.36	8.29 %
CH28	0.34	4.66 %
CH30	0.31	2.48 %
CH35	0.27	5.19 %
SKL1	0.24	9.11 %
MRM1	0.20	4.48 %
KNR1	0.16	6.89 %
CH37	0.06	1.97 %
CH38	0.03	0.37 %
CH22	0.01	0.29 %
CH40	0.01	1.84 %
WHC3	0.01	0.03 %
CH26		0.00 %
CZWH		0.00 %
MC10		0.00 %
WCHN	-0.04	8.53 %
Total	17.90	7.68 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fan	5.62	16.84 %
Air-Cool	3.23	6.14 %
W-Purifi	1.26	8.78 %
Iron	0.81	45.27 %
W.Heater	0.78	31.71 %
Mixie	0.08	0.31 %
Small-Ap	0.04	1.05 %
Total	11.82	8.55 %

Branch *	MTD Sales L	Brand Share %
CH03	0.79	8.98 %
CH18	0.74	6.54 %
CH50	0.42	5.20 %
CH43	0.38	6.01 %
CH15	0.33	3.65 %
CH33	0.33	7.07 %
CH20	0.32	6.26 %
CH46	0.27	7.01 %
CH34	0.27	4.08 %
CH23	0.20	5.51 %
CH17	0.20	3.10 %
CH44	0.16	3.23 %
CH27	0.02	0.55 %
CH06	0.02	0.45 %
UKI1	0.02	0.50 %
CH36	0.01	0.37 %
CH31	0.01	0.57 %
CH01		0.00 %
CH32		0.00 %
CH51		0.00 %
MC05		0.00 %
MC06		0.00 %
Total	11.82	8.55 %

WEST-01

Property	MTD Sales L	Brand Share %
Fan	4.35	19.09 %
W-Purifi	1.68	24.03 %
W.Heater	1.30	10.17 %
Air-Cool	0.69	3.17 %
Iron	0.29	18.80 %
Small-Ap	0.25	6.84 %
Mixie	0.07	0.19 %
Total	8.62	8.20 %

Branch *	MTD Sales L	Brand Share %
MPM1	0.28	7.27 %
SUL1	0.26	5.82 %
PDM1	0.24	9.92 %
CBE5	0.21	7.13 %
TPR3	0.13	4.47 %
TPR1	0.12	3.47 %
SYM2	0.11	4.74 %
CBE4	0.09	2.57 %
PPI1	0.09	4.40 %
CBE3	0.09	6.91 %
AVI1	0.09	2.00 %
KMD1	0.09	5.91 %
KGI1	0.07	8.53 %
SNR1	0.06	1.54 %
DPM2	0.05	2.50 %
CBE6	0.04	0.83 %
ANR1	0.04	3.33 %
UMP1	0.04	1.65 %
UAM1	0.03	1.11 %
CBE1	0.02	0.41 %
GBM1	0.02	0.92 %
CNR1	0.02	0.93 %
GDR1		0.00 %
KGM1		0.00 %
TPR4		0.00 %
WZSD		0.00 %
WHCB	-0.04	4.61 %
Total	8.62	8.20 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fan	3.17	13.11 %
Air-Cool	3.08	9.42 %
W.Heater	0.58	16.54 %
Iron	0.53	34.80 %
W-Purifi	0.45	4.41 %
Small-Ap	0.10	6.44 %
Mixie	0.09	0.46 %
Total	7.99	8.27 %

Branch *	MTD Sales L	Brand Share %
KPM2	0.70	7.36 %
TRR1	0.44	9.09 %
VEL1	0.40	8.39 %
KPM1	0.30	8.38 %
SLG1	0.17	5.38 %
ABR1	0.17	5.32 %
CGM1	0.09	3.72 %
BGR1	0.08	2.43 %
WJD1	0.07	1.88 %
ANI1	0.04	1.35 %
GDM1	0.04	1.16 %
VSI1	0.04	1.46 %
PTU1	0.02	1.36 %
CPT1	0.02	0.61 %
CYR1	0.02	0.66 %
UGI1	0.02	0.86 %
TRT1	0.01	0.59 %
PLR1	0.01	0.50 %
WJP1		0.00 %
Total	7.99	8.27 %

WEST-02

Property	MTD Sales L	Brand Share %
Fan	3.20	11.17 %
Air-Cool	2.63	5.58 %
W-Purifi	0.71	8.10 %
Iron	0.53	26.11 %
W.Heater	0.37	3.38 %
Small-Ap	0.18	8.57 %
Total	7.63	5.37 %

Branch *	MTD Sales L	Brand Share %
ERD2	0.83	9.25 %
HSR2	0.33	6.32 %
BMD1	0.31	8.45 %
SLM2	0.30	7.01 %
KAM1	0.29	6.02 %
MTR1	0.24	5.76 %
RSP1	0.21	6.40 %
OML1	0.20	10.01 %
DPR2	0.19	6.47 %
MCR1	0.15	4.50 %
APN1	0.14	4.34 %
SGI1	0.11	2.56 %
EDP1	0.11	6.63 %
DPR1	0.09	2.41 %
VPD1	0.09	2.95 %
EPI1	0.07	1.97 %
TCG1	0.07	4.58 %
PLC1	0.06	1.43 %
KRI1	0.06	0.84 %
VKL1	0.04	1.61 %
CMI1	0.04	1.58 %
SGG1	0.03	1.82 %
KVP1	0.02	0.51 %
HSR1	0.02	0.28 %
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	7.63	5.37 %