

MTD Sales
120.40 L

Brand Share %
10.26 %

Information:

MTD : 01-09-2026 To 25-09-2026

* 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	52.32	21.45 %
W.Heater	20.23	14.36 %
Iron	17.59	57.21 %
W-Purifi	14.86	10.40 %
Chimney	9.24	13.14 %
Mixie	3.89	1.11 %
Small-Ap	1.75	4.17 %
Air-Cool	0.59	1.12 %
W-Disp	-0.08	-0.26 %
Total	120.40	10.26 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	21.24	10.05 %
CHENNAI-01	18.96	11.17 %
TRICHY-01	15.59	12.37 %
NORTH ARCOT	11.83	13.61 %
SOUTH-03	11.23	7.15 %
CHENNAI-02	10.86	9.70 %
SOUTH ARCOT	10.80	14.00 %
WEST-01	10.57	12.45 %
WEST-03	4.88	9.45 %
WEST-02	4.44	4.60 %
Total	120.40	10.26 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fan	10.71	20.52 %
Iron	3.91	58.08 %
W-Purifi	2.30	8.40 %
W.Heater	2.06	12.86 %
Chimney	1.54	18.64 %
Mixie	0.50	0.69 %
Small-Ap	0.27	4.24 %
Air-Cool	-0.05	-0.60 %
Total	21.24	10.05 %

Branch *	MTD Sales L	Brand Share %
TUT1	2.40	8.83 %
KVT1	1.42	9.40 %
NGR1	1.09	8.98 %
RND2	0.73	9.25 %
TCN1	0.52	8.39 %
TUT2	0.48	8.01 %
VL11	0.38	6.19 %
SVK1	0.35	7.33 %
TKS1	0.31	3.63 %
KYR1	0.26	6.66 %
MMT1	0.23	7.24 %
TKY1	0.22	6.59 %
RPM1	0.20	3.08 %
MAR1	0.19	3.18 %
ASM1	0.18	7.04 %
KSM1	0.16	5.80 %
UDN1	0.16	7.73 %
STU2	0.14	5.40 %
KGL1	0.13	6.41 %
SKD1	0.11	4.22 %
COL1	0.11	5.33 %
VNR1	0.10	3.96 %
SGT1	0.07	6.07 %
S2SD	0.05	1.87 %
WHTV		0.00 %
Total	21.24	10.05 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fan	8.49	28.84 %
W.Heater	4.58	15.99 %
W-Purifi	2.33	8.43 %
Iron	2.06	65.47 %
Chimney	0.80	10.65 %
Mixie	0.35	0.74 %
Small-Ap	0.20	2.23 %
Air-Cool	0.15	10.12 %
Total	18.96	11.17 %

Branch *	MTD Sales L	Brand Share %
CH16	0.98	9.24 %
CH49	0.72	6.52 %
CH42	0.68	7.71 %
CH45	0.58	9.46 %
CH22	0.50	7.20 %
CH48	0.50	5.42 %
MRM1	0.39	8.64 %
GUD1	0.37	4.89 %
SKL1	0.31	8.76 %
CH05	0.29	2.77 %
GUD2	0.26	6.92 %
CH25	0.24	3.34 %
CZWH	0.22	6.66 %
CH08	0.20	4.96 %
TKM1	0.17	9.46 %
CH30	0.16	3.42 %
CH39	0.14	4.01 %
CH26	0.12	6.36 %
CH38	0.11	2.46 %
CH40		0.00 %
Total	18.96	11.17 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fan	6.82	24.26 %
W.Heater	2.63	15.18 %
W-Purifi	2.00	14.15 %
Chimney	1.67	23.49 %
Iron	1.65	52.92 %
Mixie	0.67	1.76 %
Small-Ap	0.14	4.14 %
Total	15.59	12.37 %

Branch *	MTD Sales L	Brand Share %
MVM1	0.58	6.01 %
TRY4	0.39	8.50 %
KIK1	0.36	7.51 %
KUM2	0.27	6.95 %
PDK2	0.26	6.70 %
TYR1	0.23	5.27 %
ORU1	0.23	8.36 %
TNJ1	0.21	4.02 %
PBR1	0.15	5.98 %
TRY3	0.14	4.93 %
PTK1	0.13	1.92 %
PDK1	0.13	7.43 %
TTP1	0.12	5.40 %
KRN1	0.09	4.20 %
MSI1	0.08	6.11 %
AYR1	0.05	2.05 %
NMM1	0.03	1.10 %
TZSD		0.16 %
APM1		0.00 %
Total	15.59	12.37 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fan	6.04	32.76 %
W.Heater	1.49	12.18 %
W-Purifi	1.33	11.94 %
Iron	1.23	55.19 %
Chimney	1.02	14.30 %
Mixie	0.56	2.41 %
Small-Ap	0.15	3.94 %
Total	11.83	13.61 %

Branch *	MTD Sales L	Brand Share %
TRR1	0.68	8.96 %
VEL2	0.48	8.84 %
KPM2	0.46	6.67 %
AKM1	0.33	9.54 %
PLR1	0.13	5.89 %
VEL1	0.13	3.71 %
CPT1	0.12	5.59 %
VSI1	0.06	3.07 %
WJD1	0.05	1.90 %
CYR1	0.04	2.40 %
GDM1	0.04	1.86 %
WJP1	0.04	2.47 %
ANI1	0.03	1.96 %
BGR1	0.02	0.64 %
UGI1	0.02	1.45 %
KPM1	0.02	1.67 %
PTU1	0.01	1.88 %
TRT1	0.01	0.69 %
Total	11.83	13.61 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fan	5.63	12.75 %
Iron	2.34	54.89 %
W.Heater	1.47	10.17 %
W-Purifi	0.87	4.80 %
Chimney	0.42	4.48 %
Mixie	0.33	0.76 %
Small-Ap	0.23	5.53 %
Air-Cool	0.01	0.14 %
W-Disp	-0.08	-1.59 %
Total	11.23	7.15 %

Branch *	MTD Sales L	Brand Share %
MDU2	1.14	8.93 %
DGL1	0.89	7.56 %
DKI1	0.38	9.67 %
ATG1	0.37	9.84 %
KKD3	0.32	4.20 %
PVI1	0.30	7.03 %
MDU6	0.27	3.88 %
MDU5	0.27	4.35 %
NKI1	0.25	7.39 %
BNR1	0.25	8.99 %
KRR1	0.23	6.17 %
DGL2	0.22	8.79 %
TMM1	0.22	3.49 %
MDU7	0.19	4.18 %
TEN1	0.18	5.65 %
TPT1	0.18	4.23 %
MDU3	0.17	4.70 %
CBM1	0.16	4.03 %
BTU1	0.15	4.88 %
MPA1	0.15	5.35 %
NTM1	0.14	9.04 %
PKM1	0.13	3.83 %
USL1	0.12	5.22 %
SVG1	0.12	6.02 %
PNV2	0.12	5.26 %
MLR1	0.11	4.42 %
ADP1	0.11	3.47 %
MDU4	0.09	3.71 %
TDI1	0.09	4.83 %
PNI1	0.08	2.97 %
CMR1	0.06	3.79 %
SGP1	0.03	2.14 %
KYK1	0.03	1.48 %
ODM1	0.01	0.47 %
SZSD	0.01	0.35 %
WHMD		0.00 %
Total	11.23	7.15 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fan	4.27	21.90 %
W.Heater	1.93	11.86 %
W-Purifi	1.69	11.99 %
Iron	1.55	60.86 %
Chimney	0.93	17.71 %
Mixie	0.23	0.76 %
Small-Ap	0.22	3.88 %
Air-Cool	0.04	0.41 %
Total	10.86	9.70 %

Branch *	MTD Sales L	Brand Share %
CH15	0.59	6.86 %
CH18	0.56	6.38 %
CH34	0.49	9.64 %
CH03	0.41	4.66 %
CH50	0.32	5.59 %
CH20	0.27	8.32 %
CH35	0.27	6.90 %
CH43	0.20	3.90 %
PON1	0.20	6.63 %
GPD1	0.20	9.45 %
CH36	0.17	7.30 %
CH27	0.15	6.52 %
CH37	0.14	6.51 %
CH46	0.12	5.64 %
CH12	0.10	2.22 %
CH06	0.07	2.43 %
CH23	0.05	6.64 %
CH31	0.05	7.34 %
CH44	0.03	1.22 %
UKI1	0.02	1.24 %
CH32		0.00 %
MC06		0.00 %
WHC3		0.00 %
WCHN	-0.10	5.26 %
Total	10.86	9.70 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fan	5.42	37.02 %
W.Heater	1.68	14.92 %
Iron	1.62	61.61 %
W-Purifi	0.85	10.04 %
Mixie	0.59	2.36 %
Chimney	0.54	14.77 %
Small-Ap	0.09	2.99 %
Total	10.80	14.00 %

Branch *	MTD Sales L	Brand Share %
POY1	0.61	8.01 %
CDM1	0.44	8.33 %
NVL2	0.37	7.36 %
TRK1	0.34	5.77 %
KML1	0.27	6.64 %
ULP1	0.15	6.67 %
KLM1	0.15	3.63 %
PRT1	0.13	4.43 %
TVM1	0.05	4.05 %
TDM1	0.03	1.02 %
TVM2	0.02	2.24 %
WHUT		0.00 %
Total	10.80	14.00 %

WEST-01

Property	MTD Sales L	Brand Share %
W.Heater	3.00	26.99 %
W-Purifi	2.08	26.06 %
Fan	1.98	17.99 %
Chimney	1.60	17.98 %
Iron	1.21	58.03 %
Small-Ap	0.34	9.89 %
Mixie	0.33	1.25 %
Air-Cool	0.03	0.41 %
Total	10.57	12.45 %

Branch *	MTD Sales L	Brand Share %
SNR1	0.38	8.41 %
CBE4	0.28	4.80 %
MPM1	0.25	5.30 %
CBE1	0.23	5.44 %
CBE5	0.14	4.91 %
KGI1	0.13	8.36 %
SUL1	0.12	2.66 %
KMD1	0.11	7.41 %
PPI1	0.10	6.07 %
PDM1	0.09	5.04 %
UMP1	0.06	1.90 %
UAM1	0.06	1.65 %
DPM2	0.03	1.03 %
WZSD	0.03	0.57 %
ANR1	0.02	2.00 %
CBE3		0.00 %
CNR1		0.00 %
GDR1		0.00 %
WHCB		0.00 %
Total	10.57	12.45 %

WEST-03

Property	MTD Sales L	Brand Share %
W-Purifi	1.22	23.12 %
Iron	0.97	72.47 %
Fan	0.90	10.81 %
W.Heater	0.70	14.05 %
Air-Cool	0.41	8.53 %
Chimney	0.39	7.93 %
Mixie	0.23	1.36 %
Small-Ap	0.07	5.28 %
Total	4.88	9.45 %

Branch *	MTD Sales L	Brand Share %
NKL2	0.27	4.50 %
AVI1	0.26	7.79 %
ERD1	0.22	4.43 %
TPR1	0.18	3.52 %
CMI1	0.12	5.83 %
SYM2	0.09	6.79 %
RSP1	0.09	4.50 %
KGM1	0.08	3.09 %
TPR3	0.06	6.25 %
W3SD	0.05	8.91 %
VKL1	0.04	3.01 %
SGG1	0.03	2.25 %
PDR1	0.03	1.77 %
TCG1	0.02	1.42 %
KMM1	0.02	1.28 %
GBM1	0.02	1.20 %
Total	4.88	9.45 %

WEST-02

Property	MTD Sales L	Brand Share %
Fan	2.05	11.39 %
Iron	1.04	39.41 %
W.Heater	0.69	8.07 %
Chimney	0.33	3.99 %
W-Purifi	0.17	2.07 %
Mixie	0.10	0.34 %
Small-Ap	0.04	2.28 %
Air-Cool	0.02	0.15 %
Total	4.44	4.60 %

Branch *	MTD Sales L	Brand Share %
MCR1	0.27	6.12 %
TRM1	0.26	4.52 %
ATU1	0.19	4.12 %
SLM2	0.16	5.67 %
BMD1	0.15	6.29 %
VPD1	0.14	4.39 %
SLM3	0.14	2.95 %
KVP1	0.13	5.22 %
DPR1	0.12	4.03 %
OML1	0.11	4.09 %
APN1	0.11	3.73 %
EPI1	0.10	3.27 %
EDP1	0.10	4.74 %
DPR2	0.10	4.71 %
KRI1	0.09	1.65 %
PNG1	0.08	3.73 %
KAM1	0.07	2.09 %
HRR1	0.05	1.82 %
HSR1	0.05	0.88 %
MTR1	0.04	1.18 %
PLC1	0.04	1.05 %
PMP1	0.03	1.39 %
SGI1	0.02	1.29 %
WZWH	0.02	0.40 %
WHKP		0.00 %
Total	4.44	4.60 %