

MTD Sales  
117.41 L

Brand Share %  
9.88 %

Information:

MTD : 01-03-2026 To 26-03-2026

\* Branch where in Brand Share % is less than Overall State's Brand Share **9.88 %** are only listed below

Property	MTD Sales L	Brand Share %
Fan	37.92	12.20 %
Air-Cool	34.24	11.68 %
Iron	17.01	52.69 %
W.Heater	14.14	14.40 %
W-Purifi	11.83	9.74 %
Mixie	1.51	0.48 %
W-Disp	0.75	5.55 %
<b>Total</b>	<b>117.41</b>	<b>9.88 %</b>

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	22.04	11.45 %
SOUTH-03	19.86	11.53 %
WEST-01	18.12	12.84 %
TRICHY-01	12.55	10.49 %
CHENNAI-01	11.24	6.57 %
WEST-02	10.04	6.85 %
NORTH ARCOT	8.97	9.95 %
CHENNAI-02	8.84	9.06 %
SOUTH ARCOT	5.75	9.98 %
<b>Total</b>	<b>117.41</b>	<b>9.88 %</b>

## SOUTH-01

Property	MTD Sales L	Brand Share %
Fan	9.00	19.77 %
Air-Cool	5.50	12.05 %
Iron	2.94	49.96 %
W-Purifi	2.51	8.99 %
W.Heater	1.64	13.89 %
Mixie	0.37	0.68 %
W-Disp	0.07	5.01 %
<b>Total</b>	<b>22.04</b>	<b>11.45 %</b>

Branch *	MTD Sales L	Brand Share %
KYR1	0.44	7.62 %
RPM1	0.36	5.97 %
APK2	0.35	8.40 %
SVK1	0.34	6.66 %
NGR1	0.27	3.21 %
STU2	0.26	9.79 %
ERL2	0.24	6.49 %
ASM1	0.22	5.62 %
PKD1	0.22	7.04 %
TCN1	0.21	5.12 %
SDI1	0.19	3.88 %
MMT1	0.18	5.94 %
ARM1	0.17	7.05 %
PDI1	0.15	4.63 %
VNR1	0.14	3.44 %
SGT1	0.12	4.97 %
UDN1	0.11	7.56 %
VKM1	0.07	1.85 %
TKY1	0.06	2.44 %
SKD1	0.06	2.58 %
KSM1	0.03	3.94 %
S2SD		0.00 %
WHTV		0.00 %
<b>Total</b>	<b>22.04</b>	<b>11.45 %</b>

**SOUTH-03**

Property	MTD Sales L	Brand Share %
Air-Cool	5.95	13.29 %
Fan	5.83	12.02 %
Iron	3.00	51.62 %
W.Heater	2.98	30.11 %
W-Purifi	1.58	9.04 %
Mixie	0.37	0.83 %
W-Disp	0.16	9.45 %
<b>Total</b>	<b>19.86</b>	<b>11.53 %</b>

Branch *	MTD Sales L	Brand Share %
DGL1	1.02	7.50 %
TMM1	0.89	9.04 %
KKD3	0.64	9.01 %
MDU5	0.53	8.99 %
CBM1	0.37	6.85 %
ATG1	0.34	8.53 %
PKM1	0.23	7.08 %
BTU1	0.22	7.36 %
BNR1	0.22	7.52 %
TEN1	0.19	4.99 %
KPT1	0.19	4.83 %
DGL2	0.18	4.42 %
MPA1	0.17	4.33 %
MLR1	0.16	5.40 %
ADP1	0.14	4.23 %
USL1	0.14	4.40 %
KYK1	0.14	7.60 %
PVI1	0.12	6.33 %
SGP1	0.11	8.84 %
NTM1	0.11	4.60 %
PNV2	0.10	4.34 %
ODM1	0.09	4.14 %
KRR1	0.07	1.70 %
SZSD		0.00 %
WHMD		0.00 %
<b>Total</b>	<b>19.86</b>	<b>11.53 %</b>

**WEST-01**

Property	MTD Sales L	Brand Share %
Air-Cool	8.48	15.55 %
Fan	4.55	13.92 %
Iron	2.00	63.88 %
W-Purifi	1.59	19.56 %
W.Heater	1.38	12.69 %
Mixie	0.12	0.40 %
<b>Total</b>	<b>18.12</b>	<b>12.84 %</b>

Branch *	MTD Sales L	Brand Share %
AVI1	0.72	9.60 %
SNR1	0.71	8.76 %
CBE4	0.58	7.08 %
SUL1	0.39	5.67 %
CBE1	0.38	6.02 %
PDM1	0.37	8.53 %
CBE6	0.36	6.85 %
CBE5	0.19	9.25 %
UMP1	0.18	4.83 %
KMD1	0.17	7.32 %
MPM1	0.15	2.83 %
GBM1	0.14	8.19 %
PPI1	0.10	2.95 %
UAM1	0.09	4.57 %
DPM2	0.08	2.06 %
KGM1	0.07	3.20 %
CBE3	0.03	1.66 %
TPR4	0.03	1.19 %
KGI1	0.01	1.87 %
WZSD		0.00 %
<b>Total</b>	<b>18.12</b>	<b>12.84 %</b>

**TRICHY-01**

Property	MTD Sales L	Brand Share %
Air-Cool	4.69	12.53 %
Fan	3.81	15.00 %
Iron	1.68	49.08 %
W-Purifi	1.54	14.71 %
W.Heater	0.49	8.27 %
Mixie	0.26	0.72 %
W-Disp	0.08	7.19 %
<b>Total</b>	<b>12.55</b>	<b>10.49 %</b>

Branch *	MTD Sales L	Brand Share %
MVM1	0.62	9.08 %
TYR1	0.45	6.98 %
KUM1	0.38	5.41 %
ORU1	0.29	8.41 %
TVR2	0.22	3.32 %
JKM1	0.21	6.45 %
TRY3	0.19	4.47 %
KIK1	0.17	7.07 %
MSI1	0.16	5.91 %
MDI1	0.15	3.70 %
KRN1	0.14	3.45 %
PTK1	0.10	2.72 %
PDK1	0.09	6.28 %
TNJ1	0.09	1.33 %
TVR1	0.08	3.37 %
TTP1	0.04	1.21 %
NMM1	0.04	1.14 %
TRY2	0.02	5.97 %
APM1	0.02	0.96 %
AYR1	0.02	0.55 %
TZSD		0.00 %
WTRZ		0.00 %
<b>Total</b>	<b>12.55</b>	<b>10.49 %</b>

**CHENNAI-01**

Property	MTD Sales L	Brand Share %
Fan	4.16	6.10 %
W.Heater	1.84	8.60 %
W-Purifi	1.73	7.59 %
Air-Cool	1.66	11.12 %
Iron	1.54	48.34 %
W-Disp	0.22	7.63 %
Mixie	0.09	0.23 %
<b>Total</b>	<b>11.24</b>	<b>6.57 %</b>

Branch *	MTD Sales L	Brand Share %
CH25	0.52	8.56 %
CH49	0.38	5.14 %
CH42	0.38	5.14 %
CH45	0.36	8.22 %
CH08	0.36	5.70 %
CH19	0.28	5.23 %
CH16	0.27	4.45 %
CH39	0.26	8.85 %
AVD1	0.23	8.30 %
CH47	0.22	6.53 %
CH30	0.19	9.36 %
GUD2	0.18	7.51 %
MRM1	0.13	3.76 %
CH48	0.11	2.46 %
CH35	0.11	4.40 %
CH22	0.10	2.73 %
GUD1	0.06	1.21 %
KNR1	0.05	5.00 %
CH26	0.05	3.37 %
WHC3	0.03	2.52 %
CH37		0.00 %
CZWH		0.00 %
MC10		0.00 %
<b>Total</b>	<b>11.24</b>	<b>6.57 %</b>

**WEST-02**

Property	MTD Sales L	Brand Share %
Air-Cool	3.27	6.05 %
Fan	2.61	8.27 %
Iron	2.17	60.50 %
W.Heater	1.24	15.89 %
W-Purifi	0.54	7.46 %
Mixie	0.12	0.29 %
W-Disp	0.09	10.25 %
<b>Total</b>	<b>10.04</b>	<b>6.85 %</b>

Branch *	MTD Sales L	Brand Share %
ERD1	0.44	8.06 %
KRI1	0.39	6.19 %
SLM2	0.39	7.39 %
TRM1	0.34	7.71 %
APN1	0.32	6.99 %
EPI1	0.27	4.71 %
OML1	0.21	4.78 %
SLM3	0.19	3.64 %
PLC1	0.16	3.85 %
EDP1	0.14	5.70 %
KAM1	0.13	4.94 %
DPR2	0.12	5.25 %
HRR1	0.11	4.19 %
KMM1	0.11	3.67 %
VKL1	0.11	3.45 %
ATU1	0.10	2.14 %
MCR1	0.10	2.05 %
SGG1	0.09	4.05 %
TCG1	0.08	3.21 %
SGI1	0.07	2.07 %
MTR1	0.07	2.11 %
VPD1	0.07	1.86 %
HSR1	0.06	0.99 %
RSP1	0.05	1.17 %
CMI1	0.05	1.61 %
KVP1	0.04	1.41 %
PMP1	0.04	1.86 %
DPR1	0.04	1.95 %
PDR1	0.03	1.70 %
WHPD		0.00 %
WZWH		0.00 %
<b>Total</b>	<b>10.04</b>	<b>6.85 %</b>

## NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fan	3.31	14.29 %
Air-Cool	1.94	11.03 %
W.Heater	1.34	10.61 %
Iron	1.28	51.22 %
W-Purifi	1.06	11.35 %
Mixie	0.04	0.18 %
<b>Total</b>	<b>8.97</b>	<b>9.95 %</b>

Branch *	MTD Sales L	Brand Share %
KPM2	0.53	9.19 %
VNB1	0.26	8.79 %
TRT1	0.22	7.27 %
PLR1	0.19	8.17 %
WJP1	0.18	4.91 %
ABR1	0.18	5.48 %
VEL1	0.16	3.09 %
SLG1	0.15	6.73 %
VSI1	0.13	6.74 %
UGI1	0.12	5.02 %
BGR1	0.10	2.76 %
WJD1	0.09	2.82 %
GDM1	0.07	2.14 %
PTU1	0.06	3.86 %
CPT1	0.05	2.16 %
CGM1	0.02	0.77 %
ANI1		0.00 %
<b>Total</b>	<b>8.97</b>	<b>9.95 %</b>

## CHENNAI-02

Property	MTD Sales L	Brand Share %
Fan	2.81	13.36 %
W.Heater	2.34	19.37 %
Air-Cool	1.41	10.95 %
Iron	1.17	49.59 %
W-Purifi	0.83	5.39 %
Mixie	0.15	0.46 %
W-Disp	0.13	8.22 %
<b>Total</b>	<b>8.84</b>	<b>9.06 %</b>

Branch *	MTD Sales L	Brand Share %
CH03	0.97	8.19 %
CH34	0.46	8.93 %
CH50	0.43	8.47 %
CH43	0.34	5.50 %
CH15	0.26	2.95 %
CH41	0.16	5.89 %
CH46	0.15	6.63 %
UKI1	0.15	9.29 %
CH33	0.14	5.83 %
CH18	0.12	2.35 %
CH06	0.08	2.33 %
CH36	0.07	2.55 %
CH44	0.07	3.17 %
CH31	0.05	3.56 %
CH23	0.02	1.58 %
CH01	0.01	7.23 %
CH27	0.01	0.59 %
CH20		0.00 %
CH32		0.00 %
CH51		0.00 %
<b>Total</b>	<b>8.84</b>	<b>9.06 %</b>

## SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fan	1.85	12.39 %
Air-Cool	1.35	11.74 %
Iron	1.22	51.16 %
W.Heater	0.89	15.36 %
W-Purifi	0.45	17.15 %
<b>Total</b>	<b>5.75</b>	<b>9.98 %</b>

Branch *	MTD Sales L	Brand Share %
POY1	0.31	7.35 %
NVL2	0.22	5.41 %
POY2	0.21	5.92 %
PRT1	0.17	5.25 %
ULP1	0.16	5.24 %
TRK1	0.15	5.89 %
VCM1	0.10	5.23 %
TDM1	0.07	2.89 %
KML1	0.07	3.01 %
STP1	0.06	2.56 %
KLM1	0.06	3.31 %
VPM1	0.06	5.75 %
CDM1	0.04	1.07 %
TVM2	0.04	3.39 %
TVM1	0.03	3.61 %
<b>Total</b>	<b>5.75</b>	<b>9.98 %</b>