

MTD Sales
328.99 L

Brand Share %
12.33 %

Information:

MTD : 01-04-2026 To 26-04-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **12.33 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cool	168.35	12.97 %
Fan	122.50	19.12 %
Iron	13.86	50.44 %
W-Purifi	11.60	8.37 %
W.Heater	8.37	17.36 %
Small-Ap	2.04	4.71 %
Mixie	1.54	0.42 %
W-Disp	0.55	1.98 %
Chimney	0.18	0.22 %
Total	328.99	12.33 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	64.54	14.44 %
SOUTH-03	52.53	12.77 %
TRICHY-01	44.01	14.06 %
CHENNAI-01	36.55	13.36 %
WEST-02	36.22	9.01 %
WEST-01	31.16	10.30 %
CHENNAI-02	23.73	13.60 %
SOUTH ARCOT	21.51	13.56 %
NORTH ARCOT	18.75	10.07 %
Total	328.99	12.33 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cool	31.61	16.55 %
Fan	25.06	19.45 %
Iron	3.33	56.84 %
W-Purifi	2.80	9.11 %
W.Heater	0.73	11.62 %
Small-Ap	0.60	7.41 %
Mixie	0.29	0.46 %
W-Disp	0.13	6.45 %
Total	64.54	14.44 %

Branch *	MTD Sales L	Brand Share %
TVL1	5.04	10.11 %
VLY1	1.45	12.12 %
SVK1	1.31	9.38 %
TUT2	1.04	6.21 %
RPM1	1.02	8.18 %
TCN1	0.96	8.49 %
KYR1	0.92	9.07 %
PDI1	0.78	10.70 %
ASM1	0.70	9.58 %
MMT1	0.69	9.38 %
STU2	0.58	7.60 %
ERL2	0.55	8.71 %
SDI1	0.54	7.12 %
PKD1	0.52	7.46 %
KSM1	0.46	11.89 %
TKY1	0.43	7.31 %
UDN1	0.38	10.24 %
COL1	0.28	8.49 %
SKD1	0.18	3.20 %
WHTV	-0.05	7.95 %
Total	64.54	14.44 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cool	23.67	12.21 %
Fan	23.09	19.58 %
Iron	2.57	55.54 %
W-Purifi	1.65	8.09 %
W.Heater	0.89	19.68 %
Small-Ap	0.38	5.23 %
Mixie	0.16	0.33 %
W-Disp	0.13	5.38 %
Total	52.53	12.77 %

Branch *	MTD Sales L	Brand Share %
MDU6	2.33	10.73 %
DGL1	2.29	6.85 %
TPT1	1.57	11.46 %
KKD3	1.38	8.07 %
DKI1	1.07	11.78 %
MDU4	1.07	8.95 %
MDU7	1.06	10.52 %
MDU5	0.88	6.45 %
ADP1	0.80	9.62 %
TEN1	0.77	6.61 %
BNR1	0.71	9.45 %
DGL2	0.70	7.33 %
PNV2	0.66	11.05 %
MPA1	0.62	6.53 %
ODM1	0.56	12.22 %
KPT1	0.55	5.32 %
TDI1	0.54	8.42 %
PVI1	0.53	10.79 %
USL1	0.52	7.98 %
SVG1	0.49	9.01 %
ATG1	0.43	5.46 %
BTU1	0.42	10.10 %
NTM1	0.33	6.59 %
KYK1	0.32	5.40 %
MLR1	0.31	6.17 %
SGP1	0.16	3.56 %
PKM1	0.09	2.02 %
CMR1	0.07	1.38 %
KRR1	0.07	0.77 %
WHMD	-0.01	2.58 %
Total	52.53	12.77 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cool	25.23	15.21 %
Fan	16.00	20.69 %
Iron	1.29	42.65 %
W-Purifi	1.15	13.66 %
W.Heater	0.25	11.46 %
Small-Ap	0.09	1.91 %
Total	44.01	14.06 %

Branch *	MTD Sales L	Brand Share %
PTK1	1.06	8.76 %
KRN1	0.83	9.67 %
KIK1	0.71	9.80 %
JKM1	0.71	6.48 %
PDK1	0.68	10.37 %
NCK1	0.66	8.94 %
ORU1	0.66	7.41 %
TVR1	0.61	11.37 %
TTP1	0.39	9.50 %
TRY3	0.37	3.59 %
TNJ1	0.34	2.13 %
NMM1	0.06	0.79 %
APM1	0.05	1.09 %
AYR1	0.04	0.54 %
MSI1	0.03	0.44 %
TRY2		0.00 %
WTRZ		0.00 %
Total	44.01	14.06 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cool	16.92	18.04 %
Fan	12.64	20.41 %
W.Heater	2.21	20.09 %
W-Purifi	1.89	6.50 %
Iron	1.73	50.67 %
Small-Ap	0.54	6.05 %
Mixie	0.29	0.64 %
Chimney	0.18	1.56 %
W-Disp	0.14	1.75 %
Total	36.55	13.36 %

Branch *	MTD Sales L	Brand Share %
CH47	2.31	12.09 %
CH42	1.54	9.47 %
CH07	1.42	10.91 %
CH08	1.00	7.61 %
GUD1	0.95	10.72 %
CH19	0.91	6.85 %
CH16	0.82	7.75 %
CH35	0.60	8.39 %
MRM1	0.42	5.25 %
CH25	0.39	4.59 %
GUD2	0.34	4.93 %
CH30	0.15	2.55 %
CH22	0.11	1.54 %
KNR1	0.07	2.41 %
CH38	0.04	0.50 %
CH40	0.02	10.74 %
CH26	0.01	0.41 %
CH37	0.01	0.41 %
CZWH		0.00 %
MC09		0.00 %
WCHN	-0.11	7.59 %
Total	36.55	13.36 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cool	22.89	9.54 %
Fan	11.06	14.34 %
Iron	1.26	49.89 %
W.Heater	0.64	14.30 %
W-Purifi	0.34	3.28 %
Mixie	0.03	0.07 %
Total	36.22	9.01 %

Branch *	MTD Sales L	Brand Share %
HSR2	1.82	10.26 %
ERD1	1.79	11.46 %
SLM3	1.19	6.56 %
KRI1	1.05	5.15 %
DPR1	0.80	9.38 %
KVP1	0.75	7.68 %
EPI1	0.68	6.30 %
MCR1	0.60	7.21 %
PLC1	0.55	4.43 %
BMD1	0.54	7.87 %
RSP1	0.50	4.49 %
EDP1	0.44	5.70 %
VPD1	0.31	2.70 %
KAM1	0.30	2.26 %
APN1	0.29	2.95 %
OML1	0.26	2.84 %
SGG1	0.17	2.58 %
MTR1	0.13	1.99 %
TCG1	0.11	1.56 %
HSR1	0.10	0.79 %
KMM1	0.10	1.38 %
SGI1	0.05	0.78 %
CMI1	0.05	0.63 %
PMP1	0.03	0.34 %
HRR1	0.02	0.35 %
PDR1	0.02	0.33 %
VKL1	0.02	0.25 %
WHKP		0.00 %
WHPD		0.00 %
Total	36.22	9.01 %

WEST-01

Property	MTD Sales L	Brand Share %
Air-Cool	16.56	9.16 %
Fan	11.96	23.46 %
Iron	0.82	50.23 %
W.Heater	0.71	10.17 %
W-Purifi	0.66	6.41 %
Mixie	0.21	0.60 %
W-Disp	0.14	5.41 %
Small-Ap	0.10	2.48 %
Total	31.16	10.30 %

Branch *	MTD Sales L	Brand Share %
SNR1	1.32	8.31 %
TPR3	1.25	11.64 %
CBE6	1.05	9.76 %
MPM1	0.88	7.29 %
UMP1	0.87	9.46 %
AVI1	0.86	6.95 %
SUL1	0.59	4.55 %
CBE4	0.58	3.89 %
PPI1	0.56	6.54 %
CBE1	0.50	4.10 %
CBE5	0.49	5.84 %
PDM1	0.34	3.84 %
KMD1	0.25	3.54 %
UAM1	0.15	3.61 %
GBM1	0.11	1.62 %
TPR4	0.09	1.20 %
ANR1	0.06	0.90 %
KGM1	0.06	0.64 %
CNR1	0.04	2.87 %
CBE3	0.04	0.86 %
GDR1	0.02	2.86 %
DPM2	0.01	0.25 %
KGI1	0.01	1.19 %
WHCB	-0.04	4.32 %
Total	31.16	10.30 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cool	11.92	17.96 %
Fan	7.25	17.35 %
W.Heater	1.76	30.53 %
W-Purifi	1.12	7.80 %
Iron	1.05	46.51 %
Mixie	0.34	1.06 %
Small-Ap	0.30	7.23 %
Total	23.73	13.60 %

Branch *	MTD Sales L	Brand Share %
CH18	1.35	10.63 %
CH17	0.84	9.32 %
CH15	0.81	5.65 %
CH34	0.50	6.41 %
PON1	0.41	10.17 %
CH20	0.33	5.22 %
CH33	0.31	4.55 %
CH41	0.23	5.78 %
CH44	0.15	2.89 %
CH46	0.13	3.61 %
CH31	0.06	1.85 %
CH06	0.04	0.89 %
CH27	0.04	1.27 %
CH36	0.04	0.78 %
UKI1	0.03	0.77 %
CH23	0.03	0.76 %
MC06	0.02	4.84 %
CH01	0.01	4.96 %
CH51		0.00 %
Total	23.73	13.60 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cool	10.73	13.58 %
Fan	8.70	22.12 %
W-Purifi	0.86	16.11 %
Iron	0.62	31.01 %
W.Heater	0.55	20.85 %
Mixie	0.04	0.17 %
Total	21.51	13.56 %

Branch *	MTD Sales L	Brand Share %
KML1	0.61	8.27 %
SJI2	0.61	8.10 %
TRK1	0.53	5.71 %
STP1	0.49	8.99 %
PRT1	0.35	3.31 %
VPM1	0.34	10.24 %
MKM1	0.32	11.44 %
CDM1	0.23	3.24 %
VCM1	0.11	2.63 %
TDM1	0.05	0.83 %
KLM1	0.04	0.78 %
TVM2	0.03	1.13 %
TVM1	0.03	0.89 %
WHUT		0.00 %
Total	21.51	13.56 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cool	8.83	10.03 %
Fan	6.74	14.89 %
Iron	1.20	55.59 %
W-Purifi	1.13	11.60 %
W.Heater	0.63	14.44 %
Mixie	0.18	0.76 %
Small-Ap	0.04	1.67 %
Total	18.75	10.07 %

Branch *	MTD Sales L	Brand Share %
TRR1	1.69	10.10 %
VEL2	1.62	9.85 %
VNB1	0.89	10.51 %
ABR1	0.84	8.34 %
ARC2	0.57	8.33 %
KPM1	0.46	9.24 %
SLG1	0.41	7.33 %
VEL1	0.40	3.69 %
WJP1	0.35	4.33 %
BGR1	0.26	3.88 %
CPT1	0.17	4.23 %
WJD1	0.15	2.94 %
UGI1	0.14	5.38 %
ANI1	0.07	1.84 %
GDM1	0.06	0.96 %
TRT1	0.06	1.22 %
CGM1	0.05	0.94 %
PLR1	0.04	0.67 %
CYR1	0.02	0.43 %
VSI1	0.01	0.34 %
PTU1		0.00 %
WHVL		0.00 %
Total	18.75	10.07 %