

MTD Sales
130.93 L

Brand Share %
10.14 %

Information:

MTD : 01-09-2026 To 26-09-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **10.14 %** are only listed below

Property	MTD Sales L	Brand Share %
Fan	54.75	21.36 %
W.Heater	22.41	13.87 %
Iron	18.83	57.46 %
W-Purifi	16.86	10.35 %
Chimney	11.65	13.54 %
Mixie	4.09	1.06 %
Small-Ap	1.80	3.93 %
Air-Cool	0.63	1.17 %
W-Disp	-0.08	-0.24 %
Total	130.93	10.14 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	23.01	9.93 %
CHENNAI-01	19.89	10.81 %
TRICHY-01	17.40	12.02 %
NORTH ARCOT	12.63	13.10 %
CHENNAI-02	12.51	10.01 %
SOUTH-03	12.25	7.22 %
WEST-01	11.84	12.89 %
SOUTH ARCOT	11.43	13.54 %
WEST-03	5.33	9.45 %
WEST-02	4.64	4.32 %
Total	130.93	10.14 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fan	11.03	20.23 %
Iron	4.13	58.41 %
Chimney	2.42	20.89 %
W.Heater	2.36	12.59 %
W-Purifi	2.30	7.48 %
Mixie	0.55	0.70 %
Small-Ap	0.27	3.95 %
Air-Cool	-0.05	-0.59 %
Total	23.01	9.93 %

Branch *	MTD Sales L	Brand Share %
TUT1	2.85	10.02 %
KVT1	1.66	9.71 %
NGR1	1.16	9.05 %
RND2	0.80	9.01 %
TCN1	0.59	8.44 %
SNL1	0.52	10.07 %
TUT2	0.48	7.28 %
VLY1	0.38	5.91 %
SVK1	0.35	6.84 %
PKD1	0.32	10.13 %
TKS1	0.32	3.37 %
KYR1	0.26	6.25 %
MMT1	0.24	7.13 %
RPM1	0.23	3.32 %
MAR1	0.23	3.53 %
TKY1	0.22	6.10 %
APK1	0.21	9.14 %
ASM1	0.18	6.30 %
UDN1	0.17	7.73 %
KSM1	0.16	5.69 %
STU2	0.16	5.79 %
KGL1	0.13	5.73 %
SKD1	0.13	4.02 %
COL1	0.11	4.98 %
VNR1	0.10	3.35 %
SGT1	0.07	5.70 %
S2SD	0.05	1.87 %
WHTV		0.00 %
Total	23.01	9.93 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fan	8.70	28.60 %
W.Heater	4.89	15.37 %
W-Purifi	2.59	8.33 %
Iron	2.18	65.27 %
Chimney	0.80	9.76 %
Mixie	0.39	0.77 %
Small-Ap	0.20	2.09 %
Air-Cool	0.15	9.64 %
Total	19.89	10.81 %

Branch *	MTD Sales L	Brand Share %
CH16	0.98	8.90 %
CH19	0.84	9.96 %
CH42	0.78	7.86 %
CH49	0.72	6.16 %
CH45	0.58	8.48 %
CH48	0.53	5.54 %
CH22	0.52	6.74 %
MRM1	0.39	8.14 %
GUD1	0.37	4.39 %
SKL1	0.31	8.25 %
GUD2	0.29	7.35 %
CH05	0.29	2.50 %
CH25	0.26	3.45 %
CZWH	0.22	6.66 %
CH39	0.20	5.71 %
CH08	0.20	4.96 %
TKM1	0.17	7.79 %
CH30	0.16	2.75 %
CH26	0.12	6.13 %
CH38	0.12	2.55 %
CH40		0.00 %
Total	19.89	10.81 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fan	7.42	24.67 %
W.Heater	2.91	13.90 %
W-Purifi	2.63	15.08 %
Iron	1.81	53.50 %
Chimney	1.78	18.78 %
Mixie	0.70	1.60 %
Small-Ap	0.14	3.81 %
Total	17.40	12.02 %

Branch *	MTD Sales L	Brand Share %
MVM1	0.68	6.13 %
NGT1	0.47	9.27 %
KIK1	0.40	7.47 %
PDK2	0.28	6.01 %
KUM2	0.27	6.11 %
TNJ1	0.24	4.10 %
ORU1	0.23	8.59 %
TVR1	0.23	9.27 %
TYR1	0.23	4.97 %
PBR1	0.18	5.90 %
PDK1	0.17	8.29 %
TRY3	0.16	4.80 %
TTP1	0.15	5.82 %
PTK1	0.13	1.72 %
KRN1	0.12	4.80 %
MSI1	0.09	5.92 %
AYR1	0.07	2.85 %
NMM1	0.03	0.98 %
TZSD		0.16 %
APM1		0.00 %
WTRZ		0.00 %
Total	17.40	12.02 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fan	6.30	32.34 %
W.Heater	1.72	11.84 %
W-Purifi	1.46	11.27 %
Iron	1.25	53.92 %
Chimney	1.20	14.69 %
Mixie	0.56	2.20 %
Small-Ap	0.15	3.41 %
Total	12.63	13.10 %

Branch *	MTD Sales L	Brand Share %
TRR1	0.73	8.39 %
KPM2	0.48	6.55 %
VEL2	0.48	7.71 %
AKM1	0.33	7.50 %
PLR1	0.13	5.48 %
VEL1	0.13	3.51 %
CPT1	0.12	4.94 %
VSI1	0.06	3.07 %
WJD1	0.05	1.80 %
CYR1	0.04	1.94 %
GDM1	0.04	1.38 %
WJP1	0.04	2.09 %
ANI1	0.03	1.73 %
UGI1	0.03	1.82 %
BGR1	0.02	0.63 %
KPM1	0.02	1.52 %
PTU1	0.01	1.63 %
TRT1	0.01	0.66 %
Total	12.63	13.10 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fan	4.64	22.41 %
W.Heater	2.30	12.22 %
W-Purifi	2.16	12.78 %
Iron	1.69	61.55 %
Chimney	1.15	18.67 %
Mixie	0.27	0.76 %
Small-Ap	0.26	4.25 %
Air-Cool	0.04	0.41 %
Total	12.51	10.01 %

Branch *	MTD Sales L	Brand Share %
CH15	0.94	9.21 %
CH18	0.57	5.87 %
CH34	0.51	9.60 %
CH03	0.48	5.12 %
CH50	0.41	6.13 %
CH35	0.28	6.43 %
CH20	0.27	7.05 %
CH43	0.20	3.75 %
PON1	0.20	6.27 %
CH36	0.20	7.20 %
CH27	0.17	6.93 %
CH37	0.14	6.28 %
CH46	0.12	5.20 %
CH12	0.10	1.80 %
CH06	0.07	1.86 %
CH23	0.05	5.12 %
CH31	0.05	5.84 %
CH44	0.03	1.09 %
UKI1	0.02	1.15 %
CH51	0.01	3.53 %
CH32		0.00 %
MC06		0.00 %
WHC3		0.00 %
WCHN	-0.10	5.26 %
Total	12.51	10.01 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fan	5.83	12.63 %
Iron	2.54	55.65 %
W.Heater	1.79	11.17 %
W-Purifi	0.99	4.83 %
Chimney	0.57	5.09 %
Mixie	0.33	0.70 %
Small-Ap	0.23	5.09 %
Air-Cool	0.05	0.73 %
W-Disp	-0.08	-1.57 %
Total	12.25	7.22 %

Branch *	MTD Sales L	Brand Share %
MDU2	1.30	9.59 %
DGL1	1.09	8.51 %
DKI1	0.38	9.27 %
ATG1	0.37	9.06 %
KKD3	0.34	3.65 %
PVI1	0.30	6.37 %
MDU3	0.29	7.24 %
MDU5	0.29	4.41 %
TMM1	0.27	4.05 %
MDU6	0.27	3.66 %
KRR1	0.26	6.22 %
NKI1	0.25	7.19 %
BNR1	0.25	8.33 %
DGL2	0.23	8.33 %
MDU7	0.21	4.13 %
TEN1	0.19	5.19 %
TPT1	0.18	4.09 %
CBM1	0.16	3.85 %
BTU1	0.15	4.56 %
MPA1	0.15	5.13 %
NTM1	0.14	8.92 %
USL1	0.13	5.40 %
PKM1	0.13	3.85 %
ADP1	0.12	3.63 %
SVG1	0.12	5.95 %
PNV2	0.12	4.64 %
MLR1	0.11	3.75 %
TDI1	0.10	4.56 %
MDU4	0.09	3.61 %
PNI1	0.08	2.79 %
CMR1	0.06	3.49 %
SGP1	0.05	2.78 %
KYK1	0.03	1.33 %
ODM1	0.01	0.46 %
SZSD	0.01	0.35 %
WHMD		0.00 %
Total	12.25	7.22 %

WEST-01

Property	MTD Sales L	Brand Share %
W.Heater	3.18	26.66 %
W-Purifi	2.40	27.46 %
Fan	2.17	18.74 %
Chimney	2.07	19.40 %
Iron	1.31	58.37 %
Small-Ap	0.34	9.22 %
Mixie	0.33	1.15 %
Air-Cool	0.03	0.41 %
Total	11.84	12.89 %

Branch *	MTD Sales L	Brand Share %
SNR1	0.45	9.29 %
CBE4	0.28	4.39 %
MPM1	0.28	5.09 %
CBE1	0.23	4.51 %
CBE5	0.14	4.54 %
KGI1	0.13	7.93 %
SUL1	0.12	2.63 %
KMD1	0.11	7.11 %
PPI1	0.10	5.78 %
PDM1	0.09	4.88 %
UMP1	0.08	2.00 %
UAM1	0.07	1.76 %
DPM2	0.04	1.45 %
ANR1	0.03	3.39 %
WZSD	0.03	0.57 %
CBE3		0.00 %
CNR1		0.00 %
GDR1		0.00 %
WHCB		0.00 %
Total	11.84	12.89 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fan	5.56	36.29 %
Iron	1.78	62.31 %
W.Heater	1.76	12.98 %
W-Purifi	0.93	10.16 %
Chimney	0.67	16.38 %
Mixie	0.64	2.36 %
Small-Ap	0.09	2.80 %
Total	11.43	13.54 %

Branch *	MTD Sales L	Brand Share %
POY1	0.81	9.36 %
CDM1	0.47	7.69 %
NVL2	0.38	7.11 %
TRK1	0.34	5.24 %
KML1	0.29	6.55 %
PRT1	0.16	4.95 %
ULP1	0.16	6.18 %
KLM1	0.15	3.23 %
TVM1	0.05	2.70 %
TDM1	0.04	1.14 %
TVM2	0.02	2.19 %
WHUT		0.00 %
Total	11.43	13.54 %

WEST-03

Property	MTD Sales L	Brand Share %
W-Purifi	1.22	22.83 %
Iron	1.01	72.68 %
Fan	0.93	10.66 %
W.Heater	0.81	14.25 %
Chimney	0.65	11.62 %
Air-Cool	0.41	8.53 %
Mixie	0.23	1.20 %
Small-Ap	0.07	4.88 %
Total	5.33	9.45 %

Branch *	MTD Sales L	Brand Share %
NKL2	0.27	4.36 %
AVI1	0.26	7.48 %
ERD1	0.24	3.86 %
TPR1	0.18	3.28 %
CMI1	0.13	5.41 %
SYM2	0.11	6.35 %
RSP1	0.09	3.70 %
KGM1	0.08	2.92 %
TPR3	0.06	5.96 %
W3SD	0.05	8.91 %
VKL1	0.04	2.94 %
SGG1	0.03	2.19 %
PDR1	0.03	1.48 %
TCG1	0.02	1.37 %
KMM1	0.02	1.24 %
GBM1	0.02	1.17 %
Total	5.33	9.45 %

WEST-02

Property	MTD Sales L	Brand Share %
Fan	2.16	11.21 %
Iron	1.14	39.65 %
W.Heater	0.69	7.23 %
Chimney	0.33	3.05 %
W-Purifi	0.17	1.74 %
Mixie	0.10	0.30 %
Small-Ap	0.04	1.97 %
Air-Cool	0.02	0.15 %
Total	4.64	4.32 %

Branch *	MTD Sales L	Brand Share %
HSR2	0.75	9.99 %
MCR1	0.28	5.98 %
TRM1	0.26	4.30 %
ATU1	0.20	4.41 %
SLM2	0.16	5.17 %
BMD1	0.15	5.59 %
KVP1	0.15	4.49 %
APN1	0.14	4.61 %
VPD1	0.14	3.32 %
SLM3	0.14	2.66 %
OML1	0.13	4.44 %
DPR2	0.12	4.63 %
EPI1	0.12	3.60 %
DPR1	0.12	3.85 %
KRI1	0.10	1.74 %
EDP1	0.10	4.53 %
KAM1	0.10	2.41 %
PNG1	0.08	2.81 %
HRR1	0.05	1.69 %
HSR1	0.05	0.78 %
MTR1	0.04	1.08 %
PLC1	0.04	0.99 %
PMP1	0.03	1.21 %
SGI1	0.02	1.04 %
WZWH	0.02	0.40 %
WHKP		0.00 %
Total	4.64	4.32 %