

MTD Sales
338.11 L

Brand Share %
12.29 %

Information:

MTD : 01-04-2026 To 27-04-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **12.29 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cool	171.44	12.82 %
Fan	127.18	19.24 %
Iron	14.44	50.58 %
W-Purifi	12.32	8.60 %
W.Heater	8.26	16.65 %
Small-Ap	2.14	4.83 %
Mixie	1.59	0.42 %
W-Disp	0.55	1.89 %
Chimney	0.18	0.22 %
Total	338.11	12.29 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	66.92	14.41 %
SOUTH-03	53.64	12.61 %
TRICHY-01	45.81	14.14 %
CHENNAI-01	37.29	13.27 %
WEST-02	36.80	8.93 %
WEST-01	31.52	10.23 %
CHENNAI-02	24.06	13.39 %
SOUTH ARCOT	22.48	13.71 %
NORTH ARCOT	19.58	10.19 %
Total	338.11	12.29 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cool	32.45	16.28 %
Fan	26.16	19.62 %
Iron	3.51	57.95 %
W-Purifi	2.90	9.28 %
W.Heater	0.73	11.30 %
Small-Ap	0.70	8.41 %
Mixie	0.34	0.52 %
W-Disp	0.13	5.27 %
Total	66.92	14.41 %

Branch *	MTD Sales L	Brand Share %
TVL1	5.17	10.09 %
VLY1	1.45	11.63 %
SVK1	1.31	9.12 %
TUT2	1.14	6.61 %
RPM1	1.02	7.77 %
KYR1	0.99	9.50 %
TCN1	0.96	8.36 %
PDI1	0.85	11.36 %
ASM1	0.72	9.59 %
MMT1	0.69	9.08 %
STU2	0.67	8.40 %
SDI1	0.64	7.52 %
ERL2	0.55	8.54 %
PKD1	0.52	7.37 %
KSM1	0.46	11.23 %
UDN1	0.45	11.26 %
TKY1	0.43	7.14 %
COL1	0.28	7.89 %
SKD1	0.18	3.07 %
WHTV	-0.05	7.95 %
Total	66.92	14.41 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cool	23.83	11.93 %
Fan	23.74	19.48 %
Iron	2.65	55.28 %
W-Purifi	1.71	7.79 %
W.Heater	1.05	22.10 %
Small-Ap	0.38	5.16 %
Mixie	0.16	0.32 %
W-Disp	0.13	5.22 %
Total	53.64	12.61 %

Branch *	MTD Sales L	Brand Share %
MDU6	2.39	10.61 %
DGL1	2.39	6.93 %
TPT1	1.69	12.02 %
KKD3	1.38	7.78 %
MDU4	1.07	8.67 %
MDU7	1.06	10.24 %
MDU5	0.88	6.25 %
ADP1	0.82	9.75 %
TEN1	0.77	6.40 %
DGL2	0.73	7.48 %
BNR1	0.71	9.32 %
PNV2	0.66	10.97 %
MPA1	0.62	6.43 %
TDI1	0.58	8.20 %
KPT1	0.57	5.32 %
USL1	0.53	8.08 %
PVI1	0.53	10.40 %
SVG1	0.49	8.33 %
BTU1	0.46	10.32 %
ATG1	0.45	5.50 %
NTM1	0.33	6.23 %
KYK1	0.32	5.25 %
MLR1	0.31	6.14 %
SGP1	0.16	3.41 %
PKM1	0.09	1.97 %
CMR1	0.07	1.36 %
KRR1	0.07	0.75 %
WHMD	-0.01	2.58 %
Total	53.64	12.61 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cool	26.13	15.20 %
Fan	16.53	20.63 %
W-Purifi	1.42	15.99 %
Iron	1.39	43.34 %
W.Heater	0.25	11.00 %
Small-Ap	0.09	1.84 %
Total	45.81	14.14 %

Branch *	MTD Sales L	Brand Share %
PTK1	1.16	9.15 %
KRN1	0.92	10.33 %
JKM1	0.75	6.51 %
KIK1	0.71	9.74 %
NCK1	0.68	8.94 %
PDK1	0.68	10.28 %
ORU1	0.66	7.29 %
TVR1	0.61	11.03 %
TTP1	0.40	9.19 %
TNJ1	0.38	2.33 %
TRY3	0.37	3.47 %
NMM1	0.07	0.91 %
APM1	0.05	1.06 %
AYR1	0.04	0.52 %
MSI1	0.03	0.43 %
TRY2		0.00 %
WTRZ		0.00 %
Total	45.81	14.14 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cool	17.20	17.79 %
Fan	13.06	20.44 %
W-Purifi	2.17	7.23 %
W.Heater	1.93	17.44 %
Iron	1.77	50.42 %
Small-Ap	0.54	6.02 %
Mixie	0.29	0.63 %
Chimney	0.18	1.56 %
W-Disp	0.14	1.70 %
Total	37.29	13.27 %

Branch *	MTD Sales L	Brand Share %
CH47	2.31	11.90 %
CH42	1.58	9.58 %
CH07	1.44	10.63 %
CH08	1.08	8.03 %
GUD1	0.96	10.58 %
CH39	0.92	12.24 %
CH19	0.92	6.77 %
CH16	0.82	7.72 %
CH35	0.60	8.21 %
MRM1	0.42	4.95 %
CH25	0.39	4.45 %
GUD2	0.34	4.79 %
CH30	0.15	2.43 %
CH22	0.11	1.43 %
KNR1	0.07	2.46 %
CH38	0.04	0.47 %
CH40	0.02	10.74 %
CH26	0.01	0.40 %
CH37	0.01	0.41 %
CZWH		0.00 %
MC09		0.00 %
Total	37.29	13.27 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cool	23.07	9.40 %
Fan	11.43	14.45 %
Iron	1.29	48.28 %
W.Heater	0.64	14.30 %
W-Purifi	0.34	3.16 %
Mixie	0.03	0.06 %
Total	36.80	8.93 %

Branch *	MTD Sales L	Brand Share %
HSR2	1.96	10.79 %
ERD1	1.82	11.50 %
SLM3	1.19	6.26 %
KRI1	1.05	5.04 %
DPR1	0.84	9.45 %
KVP1	0.76	7.53 %
EPI1	0.68	6.12 %
MCR1	0.60	7.04 %
PLC1	0.55	4.31 %
BMD1	0.54	7.87 %
RSP1	0.53	4.74 %
EDP1	0.44	5.67 %
APN1	0.36	3.47 %
VPD1	0.31	2.68 %
KAM1	0.30	2.23 %
OML1	0.30	3.18 %
SGG1	0.17	2.51 %
KMM1	0.16	2.16 %
MTR1	0.13	1.94 %
TCG1	0.11	1.50 %
HSR1	0.10	0.77 %
SGI1	0.05	0.77 %
CMI1	0.05	0.63 %
PMP1	0.03	0.33 %
HRR1	0.02	0.34 %
PDR1	0.02	0.32 %
VKL1	0.02	0.25 %
WHKP		0.00 %
WHPD		0.00 %
Total	36.80	8.93 %

WEST-01

Property	MTD Sales L	Brand Share %
Air-Cool	16.65	9.05 %
Fan	12.18	23.44 %
Iron	0.86	50.60 %
W.Heater	0.71	9.94 %
W-Purifi	0.66	6.41 %
Mixie	0.21	0.58 %
W-Disp	0.14	5.11 %
Small-Ap	0.10	2.44 %
Total	31.52	10.23 %

Branch *	MTD Sales L	Brand Share %
SNR1	1.32	8.08 %
TPR3	1.25	11.43 %
CBE6	1.05	9.58 %
MPM1	0.93	7.44 %
UMP1	0.87	9.17 %
AVI1	0.86	6.95 %
SUL1	0.59	4.45 %
CBE4	0.58	3.84 %
PPI1	0.56	6.51 %
CBE1	0.50	4.05 %
CBE5	0.49	5.84 %
PDM1	0.36	3.93 %
KMD1	0.25	3.44 %
UAM1	0.16	3.87 %
GBM1	0.11	1.58 %
TPR4	0.09	1.15 %
ANR1	0.06	0.89 %
KGM1	0.06	0.62 %
CNR1	0.04	2.75 %
CBE3	0.04	0.85 %
GDR1	0.03	4.62 %
DPM2	0.01	0.25 %
KGI1	0.01	1.15 %
WHCB	-0.04	3.30 %
Total	31.52	10.23 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cool	12.01	17.50 %
Fan	7.46	17.28 %
W.Heater	1.76	30.40 %
W-Purifi	1.12	7.66 %
Iron	1.08	46.14 %
Mixie	0.34	1.03 %
Small-Ap	0.30	7.12 %
Total	24.06	13.39 %

Branch *	MTD Sales L	Brand Share %
CH18	1.35	10.33 %
CH17	0.87	9.22 %
CH15	0.82	5.47 %
CH34	0.50	6.10 %
PON1	0.41	9.90 %
CH20	0.36	5.59 %
CH33	0.33	4.63 %
CH41	0.23	5.59 %
CH44	0.15	2.85 %
CH46	0.13	3.47 %
CH31	0.06	1.80 %
CH06	0.04	0.85 %
CH27	0.04	1.22 %
CH36	0.04	0.78 %
UKI1	0.03	0.76 %
CH23	0.03	0.74 %
MC06	0.02	4.84 %
CH01	0.01	4.96 %
CH51		0.00 %
Total	24.06	13.39 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cool	11.18	13.70 %
Fan	9.18	22.70 %
W-Purifi	0.86	15.69 %
Iron	0.66	31.91 %
W.Heater	0.55	18.59 %
Mixie	0.04	0.17 %
Total	22.48	13.71 %

Branch *	MTD Sales L	Brand Share %
SJI2	0.65	8.39 %
TRK1	0.64	6.71 %
KML1	0.61	8.24 %
STP1	0.61	10.62 %
PRT1	0.37	3.53 %
VPM1	0.34	10.24 %
MKM1	0.33	11.66 %
CDM1	0.23	3.14 %
VCM1	0.18	4.37 %
TDM1	0.05	0.80 %
KLM1	0.04	0.75 %
TVM2	0.03	1.06 %
TVM1	0.03	0.89 %
WHUT		0.00 %
Total	22.48	13.71 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cool	8.91	9.90 %
Fan	7.43	15.79 %
Iron	1.25	55.79 %
W-Purifi	1.13	11.40 %
W.Heater	0.63	13.59 %
Mixie	0.18	0.72 %
Small-Ap	0.04	1.56 %
Total	19.58	10.19 %

Branch *	MTD Sales L	Brand Share %
VEL2	1.88	10.75 %
TRR1	1.70	9.90 %
VNB1	0.96	10.97 %
ABR1	0.86	8.38 %
ARC2	0.60	8.60 %
VEL1	0.58	4.91 %
KPM1	0.46	9.03 %
SLG1	0.44	7.74 %
WJP1	0.35	4.26 %
BGR1	0.26	3.83 %
CPT1	0.17	4.06 %
WJD1	0.16	3.03 %
UGI1	0.14	5.38 %
ANI1	0.07	1.79 %
GDM1	0.06	0.93 %
CGM1	0.06	1.16 %
TRT1	0.06	1.19 %
PLR1	0.04	0.65 %
CYR1	0.02	0.43 %
VSI1	0.01	0.32 %
PTU1		0.00 %
WHVL		0.00 %
Total	19.58	10.19 %