

MTD Sales
150.91 L

Brand Share %
10.12 %

Information:

MTD : 01-05-2026 To 27-05-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **10.12 %** are only listed below

Property	MTD Sales L	Brand Share %
Fan	66.88	17.90 %
Air-Cool	40.45	9.69 %
W.Heater	20.04	20.67 %
W-Purifi	9.81	7.07 %
Iron	9.18	38.72 %
Small-Ap	3.10	7.08 %
Mixie	1.35	0.37 %
W-Disp	0.09	0.25 %
Total	150.91	10.12 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	29.78	12.32 %
SOUTH ARCOT	24.77	22.46 %
SOUTH-03	20.50	9.98 %
TRICHY-01	18.87	10.69 %
CHENNAI-01	18.79	7.63 %
CHENNAI-02	12.45	8.53 %
WEST-01	9.27	8.33 %
NORTH ARCOT	8.37	8.14 %
WEST-02	8.10	5.36 %
Total	150.91	10.12 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fan	15.87	24.43 %
Air-Cool	7.79	15.27 %
Iron	2.97	51.14 %
W-Purifi	1.03	3.74 %
W.Heater	0.91	8.10 %
Small-Ap	0.67	6.62 %
Mixie	0.45	0.66 %
W-Disp	0.09	3.99 %
Total	29.78	12.32 %

Branch *	MTD Sales L	Brand Share %
NGR1	0.84	5.73 %
TUT2	0.71	8.48 %
TCN1	0.64	8.46 %
VLY1	0.61	9.71 %
ERL2	0.41	6.44 %
SNL1	0.36	6.71 %
VKM1	0.33	7.90 %
APK1	0.32	6.32 %
PKD1	0.29	7.43 %
STU2	0.27	9.29 %
ASM1	0.26	6.63 %
UDN1	0.25	9.38 %
MMT1	0.21	5.08 %
PDI1	0.21	5.14 %
RPM1	0.20	2.54 %
COL1	0.16	5.72 %
SKD1	0.07	1.75 %
SGT1	0.05	2.94 %
S2SD		0.00 %
WHTV		0.00 %
Total	29.78	12.32 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
W.Heater	14.32	87.68 %
Fan	5.30	22.17 %
Air-Cool	3.58	10.70 %
W-Purifi	0.75	13.20 %
Iron	0.73	36.59 %
Mixie	0.09	0.35 %
Total	24.77	22.46 %

Branch *	MTD Sales L	Brand Share %
VCM2	0.52	8.57 %
TRK1	0.39	9.44 %
NVL2	0.36	5.28 %
CDM1	0.35	5.76 %
SJI2	0.26	5.02 %
VCM1	0.24	9.57 %
KML1	0.23	6.61 %
KLM1	0.06	1.32 %
TVM1	0.04	2.03 %
TVM2	0.01	0.59 %
TDM1		0.00 %
Total	24.77	22.46 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fan	11.57	18.10 %
Air-Cool	5.84	12.71 %
Iron	1.11	31.07 %
W-Purifi	0.92	4.22 %
W.Heater	0.51	5.26 %
Small-Ap	0.41	5.83 %
Mixie	0.14	0.28 %
Total	20.50	9.98 %

Branch *	MTD Sales L	Brand Share %
KKD3	0.67	6.15 %
TPT1	0.62	9.48 %
TMM1	0.60	5.78 %
MDU5	0.56	7.54 %
PNV2	0.39	9.24 %
DKI1	0.32	7.95 %
MLR1	0.30	8.15 %
TEN1	0.30	7.24 %
SVG1	0.30	8.92 %
MDU4	0.26	6.33 %
NKI1	0.25	8.64 %
PVI1	0.23	4.72 %
KPT1	0.22	5.30 %
MPA1	0.21	4.10 %
DGL2	0.20	4.12 %
PNI1	0.19	5.79 %
ADP1	0.14	5.27 %
TDI1	0.14	4.27 %
BNR1	0.12	4.44 %
CBM1	0.08	2.29 %
PKM1	0.06	2.30 %
NTM1	0.06	2.42 %
SGP1	0.04	1.78 %
KYK1	0.03	0.87 %
ODM1	0.02	0.95 %
CMR1	0.01	0.59 %
SZSD		0.00 %
Total	20.50	9.98 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fan	9.61	19.34 %
Air-Cool	7.35	12.95 %
Iron	0.84	37.35 %
W-Purifi	0.74	6.93 %
Small-Ap	0.15	3.91 %
Mixie	0.10	0.22 %
W.Heater	0.07	1.03 %
Total	18.87	10.69 %

Branch *	MTD Sales L	Brand Share %
MVM1	0.90	7.92 %
PTK1	0.65	7.83 %
TNJ1	0.55	5.34 %
NGT1	0.53	9.16 %
PBR1	0.35	7.37 %
NCK1	0.32	8.15 %
TRY4	0.32	7.53 %
ORU1	0.31	7.67 %
JKM1	0.27	4.49 %
KRN1	0.21	5.77 %
NMM1	0.09	1.61 %
PDK1	0.07	2.74 %
APM1	0.03	1.08 %
AYR1	0.03	0.66 %
MSI1	0.02	1.06 %
TRY2	0.01	1.72 %
TZSD		0.00 %
Total	18.87	10.69 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fan	7.24	13.24 %
Air-Cool	5.91	8.50 %
W-Purifi	2.13	7.05 %
Iron	1.25	44.73 %
Small-Ap	1.18	13.92 %
W.Heater	0.78	3.67 %
Mixie	0.31	0.70 %
Total	18.79	7.63 %

Branch *	MTD Sales L	Brand Share %
CH42	1.36	9.53 %
CH47	1.07	8.14 %
CH08	0.74	5.99 %
GUD1	0.63	7.43 %
CH39	0.61	8.53 %
CH48	0.58	6.72 %
CH19	0.53	4.61 %
CH16	0.51	6.39 %
CH49	0.51	4.53 %
CH28	0.47	6.00 %
CH25	0.40	5.43 %
GUD2	0.36	7.83 %
CH30	0.31	2.36 %
SKL1	0.28	9.20 %
CH35	0.27	4.81 %
MRM1	0.24	4.90 %
KNR1	0.16	6.64 %
CH37	0.06	1.89 %
CH22	0.03	0.60 %
CH38	0.03	0.35 %
CH40	0.01	1.84 %
WHC3	0.01	0.03 %
CH26		0.00 %
CZWH		0.00 %
MC10		0.00 %
WCHN	-0.04	8.53 %
Total	18.79	7.63 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fan	5.86	16.63 %
Air-Cool	3.30	6.01 %
W-Purifi	1.39	9.44 %
W.Heater	0.89	31.46 %
Iron	0.87	45.82 %
Mixie	0.11	0.38 %
Small-Ap	0.04	0.95 %
Total	12.45	8.53 %

Branch *	MTD Sales L	Brand Share %
CH18	0.82	6.52 %
CH03	0.81	8.56 %
CH50	0.55	6.55 %
CH33	0.40	8.25 %
CH43	0.40	5.86 %
CH15	0.38	4.11 %
CH20	0.36	6.59 %
CH46	0.32	8.06 %
CH34	0.27	3.84 %
CH23	0.20	5.18 %
CH17	0.20	2.99 %
CH44	0.16	3.03 %
CH27	0.02	0.51 %
CH06	0.02	0.45 %
UKI1	0.02	0.49 %
CH36	0.01	0.34 %
CH31	0.01	0.57 %
CH01		0.00 %
CH32		0.00 %
CH51		0.00 %
MC05		0.00 %
MC06		0.00 %
Total	12.45	8.53 %

WEST-01

Property	MTD Sales L	Brand Share %
Fan	4.67	19.59 %
W-Purifi	1.68	21.53 %
W.Heater	1.48	10.68 %
Air-Cool	0.69	3.09 %
Small-Ap	0.36	9.06 %
Iron	0.32	19.54 %
Mixie	0.07	0.18 %
Total	9.27	8.33 %

Branch *	MTD Sales L	Brand Share %
MPM1	0.28	6.65 %
CBE5	0.27	8.73 %
SUL1	0.26	5.68 %
TPR1	0.15	4.09 %
TPR3	0.13	4.47 %
SYM2	0.11	4.20 %
CBE6	0.11	2.05 %
CBE4	0.09	2.34 %
PPI1	0.09	4.04 %
SNR1	0.09	2.06 %
CBE3	0.09	6.91 %
AVI1	0.09	1.88 %
KMD1	0.09	5.25 %
KGI1	0.07	8.53 %
DPM2	0.05	2.31 %
ANR1	0.04	3.33 %
UMP1	0.04	1.59 %
UAM1	0.03	1.04 %
CBE1	0.02	0.39 %
GBM1	0.02	0.81 %
CNR1	0.02	0.83 %
GDR1		0.00 %
KGM1		0.00 %
TPR4		0.00 %
WZSD		0.00 %
WHCB	-0.04	4.61 %
Total	9.27	8.33 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fan	3.32	12.61 %
Air-Cool	3.26	9.56 %
W.Heater	0.58	15.49 %
Iron	0.57	34.36 %
W-Purifi	0.45	4.23 %
Small-Ap	0.10	5.79 %
Mixie	0.09	0.42 %
Total	8.37	8.14 %

Branch *	MTD Sales L	Brand Share %
KPM2	0.79	7.80 %
VEL1	0.41	8.47 %
KPM1	0.30	7.77 %
SLG1	0.17	5.38 %
ABR1	0.17	5.09 %
CGM1	0.11	4.12 %
BGR1	0.08	2.36 %
WJD1	0.07	1.77 %
ANI1	0.04	1.08 %
GDM1	0.04	1.11 %
VSI1	0.04	1.35 %
PTU1	0.02	1.30 %
CPT1	0.02	0.57 %
CYR1	0.02	0.65 %
UGI1	0.02	0.83 %
TRT1	0.01	0.54 %
PLR1	0.01	0.47 %
WJP1		0.00 %
Total	8.37	8.14 %

WEST-02

Property	MTD Sales L	Brand Share %
Fan	3.44	11.05 %
Air-Cool	2.72	5.54 %
W-Purifi	0.71	7.49 %
Iron	0.53	25.12 %
W.Heater	0.51	4.51 %
Small-Ap	0.18	8.03 %
Total	8.10	5.36 %

Branch *	MTD Sales L	Brand Share %
ERD2	0.87	9.29 %
SLM2	0.39	8.61 %
HSR2	0.33	6.02 %
BMD1	0.31	8.40 %
KAM1	0.29	5.81 %
MTR1	0.24	5.40 %
RSP1	0.21	5.94 %
OML1	0.20	8.35 %
DPR2	0.19	5.95 %
APN1	0.14	4.02 %
MCR1	0.12	3.15 %
SGI1	0.11	2.51 %
EDP1	0.11	6.14 %
SLM3	0.10	1.50 %
DPR1	0.09	2.24 %
VPD1	0.09	2.59 %
EPI1	0.07	1.91 %
TCG1	0.07	3.77 %
PLC1	0.06	1.34 %
KRI1	0.06	0.83 %
VKL1	0.04	1.51 %
CMI1	0.04	1.55 %
SGG1	0.03	1.65 %
KVP1	0.02	0.51 %
HSR1	0.02	0.27 %
PDR1	0.01	0.49 %
KMM1	0.01	0.25 %
HRR1		0.00 %
PMP1		0.00 %
WHKP		0.00 %
WHPD		0.00 %
WZWH		0.00 %
Total	8.10	5.36 %