

MTD Sales
138.86 L

Brand Share %
10.19 %

Information:

MTD : 01-09-2026 To 27-09-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **10.19 %** are only listed below

Property	MTD Sales L	Brand Share %
Fan	57.57	21.39 %
W.Heater	24.31	14.16 %
Iron	19.79	57.59 %
W-Purifi	18.03	10.46 %
Chimney	12.35	13.42 %
Mixie	4.27	1.05 %
Small-Ap	1.98	4.09 %
Air-Cool	0.63	1.15 %
W-Disp	-0.08	-0.22 %
Total	138.86	10.19 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	24.31	10.04 %
CHENNAI-01	21.05	10.71 %
TRICHY-01	18.75	12.28 %
WEST-01	13.20	13.46 %
NORTH ARCOT	13.11	12.84 %
CHENNAI-02	13.11	9.87 %
SOUTH-03	12.84	7.24 %
SOUTH ARCOT	12.12	13.53 %
WEST-03	5.43	9.24 %
WEST-02	4.94	4.41 %
Total	138.86	10.19 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fan	11.53	20.14 %
Iron	4.35	58.13 %
Chimney	2.88	23.24 %
W.Heater	2.48	12.60 %
W-Purifi	2.30	7.24 %
Mixie	0.55	0.67 %
Small-Ap	0.27	3.77 %
Air-Cool	-0.05	-0.58 %
Total	24.31	10.04 %

Branch *	MTD Sales L	Brand Share %
KVT1	1.68	9.60 %
RND2	0.82	8.57 %
TCN1	0.60	8.48 %
SNL1	0.55	10.11 %
TUT2	0.48	6.68 %
VLY1	0.38	5.87 %
SVK1	0.35	6.36 %
TKS1	0.34	3.48 %
RPM1	0.32	4.39 %
KYR1	0.26	6.13 %
MAR1	0.25	3.54 %
MMT1	0.24	6.40 %
APK1	0.24	9.54 %
TKY1	0.22	6.10 %
ASM1	0.18	6.22 %
UDN1	0.17	7.23 %
KSM1	0.16	5.66 %
KGL1	0.16	6.36 %
STU2	0.16	5.61 %
SKD1	0.14	4.09 %
VNR1	0.13	4.16 %
COL1	0.11	4.80 %
SGT1	0.07	5.12 %
S2SD	0.05	1.87 %
WHTV		0.00 %
Total	24.31	10.04 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fan	9.19	28.45 %
W.Heater	5.34	15.76 %
W-Purifi	2.71	8.19 %
Iron	2.26	63.30 %
Chimney	0.80	9.12 %
Mixie	0.39	0.72 %
Small-Ap	0.20	1.98 %
Air-Cool	0.15	8.17 %
Total	21.05	10.71 %

Branch *	MTD Sales L	Brand Share %
CH16	1.00	8.15 %
CH19	0.94	9.74 %
CH42	0.87	8.29 %
CH49	0.80	6.26 %
CH48	0.72	6.84 %
CH45	0.58	8.07 %
CH22	0.52	6.40 %
MRM1	0.42	8.74 %
GUD1	0.37	4.24 %
CH25	0.33	3.81 %
SKL1	0.31	8.05 %
GUD2	0.29	7.02 %
CH05	0.29	2.35 %
CZWH	0.22	6.66 %
TKM1	0.20	9.33 %
CH39	0.20	5.26 %
CH08	0.20	4.96 %
CH30	0.16	2.67 %
CH26	0.12	5.88 %
CH38	0.12	2.40 %
CH40		0.00 %
Total	21.05	10.71 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fan	8.03	25.47 %
W.Heater	3.39	15.20 %
W-Purifi	2.71	14.82 %
Iron	1.90	53.97 %
Chimney	1.78	17.02 %
Mixie	0.80	1.72 %
Small-Ap	0.14	3.64 %
Total	18.75	12.28 %

Branch *	MTD Sales L	Brand Share %
MVM1	0.70	6.03 %
NGT1	0.47	9.11 %
KIK1	0.40	7.21 %
PDK2	0.36	7.27 %
KUM2	0.27	6.11 %
TVR1	0.27	8.27 %
ORU1	0.25	8.89 %
TNJ1	0.24	3.96 %
TYR1	0.24	5.04 %
PBR1	0.18	5.45 %
TRY3	0.18	5.28 %
PDK1	0.17	7.96 %
TTP1	0.15	5.78 %
PTK1	0.13	1.68 %
KRN1	0.12	4.71 %
MSI1	0.11	6.26 %
AYR1	0.07	2.75 %
NMM1	0.03	0.97 %
APM1	0.01	0.57 %
TZSD		0.16 %
WTRZ		0.00 %
Total	18.75	12.28 %

WEST-01

Property	MTD Sales L	Brand Share %
W.Heater	3.64	27.79 %
W-Purifi	2.90	30.93 %
Fan	2.37	19.21 %
Chimney	2.07	18.35 %
Iron	1.42	58.44 %
Mixie	0.39	1.24 %
Small-Ap	0.39	9.88 %
Air-Cool	0.03	0.41 %
Total	13.20	13.46 %

Branch *	MTD Sales L	Brand Share %
SNR1	0.45	9.09 %
CBE4	0.41	5.48 %
CBE1	0.29	5.09 %
MPM1	0.28	4.94 %
SUL1	0.14	2.97 %
CBE5	0.14	4.54 %
KGI1	0.13	6.96 %
KMD1	0.11	6.99 %
PPI1	0.10	5.73 %
UMP1	0.09	2.36 %
PDM1	0.09	4.81 %
UAM1	0.07	1.69 %
DPM2	0.04	1.38 %
ANR1	0.03	3.32 %
WZSD	0.03	0.57 %
CBE3		0.00 %
CNR1		0.00 %
GDR1		0.00 %
WHCB		0.00 %
Total	13.20	13.46 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fan	6.54	32.01 %
W.Heater	1.80	11.56 %
W-Purifi	1.46	10.53 %
Iron	1.31	54.45 %
Chimney	1.30	14.09 %
Mixie	0.56	2.11 %
Small-Ap	0.15	3.28 %
Total	13.11	12.84 %

Branch *	MTD Sales L	Brand Share %
TRR1	0.87	9.40 %
VEL2	0.52	7.32 %
KPM2	0.50	6.06 %
AKM1	0.36	7.73 %
PLR1	0.13	5.38 %
VEL1	0.13	3.49 %
CPT1	0.12	4.81 %
VSI1	0.06	2.53 %
WJP1	0.05	2.66 %
WJD1	0.05	1.71 %
CYR1	0.04	1.88 %
UGI1	0.04	2.41 %
GDM1	0.04	1.37 %
ANI1	0.03	1.61 %
BGR1	0.02	0.63 %
KPM1	0.02	1.50 %
PTU1	0.01	1.49 %
TRT1	0.01	0.66 %
Total	13.11	12.84 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fan	4.81	22.02 %
W.Heater	2.37	11.83 %
W-Purifi	2.35	12.45 %
Iron	1.76	61.88 %
Chimney	1.15	18.14 %
Small-Ap	0.33	5.05 %
Mixie	0.30	0.80 %
Air-Cool	0.04	0.40 %
Total	13.11	9.87 %

Branch *	MTD Sales L	Brand Share %
CH15	0.96	9.07 %
CH18	0.66	6.09 %
CH34	0.51	9.25 %
CH03	0.48	4.79 %
CH50	0.45	6.52 %
CH35	0.28	5.98 %
CH20	0.27	6.24 %
PON1	0.24	6.65 %
CH43	0.20	3.44 %
CH36	0.20	7.13 %
CH27	0.19	7.54 %
CH37	0.14	5.86 %
CH46	0.12	5.10 %
CH12	0.10	1.66 %
CH06	0.07	1.54 %
CH23	0.05	5.12 %
CH31	0.05	5.56 %
CH44	0.03	1.04 %
UKI1	0.02	1.14 %
CH51	0.01	3.53 %
CH32		0.00 %
MC06		0.00 %
WHC3		0.00 %
WCHN	-0.10	4.84 %
Total	13.11	9.87 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fan	6.00	12.52 %
Iron	2.66	56.66 %
W.Heater	1.89	11.30 %
W-Purifi	0.99	4.56 %
Chimney	0.71	5.80 %
Mixie	0.33	0.68 %
Small-Ap	0.29	6.06 %
Air-Cool	0.05	0.72 %
W-Disp	-0.08	-1.50 %
Total	12.84	7.24 %

Branch *	MTD Sales L	Brand Share %
DGL1	1.17	8.78 %
ATG1	0.41	9.39 %
DKI1	0.38	8.60 %
KKD3	0.34	3.30 %
MDU5	0.32	4.84 %
PVI1	0.30	6.24 %
MDU3	0.29	7.06 %
TMM1	0.27	3.82 %
MDU6	0.27	3.58 %
KRR1	0.27	6.33 %
BNR1	0.26	8.45 %
NKI1	0.25	7.03 %
DGL2	0.23	8.02 %
MDU7	0.22	4.24 %
TEN1	0.21	5.49 %
TPT1	0.18	3.90 %
BTU1	0.18	5.11 %
CBM1	0.16	3.57 %
MPA1	0.16	5.30 %
NTM1	0.14	8.21 %
ADP1	0.14	3.88 %
USL1	0.13	5.00 %
PKM1	0.13	3.85 %
SVG1	0.13	5.86 %
TDI1	0.12	5.33 %
PNV2	0.12	4.36 %
MLR1	0.11	3.50 %
MDU4	0.09	3.42 %
PNI1	0.08	2.79 %
CMR1	0.06	3.42 %
SGP1	0.05	2.75 %
KYK1	0.03	1.32 %
ODM1	0.01	0.42 %
SZSD	0.01	0.35 %
WHMD		0.00 %
Total	12.84	7.24 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fan	5.94	36.72 %
W.Heater	1.83	12.37 %
Iron	1.83	62.02 %
W-Purifi	1.13	11.90 %
Chimney	0.67	15.25 %
Mixie	0.64	2.29 %
Small-Ap	0.09	2.65 %
Total	12.12	13.53 %

Branch *	MTD Sales L	Brand Share %
POY1	0.85	9.01 %
CDM1	0.47	7.56 %
NVL2	0.39	7.12 %
TRK1	0.34	5.09 %
KML1	0.29	6.34 %
PRT1	0.16	4.95 %
ULP1	0.16	6.18 %
KLM1	0.16	2.86 %
TVM1	0.05	2.54 %
TDM1	0.04	1.10 %
TVM2	0.02	2.15 %
WHUT		0.00 %
Total	12.12	13.53 %

WEST-03

Property	MTD Sales L	Brand Share %
W-Purifi	1.22	21.99 %
Iron	1.09	73.81 %
Fan	0.95	10.62 %
W.Heater	0.81	14.06 %
Chimney	0.65	11.62 %
Air-Cool	0.41	8.19 %
Mixie	0.23	1.12 %
Small-Ap	0.07	4.45 %
Total	5.43	9.24 %

Branch *	MTD Sales L	Brand Share %
NKL2	0.30	4.65 %
ERD1	0.26	4.11 %
AVI1	0.26	6.95 %
TPR1	0.18	3.11 %
CMI1	0.13	5.27 %
SYM2	0.12	5.95 %
RSP1	0.10	4.20 %
KGM1	0.08	2.78 %
TPR3	0.06	5.81 %
W3SD	0.05	8.91 %
VKL1	0.04	2.78 %
KMM1	0.04	2.06 %
SGG1	0.03	2.13 %
PDR1	0.03	1.43 %
TCG1	0.02	1.37 %
GBM1	0.02	1.15 %
Total	5.43	9.24 %

WEST-02

Property	MTD Sales L	Brand Share %
Fan	2.22	10.88 %
Iron	1.20	40.37 %
W.Heater	0.77	7.75 %
Chimney	0.33	2.94 %
W-Purifi	0.25	2.49 %
Mixie	0.10	0.29 %
Small-Ap	0.04	1.84 %
Air-Cool	0.02	0.15 %
Total	4.94	4.41 %

Branch *	MTD Sales L	Brand Share %
HSR2	0.84	9.91 %
MCR1	0.28	5.82 %
TRM1	0.26	4.24 %
ATU1	0.20	4.17 %
EPI1	0.20	5.83 %
SLM2	0.16	4.89 %
BMD1	0.16	5.74 %
VPD1	0.15	3.40 %
KVP1	0.15	4.49 %
APN1	0.14	4.29 %
OML1	0.14	4.85 %
SLM3	0.14	2.48 %
EDP1	0.13	5.76 %
DPR2	0.12	4.29 %
DPR1	0.12	3.77 %
KAM1	0.11	2.72 %
KRI1	0.10	1.73 %
PNG1	0.08	2.81 %
HRR1	0.07	2.01 %
HSR1	0.06	0.91 %
MTR1	0.06	1.49 %
PLC1	0.04	0.97 %
PMP1	0.03	1.07 %
SGI1	0.02	1.00 %
WZWH	0.02	0.40 %
WHKP		0.00 %
Total	4.94	4.41 %