

MTD Sales  
133.65 L

Brand Share %  
9.98 %

Information:

MTD : 01-03-2026 To 28-03-2026

\* Branch where in Brand Share % is less than Overall State's Brand Share **9.98 %** are only listed below

Property	MTD Sales L	Brand Share %
Fan	43.82	13.06 %
Air-Cool	40.19	12.23 %
Iron	17.86	52.78 %
W.Heater	16.47	15.60 %
W-Purifi	12.89	9.96 %
Mixie	1.58	0.46 %
W-Disp	0.84	5.68 %
Small-Ap	0.01	0.03 %
<b>Total</b>	<b>133.65</b>	<b>9.98 %</b>

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	24.87	11.29 %
SOUTH-03	22.00	11.25 %
WEST-01	20.11	12.45 %
CHENNAI-01	15.29	7.96 %
TRICHY-01	13.63	10.14 %
WEST-02	11.59	7.17 %
CHENNAI-02	9.98	9.02 %
NORTH ARCOT	9.83	10.05 %
SOUTH ARCOT	6.35	9.76 %
<b>Total</b>	<b>133.65</b>	<b>9.98 %</b>

## SOUTH-01

Property	MTD Sales L	Brand Share %
Fan	10.39	20.75 %
Air-Cool	6.59	12.47 %
Iron	3.11	49.84 %
W-Purifi	2.51	8.56 %
W.Heater	1.82	14.61 %
Mixie	0.37	0.63 %
W-Disp	0.07	4.79 %
<b>Total</b>	<b>24.87</b>	<b>11.29 %</b>

Branch *	MTD Sales L	Brand Share %
KVT1	1.22	9.85 %
TUT2	0.69	9.52 %
VLY1	0.55	9.34 %
KYR1	0.49	7.88 %
APK2	0.45	9.34 %
RPM1	0.36	5.39 %
NGR1	0.34	3.50 %
SVK1	0.34	6.26 %
TCN1	0.29	5.91 %
ASM1	0.26	5.94 %
PKD1	0.24	7.12 %
ERL2	0.24	5.97 %
PDI1	0.23	5.05 %
SDI1	0.20	4.06 %
ARM1	0.18	6.93 %
MMT1	0.18	4.92 %
SGT1	0.17	5.80 %
VNR1	0.14	3.21 %
UDN1	0.11	6.66 %
VKM1	0.10	2.35 %
TKY1	0.08	2.72 %
SKD1	0.06	1.97 %
KSM1	0.03	2.77 %
S2SD		0.00 %
WHTV		0.00 %
<b>Total</b>	<b>24.87</b>	<b>11.29 %</b>

**SOUTH-03**

Property	MTD Sales L	Brand Share %
Air-Cool	6.82	13.68 %
Fan	6.59	12.50 %
Iron	3.11	50.99 %
W.Heater	2.98	27.50 %
W-Purifi	1.97	10.10 %
Mixie	0.37	0.77 %
W-Disp	0.16	9.09 %
<b>Total</b>	<b>22.00</b>	<b>11.25 %</b>

Branch *	MTD Sales L	Brand Share %
DGL1	1.55	9.36 %
TMM1	0.92	8.68 %
KKD3	0.64	8.18 %
MDU5	0.63	9.70 %
MDU7	0.58	9.82 %
CBM1	0.45	7.42 %
ATG1	0.34	7.59 %
TDI1	0.31	9.75 %
BNR1	0.26	7.86 %
BTU1	0.24	7.41 %
PKM1	0.23	6.39 %
KPT1	0.22	5.30 %
ADP1	0.22	5.50 %
USL1	0.21	5.80 %
TEN1	0.20	4.77 %
DGL2	0.20	4.14 %
MPA1	0.20	4.54 %
ODM1	0.18	6.94 %
MLR1	0.18	5.59 %
CMR1	0.17	8.79 %
KYK1	0.14	6.56 %
PVI1	0.12	6.21 %
SGP1	0.11	7.20 %
NTM1	0.11	3.93 %
PNV2	0.10	4.11 %
KRR1	0.07	1.49 %
SZSD		0.00 %
WHMD		0.00 %
<b>Total</b>	<b>22.00</b>	<b>11.25 %</b>

## WEST-01

Property	MTD Sales L	Brand Share %
Air-Cool	9.64	15.54 %
Fan	5.13	14.36 %
Iron	2.08	63.85 %
W-Purifi	1.76	19.56 %
W.Heater	1.38	12.00 %
Mixie	0.12	0.38 %
<b>Total</b>	<b>20.11</b>	<b>12.45 %</b>

Branch *	MTD Sales L	Brand Share %
AVI1	0.85	9.57 %
SNR1	0.77	8.29 %
CBE4	0.58	6.25 %
CBE1	0.46	6.36 %
PDM1	0.39	8.09 %
CBE6	0.39	6.41 %
SUL1	0.39	5.15 %
MPM1	0.28	4.78 %
CBE5	0.23	9.83 %
UMP1	0.18	4.17 %
KMD1	0.17	6.64 %
GBM1	0.14	6.44 %
PPI1	0.13	3.38 %
KGM1	0.09	3.49 %
UAM1	0.09	3.93 %
DPM2	0.08	1.87 %
GDR1	0.07	9.29 %
CBE3	0.03	1.53 %
TPR4	0.03	1.09 %
KGI1	0.01	1.66 %
WZSD		0.00 %
<b>Total</b>	<b>20.11</b>	<b>12.45 %</b>

## CHENNAI-01

Property	MTD Sales L	Brand Share %
Fan	5.76	8.04 %
W.Heater	3.72	15.40 %
Air-Cool	2.00	11.80 %
W-Purifi	1.73	7.30 %
Iron	1.67	49.28 %
W-Disp	0.31	9.18 %
Mixie	0.09	0.22 %
Small-Ap	0.01	0.16 %
<b>Total</b>	<b>15.29</b>	<b>7.96 %</b>

Branch *	MTD Sales L	Brand Share %
CH25	0.68	9.76 %
CH49	0.46	5.07 %
CH45	0.40	8.09 %
CH42	0.38	4.34 %
CH19	0.36	5.50 %
CH08	0.36	5.16 %
CH39	0.29	8.97 %
CH16	0.27	4.06 %
CH30	0.19	8.34 %
GUD2	0.18	6.18 %
MRM1	0.17	4.42 %
CH22	0.14	3.53 %
CH35	0.14	5.16 %
CH48	0.13	2.30 %
GUD1	0.08	1.47 %
CH26	0.05	3.15 %
WHC3	0.03	2.31 %
CH37		0.00 %
CZWH		0.00 %
MC09		0.00 %
<b>Total</b>	<b>15.29</b>	<b>7.96 %</b>

**TRICHY-01**

Property	MTD Sales L	Brand Share %
Air-Cool	5.12	12.48 %
Fan	4.27	15.50 %
Iron	1.74	49.03 %
W-Purifi	1.67	14.90 %
W.Heater	0.49	8.00 %
Mixie	0.26	0.67 %
W-Disp	0.08	6.80 %
<b>Total</b>	<b>13.63</b>	<b>10.14 %</b>

Branch *	MTD Sales L	Brand Share %
MVM1	0.62	7.98 %
TYR1	0.49	7.12 %
KUM1	0.38	4.80 %
MDI1	0.30	6.35 %
ORU1	0.29	7.47 %
TVR2	0.24	3.31 %
KIK1	0.22	7.27 %
JKM1	0.21	5.68 %
TRY3	0.19	4.06 %
NCK1	0.18	9.12 %
MSI1	0.16	5.15 %
KRN1	0.16	3.63 %
PTK1	0.12	3.10 %
PDK1	0.09	6.12 %
TNJ1	0.09	1.23 %
TVR1	0.08	2.81 %
NMM1	0.06	1.47 %
TTP1	0.05	1.58 %
TRY2	0.02	5.26 %
APM1	0.02	0.84 %
AYR1	0.02	0.50 %
TZSD		0.00 %
WTRZ		0.00 %
<b>Total</b>	<b>13.63</b>	<b>10.14 %</b>

**WEST-02**

Property	MTD Sales L	Brand Share %
Air-Cool	4.17	6.94 %
Fan	3.05	8.91 %
Iron	2.25	60.33 %
W.Heater	1.28	15.48 %
W-Purifi	0.63	8.56 %
Mixie	0.12	0.27 %
W-Disp	0.09	10.25 %
<b>Total</b>	<b>11.59</b>	<b>7.17 %</b>

Branch *	MTD Sales L	Brand Share %
ERD1	0.44	7.19 %
KRI1	0.39	5.96 %
TRM1	0.35	7.31 %
APN1	0.32	6.21 %
EPI1	0.30	4.51 %
SLM3	0.28	4.29 %
OML1	0.21	4.42 %
PLC1	0.16	3.49 %
MCR1	0.16	3.10 %
EDP1	0.14	5.19 %
KAM1	0.13	4.39 %
DPR2	0.12	4.77 %
HRR1	0.11	3.64 %
KMM1	0.11	3.38 %
VKL1	0.11	3.20 %
ATU1	0.10	2.02 %
SGG1	0.09	3.87 %
TCG1	0.08	2.81 %
KVP1	0.08	2.31 %
SGI1	0.07	1.90 %
MTR1	0.07	2.01 %
VPD1	0.07	1.77 %
HSR1	0.06	0.94 %
RSP1	0.05	1.04 %
CMI1	0.05	1.51 %
PMP1	0.04	1.62 %
DPR1	0.04	1.76 %
PDR1	0.03	1.37 %
WHPD		0.00 %
WZWH		0.00 %
<b>Total</b>	<b>11.59</b>	<b>7.17 %</b>

## CHENNAI-02

Property	MTD Sales L	Brand Share %
Fan	2.97	13.20 %
W.Heater	2.51	19.28 %
Air-Cool	1.91	13.44 %
Iron	1.28	51.30 %
W-Purifi	0.97	5.75 %
Mixie	0.21	0.63 %
W-Disp	0.13	6.19 %
<b>Total</b>	<b>9.98</b>	<b>9.02 %</b>

Branch *	MTD Sales L	Brand Share %
CH03	1.07	8.03 %
CH34	0.47	8.37 %
CH43	0.36	5.33 %
CH15	0.26	2.50 %
PON1	0.19	8.70 %
CH18	0.17	2.90 %
CH41	0.16	4.52 %
CH46	0.15	6.01 %
UKI1	0.15	8.68 %
CH33	0.14	5.06 %
CH44	0.10	3.33 %
CH06	0.08	2.27 %
CH36	0.07	2.46 %
CH31	0.05	3.37 %
CH23	0.03	1.98 %
CH01	0.01	5.30 %
CH20	0.01	0.42 %
CH27	0.01	0.57 %
CH32		0.00 %
CH51		0.00 %
<b>Total</b>	<b>9.98</b>	<b>9.02 %</b>

## NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fan	3.53	14.37 %
Air-Cool	2.40	12.64 %
W.Heater	1.34	10.15 %
Iron	1.33	51.21 %
W-Purifi	1.19	12.27 %
Mixie	0.04	0.18 %
<b>Total</b>	<b>9.83</b>	<b>10.05 %</b>

Branch *	MTD Sales L	Brand Share %
KPM2	0.53	8.34 %
VNB1	0.26	8.41 %
ABR1	0.23	6.20 %
TRT1	0.22	6.72 %
PLR1	0.19	7.56 %
WJP1	0.18	4.67 %
SLG1	0.17	7.04 %
VEL1	0.16	2.75 %
VSI1	0.14	7.35 %
UGI1	0.12	4.92 %
BGR1	0.10	2.51 %
WJD1	0.09	2.60 %
GDM1	0.07	2.35 %
PTU1	0.06	3.68 %
CPT1	0.05	2.07 %
CGM1	0.02	0.74 %
ANI1		0.00 %
<b>Total</b>	<b>9.83</b>	<b>10.05 %</b>

## SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fan	2.13	12.99 %
Air-Cool	1.53	12.20 %
Iron	1.28	51.97 %
W.Heater	0.96	15.92 %
W-Purifi	0.45	16.82 %
<b>Total</b>	<b>6.35</b>	<b>9.76 %</b>

Branch *	MTD Sales L	Brand Share %
POY1	0.40	7.82 %
POY2	0.22	5.11 %
NVL2	0.22	4.69 %
TRK1	0.19	6.69 %
ULP1	0.18	5.10 %
PRT1	0.17	4.93 %
VCM1	0.14	6.62 %
KML1	0.11	4.43 %
TDM1	0.07	2.58 %
STP1	0.06	2.29 %
KLM1	0.06	2.52 %
VPM1	0.06	5.62 %
CDM1	0.04	0.98 %
TVM2	0.04	2.97 %
TVM1	0.03	3.18 %
<b>Total</b>	<b>6.35</b>	<b>9.76 %</b>