

MTD Sales
346.23 L

Brand Share %
12.24 %

Information:

MTD : 01-04-2026 To 28-04-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **12.24 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cool	173.96	12.69 %
Fan	131.89	19.35 %
Iron	14.82	50.45 %
W-Purifi	12.49	8.49 %
W.Heater	8.61	16.97 %
Small-Ap	2.14	4.71 %
Mixie	1.59	0.41 %
W-Disp	0.55	1.81 %
Chimney	0.18	0.21 %
Total	346.23	12.24 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	68.52	14.31 %
SOUTH-03	54.39	12.47 %
TRICHY-01	46.96	14.04 %
CHENNAI-01	37.74	13.04 %
WEST-02	37.24	8.86 %
WEST-01	32.73	10.38 %
CHENNAI-02	24.92	13.46 %
SOUTH ARCOT	22.99	13.55 %
NORTH ARCOT	20.75	10.44 %
Total	346.23	12.24 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cool	32.93	16.05 %
Fan	27.23	19.78 %
Iron	3.62	57.79 %
W-Purifi	2.90	9.11 %
Small-Ap	0.70	8.08 %
W.Heater	0.66	9.70 %
Mixie	0.34	0.50 %
W-Disp	0.13	4.98 %
Total	68.52	14.31 %

Branch *	MTD Sales L	Brand Share %
TVL1	5.25	10.03 %
VLY1	1.45	11.24 %
SVK1	1.32	8.86 %
TUT2	1.18	6.62 %
RPM1	1.02	7.51 %
KYR1	0.99	9.34 %
TCN1	0.96	8.11 %
PDI1	0.85	11.16 %
ASM1	0.74	9.50 %
MMT1	0.69	9.06 %
STU2	0.67	8.27 %
SDI1	0.66	7.61 %
ERL2	0.55	8.44 %
PKD1	0.52	7.18 %
KSM1	0.46	11.23 %
UDN1	0.45	10.95 %
TKY1	0.43	6.92 %
COL1	0.28	7.89 %
SKD1	0.18	3.03 %
Total	68.52	14.31 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fan	24.30	19.37 %
Air-Cool	23.97	11.75 %
Iron	2.69	55.22 %
W-Purifi	1.71	7.65 %
W.Heater	1.05	21.67 %
Small-Ap	0.38	5.07 %
Mixie	0.16	0.31 %
W-Disp	0.13	5.06 %
Total	54.39	12.47 %

Branch *	MTD Sales L	Brand Share %
MDU6	2.52	10.79 %
DGL1	2.46	6.99 %
TPT1	1.76	12.05 %
KKD3	1.38	7.64 %
CBM1	1.27	11.97 %
DKI1	1.19	12.24 %
MDU4	1.12	8.80 %
MDU7	1.11	10.42 %
MDU5	0.88	6.12 %
DGL2	0.84	8.37 %
ADP1	0.82	9.41 %
TEN1	0.79	6.46 %
BNR1	0.71	9.19 %
PNV2	0.69	11.28 %
MPA1	0.63	6.41 %
TDI1	0.58	8.05 %
SVG1	0.57	9.65 %
KPT1	0.57	5.14 %
PVI1	0.55	10.52 %
USL1	0.53	7.90 %
BTU1	0.49	10.73 %
ATG1	0.48	5.69 %
NTM1	0.33	6.12 %
KYK1	0.32	5.00 %
MLR1	0.31	6.10 %
SGP1	0.20	4.10 %
KRR1	0.11	1.13 %
PKM1	0.09	1.84 %
CMR1	0.07	1.28 %
WHMD	-0.01	2.02 %
Total	54.39	12.47 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cool	26.53	14.96 %
Fan	17.25	20.82 %
W-Purifi	1.42	14.92 %
Iron	1.41	43.27 %
W.Heater	0.25	11.00 %
Small-Ap	0.09	1.82 %
Total	46.96	14.04 %

Branch *	MTD Sales L	Brand Share %
PTK1	1.16	8.65 %
KRN1	0.92	10.14 %
ORU1	0.80	8.51 %
JKM1	0.78	6.59 %
KIK1	0.71	9.52 %
NCK1	0.71	9.14 %
PDK1	0.68	9.98 %
TVR1	0.61	11.01 %
TTP1	0.43	9.60 %
TNJ1	0.38	2.27 %
TRY3	0.37	3.37 %
NMM1	0.07	0.87 %
APM1	0.05	0.95 %
AYR1	0.04	0.52 %
MSI1	0.03	0.41 %
TRY2		0.00 %
WTRZ		0.00 %
Total	46.96	14.04 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cool	17.39	17.45 %
Fan	13.24	19.83 %
W-Purifi	2.17	7.05 %
W.Heater	1.93	17.89 %
Iron	1.84	51.08 %
Small-Ap	0.54	5.95 %
Mixie	0.29	0.61 %
Chimney	0.18	1.55 %
W-Disp	0.14	1.64 %
Total	37.74	13.04 %

Branch *	MTD Sales L	Brand Share %
CH47	2.31	11.63 %
CH42	1.64	9.72 %
CH07	1.44	10.35 %
CH08	1.08	7.77 %
GUD1	0.96	9.93 %
CH39	0.92	12.12 %
CH19	0.92	6.54 %
CH16	0.82	7.51 %
CH35	0.60	8.09 %
MRM1	0.45	5.03 %
CH25	0.39	4.34 %
GUD2	0.35	4.94 %
CH30	0.15	2.42 %
CH22	0.11	1.38 %
KNR1	0.07	2.43 %
CH38	0.04	0.45 %
CH37	0.03	0.92 %
CH40	0.02	10.74 %
CH26	0.01	0.37 %
CZWH		0.00 %
MC09		0.00 %
Total	37.74	13.04 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cool	23.13	9.27 %
Fan	11.79	14.59 %
Iron	1.32	47.79 %
W.Heater	0.64	14.30 %
W-Purifi	0.34	3.16 %
Mixie	0.03	0.06 %
Total	37.24	8.86 %

Branch *	MTD Sales L	Brand Share %
HSR2	2.00	10.67 %
ERD1	1.82	11.49 %
SLM3	1.19	6.13 %
KRI1	1.05	4.95 %
DPR1	0.84	9.19 %
KVP1	0.77	7.54 %
EPI1	0.68	5.94 %
MCR1	0.60	6.97 %
BMD1	0.56	7.99 %
PLC1	0.55	4.29 %
RSP1	0.53	4.71 %
EDP1	0.44	5.59 %
APN1	0.43	3.89 %
KAM1	0.34	2.51 %
VPD1	0.31	2.66 %
OML1	0.30	3.09 %
SGG1	0.17	2.49 %
KMM1	0.16	2.10 %
MTR1	0.13	1.83 %
TCG1	0.11	1.49 %
HSR1	0.10	0.74 %
SGI1	0.05	0.77 %
CMI1	0.05	0.61 %
PMP1	0.03	0.33 %
HRR1	0.02	0.34 %
PDR1	0.02	0.32 %
VKL1	0.02	0.24 %
WHKP		0.00 %
WHPD		0.00 %
Total	37.24	8.86 %

WEST-01

Property	MTD Sales L	Brand Share %
Air-Cool	17.40	9.23 %
Fan	12.57	23.50 %
Iron	0.87	50.66 %
W-Purifi	0.73	6.89 %
W.Heater	0.71	9.94 %
Mixie	0.21	0.57 %
W-Disp	0.14	5.11 %
Small-Ap	0.10	2.40 %
Total	32.73	10.38 %

Branch *	MTD Sales L	Brand Share %
SNR1	1.32	7.94 %
TPR3	1.25	11.26 %
CBE6	1.05	9.39 %
MPM1	1.00	7.86 %
UMP1	0.87	9.06 %
AVI1	0.86	6.86 %
SUL1	0.59	4.37 %
CBE4	0.58	3.78 %
PPI1	0.56	6.39 %
CBE1	0.50	3.98 %
CBE5	0.49	5.81 %
PDM1	0.36	3.86 %
KMD1	0.25	3.43 %
UAM1	0.16	3.83 %
GBM1	0.11	1.56 %
TPR4	0.09	1.09 %
ANR1	0.06	0.89 %
KGM1	0.06	0.60 %
CNR1	0.04	2.67 %
CBE3	0.04	0.85 %
GDR1	0.03	4.09 %
DPM2	0.01	0.25 %
KGI1	0.01	1.07 %
WHCB	-0.04	3.30 %
Total	32.73	10.38 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cool	12.19	17.38 %
Fan	7.74	17.51 %
W.Heater	2.11	32.03 %
Iron	1.13	46.51 %
W-Purifi	1.12	7.15 %
Mixie	0.34	1.02 %
Small-Ap	0.30	6.68 %
Total	24.92	13.46 %

Branch *	MTD Sales L	Brand Share %
CH18	1.43	10.61 %
CH17	0.87	8.80 %
CH15	0.82	5.28 %
CH34	0.54	6.54 %
PON1	0.41	9.72 %
CH20	0.36	5.49 %
CH33	0.33	4.42 %
CH41	0.23	5.46 %
CH44	0.15	2.76 %
CH46	0.13	3.36 %
CH31	0.07	2.17 %
CH06	0.04	0.83 %
CH27	0.04	1.20 %
CH36	0.04	0.76 %
UKI1	0.03	0.75 %
CH23	0.03	0.73 %
MC06	0.02	4.84 %
CH01	0.01	4.96 %
CH51		0.00 %
Total	24.92	13.46 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cool	11.25	13.43 %
Fan	9.49	22.76 %
W-Purifi	0.97	16.90 %
Iron	0.69	32.11 %
W.Heater	0.55	17.91 %
Mixie	0.04	0.16 %
Total	22.99	13.55 %

Branch *	MTD Sales L	Brand Share %
SJI2	0.65	8.17 %
TRK1	0.64	6.57 %
STP1	0.64	10.83 %
KML1	0.61	8.24 %
VPM1	0.40	11.73 %
PRT1	0.39	3.61 %
CDM1	0.26	3.53 %
VCM1	0.18	4.20 %
TDM1	0.05	0.79 %
KLM1	0.04	0.71 %
TVM2	0.03	1.04 %
TVM1	0.03	0.83 %
WHUT		0.00 %
Total	22.99	13.55 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cool	9.17	9.88 %
Fan	8.28	16.97 %
Iron	1.25	53.90 %
W-Purifi	1.13	11.40 %
W.Heater	0.70	14.92 %
Mixie	0.18	0.68 %
Small-Ap	0.04	1.52 %
Total	20.75	10.44 %

Branch *	MTD Sales L	Brand Share %
VEL2	1.98	10.72 %
TRR1	1.88	10.74 %
VNB1	1.03	11.57 %
ABR1	0.88	8.41 %
ARC2	0.64	8.97 %
VEL1	0.61	5.07 %
SLG1	0.51	8.66 %
KPM1	0.48	9.29 %
WJP1	0.35	4.24 %
BGR1	0.26	3.77 %
CPT1	0.17	3.89 %
WJD1	0.16	3.00 %
UGI1	0.14	4.93 %
ANI1	0.07	1.75 %
GDM1	0.06	0.92 %
CGM1	0.06	1.16 %
TRT1	0.06	1.13 %
PLR1	0.04	0.64 %
CYR1	0.02	0.42 %
VSI1	0.01	0.32 %
PTU1		0.00 %
WHVL		0.00 %
Total	20.75	10.44 %