

MTD Sales
155.56 L

Brand Share %
10.06 %

Information:

MTD : 01-05-2026 To 28-05-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **10.06 %** are only listed below

Property	MTD Sales L	Brand Share %
Fan	69.37	17.81 %
Air-Cool	41.61	9.65 %
W.Heater	20.17	20.59 %
W-Purifi	10.09	7.01 %
Iron	9.39	38.28 %
Small-Ap	3.36	7.35 %
Mixie	1.49	0.40 %
W-Disp	0.09	0.24 %
Total	155.56	10.06 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	30.98	12.24 %
SOUTH ARCOT	25.10	22.08 %
SOUTH-03	21.48	10.03 %
TRICHY-01	19.54	10.63 %
CHENNAI-01	19.18	7.59 %
CHENNAI-02	12.75	8.49 %
WEST-01	9.61	8.39 %
WEST-02	8.50	5.41 %
NORTH ARCOT	8.42	7.88 %
Total	155.56	10.06 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fan	16.46	23.98 %
Air-Cool	8.06	15.20 %
Iron	3.04	50.39 %
W-Purifi	1.03	3.55 %
W.Heater	0.98	8.65 %
Small-Ap	0.82	7.65 %
Mixie	0.49	0.69 %
W-Disp	0.09	3.85 %
Total	30.98	12.24 %

Branch *	MTD Sales L	Brand Share %
NGR1	0.84	5.51 %
TUT2	0.71	8.08 %
TCN1	0.67	8.31 %
VLY1	0.63	9.41 %
ERL2	0.41	6.27 %
SNL1	0.36	6.40 %
APK1	0.34	6.51 %
VKM1	0.33	7.50 %
ASM1	0.32	7.64 %
PKD1	0.29	6.49 %
STU2	0.29	9.31 %
UDN1	0.25	9.29 %
MMT1	0.21	5.08 %
PDI1	0.21	4.75 %
RPM1	0.20	2.50 %
COL1	0.16	5.22 %
SKD1	0.07	1.75 %
SGT1	0.05	2.87 %
S2SD		0.00 %
WHTV		0.00 %
Total	30.98	12.24 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
W.Heater	14.35	87.34 %
Fan	5.33	21.49 %
Air-Cool	3.74	10.85 %
W-Purifi	0.85	14.72 %
Iron	0.74	35.87 %
Mixie	0.09	0.33 %
Total	25.10	22.08 %

Branch *	MTD Sales L	Brand Share %
VCM2	0.55	8.99 %
NVL2	0.43	6.07 %
TRK1	0.39	9.20 %
CDM1	0.35	5.46 %
SJI2	0.26	4.90 %
VCM1	0.24	9.39 %
KML1	0.23	6.37 %
KLM1	0.06	1.26 %
TVM1	0.04	2.03 %
TVM2	0.01	0.59 %
TDM1		0.00 %
Total	25.10	22.08 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fan	12.16	18.13 %
Air-Cool	6.13	12.75 %
Iron	1.12	30.27 %
W-Purifi	1.02	4.53 %
W.Heater	0.51	5.20 %
Small-Ap	0.41	5.57 %
Mixie	0.14	0.27 %
Total	21.48	10.03 %

Branch *	MTD Sales L	Brand Share %
TMM1	0.70	6.33 %
KKD3	0.67	5.91 %
TPT1	0.65	9.22 %
MDU5	0.60	7.68 %
PNV2	0.39	9.08 %
DKI1	0.36	8.49 %
MLR1	0.30	7.80 %
TEN1	0.30	7.24 %
SVG1	0.30	8.34 %
MDU4	0.26	5.95 %
NKI1	0.25	8.24 %
PVI1	0.25	4.89 %
KPT1	0.22	5.01 %
MPA1	0.21	4.00 %
DGL2	0.20	3.88 %
PNI1	0.19	5.48 %
TDI1	0.16	4.84 %
ADP1	0.14	5.09 %
BNR1	0.12	4.17 %
CBM1	0.08	2.10 %
NTM1	0.08	3.06 %
PKM1	0.06	2.19 %
SGP1	0.04	1.75 %
KYK1	0.03	0.85 %
ODM1	0.02	0.86 %
CMR1	0.01	0.59 %
SZSD		0.00 %
Total	21.48	10.03 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fan	9.94	19.23 %
Air-Cool	7.54	12.73 %
Iron	0.86	37.00 %
W-Purifi	0.74	6.79 %
Small-Ap	0.22	5.16 %
Mixie	0.16	0.36 %
W.Heater	0.07	0.97 %
Total	19.54	10.63 %

Branch *	MTD Sales L	Brand Share %
MVM1	0.90	7.74 %
PTK1	0.65	7.56 %
NGT1	0.59	9.74 %
TNJ1	0.55	5.05 %
ORU1	0.35	8.13 %
PBR1	0.35	6.95 %
NCK1	0.32	7.92 %
TRY4	0.32	7.25 %
JKM1	0.30	4.77 %
KRN1	0.21	5.69 %
NMM1	0.09	1.61 %
PDK1	0.07	2.66 %
AYR1	0.04	0.92 %
APM1	0.03	1.02 %
MSI1	0.02	1.03 %
TRY2	0.01	1.66 %
TZSD		0.00 %
Total	19.54	10.63 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fan	7.40	13.20 %
Air-Cool	6.10	8.56 %
W-Purifi	2.13	6.93 %
Iron	1.28	44.04 %
Small-Ap	1.18	13.58 %
W.Heater	0.78	3.64 %
Mixie	0.31	0.68 %
Total	19.18	7.59 %

Branch *	MTD Sales L	Brand Share %
CH42	1.36	9.35 %
CH47	1.07	8.01 %
CH08	0.74	5.90 %
CH48	0.68	7.60 %
GUD1	0.63	7.26 %
CH39	0.62	8.55 %
CH19	0.53	4.51 %
CH16	0.51	6.15 %
CH49	0.51	4.47 %
CH28	0.50	6.02 %
CH25	0.40	5.32 %
GUD2	0.39	7.77 %
CH30	0.31	2.21 %
SKL1	0.28	9.10 %
CH35	0.27	4.66 %
MRM1	0.24	4.84 %
KNR1	0.16	6.64 %
CH37	0.07	2.09 %
CH22	0.03	0.59 %
CH38	0.03	0.33 %
CH40	0.01	1.84 %
WHC3	0.01	0.03 %
CH26		0.00 %
CZWH		0.00 %
MC10		0.00 %
WCHN	-0.04	7.47 %
Total	19.18	7.59 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fan	6.05	16.57 %
Air-Cool	3.30	5.85 %
W-Purifi	1.39	9.26 %
Iron	0.90	46.63 %
W.Heater	0.89	31.46 %
Mixie	0.14	0.47 %
Small-Ap	0.08	1.94 %
Total	12.75	8.49 %

Branch *	MTD Sales L	Brand Share %
CH18	0.84	6.53 %
CH03	0.81	8.48 %
CH50	0.55	6.47 %
CH33	0.46	9.21 %
CH43	0.40	5.71 %
CH20	0.40	6.85 %
CH15	0.38	4.02 %
CH46	0.36	8.82 %
CH34	0.27	3.79 %
CH23	0.20	5.07 %
CH17	0.20	2.94 %
CH44	0.16	2.92 %
CH36	0.03	0.73 %
CH27	0.02	0.50 %
CH06	0.02	0.40 %
UKI1	0.02	0.48 %
CH31	0.01	0.55 %
CH01		0.00 %
CH32		0.00 %
CH51		0.00 %
MC05		0.00 %
MC06		0.00 %
Total	12.75	8.49 %

WEST-01

Property	MTD Sales L	Brand Share %
Fan	4.98	20.10 %
W-Purifi	1.68	20.12 %
W.Heater	1.51	10.80 %
Air-Cool	0.69	3.02 %
Small-Ap	0.36	8.66 %
Iron	0.33	19.84 %
Mixie	0.07	0.18 %
Total	9.61	8.39 %

Branch *	MTD Sales L	Brand Share %
SUL1	0.30	6.50 %
MPM1	0.28	6.40 %
CBE5	0.27	8.62 %
TPR1	0.21	5.68 %
TPR3	0.15	4.71 %
SYM2	0.11	4.01 %
CBE6	0.11	1.91 %
CBE4	0.09	2.33 %
PPI1	0.09	3.79 %
SNR1	0.09	2.00 %
CBE3	0.09	6.62 %
AVI1	0.09	1.85 %
KMD1	0.09	5.25 %
KGI1	0.07	8.53 %
DPM2	0.06	2.51 %
ANR1	0.04	3.22 %
UMP1	0.04	1.59 %
UAM1	0.03	1.02 %
CBE1	0.02	0.36 %
GBM1	0.02	0.77 %
CNR1	0.02	0.83 %
GDR1		0.00 %
KGM1		0.00 %
TPR4		0.00 %
WZSD		0.00 %
WHCB	-0.04	4.07 %
Total	9.61	8.39 %

WEST-02

Property	MTD Sales L	Brand Share %
Fan	3.68	11.26 %
Air-Cool	2.79	5.52 %
W-Purifi	0.78	7.82 %
Iron	0.54	24.76 %
W.Heater	0.51	4.51 %
Small-Ap	0.18	7.54 %
Total	8.50	5.41 %

Branch *	MTD Sales L	Brand Share %
ERD2	0.90	9.27 %
SLM2	0.41	9.04 %
HSR2	0.33	5.60 %
BMD1	0.32	8.66 %
KAM1	0.32	5.84 %
MTR1	0.24	5.27 %
OML1	0.24	8.65 %
RSP1	0.21	5.07 %
DPR2	0.19	5.86 %
APN1	0.14	3.91 %
TCG1	0.14	6.76 %
MCR1	0.14	3.65 %
EDP1	0.12	6.51 %
SGI1	0.11	2.49 %
SLM3	0.10	1.48 %
DPR1	0.09	2.14 %
VPD1	0.09	2.47 %
EPI1	0.07	1.83 %
PLC1	0.06	1.32 %
KRI1	0.06	0.81 %
VKL1	0.04	1.47 %
CMI1	0.04	1.53 %
SGG1	0.03	1.56 %
KVP1	0.02	0.47 %
HSR1	0.02	0.26 %
PDR1	0.01	0.48 %
KMM1	0.01	0.23 %
HRR1		0.00 %
PMP1		0.00 %
WHKP		0.00 %
WHPD		0.00 %
WZWH		0.00 %
Total	8.50	5.41 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fan	3.37	12.37 %
Air-Cool	3.26	9.27 %
W.Heater	0.58	15.38 %
Iron	0.57	33.49 %
W-Purifi	0.45	3.98 %
Small-Ap	0.10	5.66 %
Mixie	0.09	0.41 %
Total	8.42	7.88 %

Branch *	MTD Sales L	Brand Share %
KPM2	0.79	7.55 %
TRR1	0.53	10.00 %
VEL1	0.45	8.62 %
KPM1	0.30	7.29 %
SLG1	0.17	5.12 %
ABR1	0.17	4.61 %
CGM1	0.11	4.04 %
BGR1	0.08	2.36 %
WJD1	0.07	1.72 %
ANI1	0.04	1.07 %
GDM1	0.04	1.05 %
VSI1	0.04	1.27 %
PTU1	0.02	1.25 %
CPT1	0.02	0.55 %
CYR1	0.02	0.64 %
UGI1	0.02	0.83 %
TRT1	0.01	0.54 %
PLR1	0.01	0.44 %
WHVL		0.00 %
WJP1		0.00 %
Total	8.42	7.88 %