

MTD Sales
141.73 L

Brand Share %
10.13 %

Information:

MTD : 01-09-2026 To 28-09-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **10.13 %** are only listed below

Property	MTD Sales L	Brand Share %
Fan	59.23	21.39 %
W.Heater	24.46	13.91 %
Iron	20.27	57.46 %
W-Purifi	18.44	10.36 %
Chimney	12.35	13.05 %
Mixie	4.39	1.05 %
Small-Ap	1.98	4.02 %
Air-Cool	0.69	1.24 %
W-Disp	-0.08	-0.22 %
Total	141.73	10.13 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	24.83	9.96 %
CHENNAI-01	21.47	10.68 %
TRICHY-01	19.48	12.40 %
WEST-01	13.29	13.28 %
CHENNAI-02	13.26	9.71 %
NORTH ARCOT	13.21	12.50 %
SOUTH-03	12.94	7.12 %
SOUTH ARCOT	12.63	13.65 %
WEST-03	5.58	9.29 %
WEST-02	5.04	4.40 %
Total	141.73	10.13 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fan	11.84	20.05 %
Iron	4.45	58.05 %
Chimney	2.88	21.74 %
W.Heater	2.51	12.36 %
W-Purifi	2.39	7.33 %
Mixie	0.55	0.65 %
Small-Ap	0.27	3.72 %
Air-Cool	-0.05	-0.57 %
Total	24.83	9.96 %

Branch *	MTD Sales L	Brand Share %
KVT1	1.68	9.35 %
NGR1	1.46	10.13 %
RND2	0.82	8.38 %
TCN1	0.63	8.25 %
TUT2	0.48	6.63 %
VLY1	0.41	6.17 %
SVK1	0.37	6.62 %
TKS1	0.35	3.64 %
RPM1	0.33	4.52 %
MAR1	0.28	3.89 %
KYR1	0.27	6.31 %
MMT1	0.24	6.33 %
APK1	0.24	8.93 %
TKY1	0.22	6.00 %
ASM1	0.18	6.15 %
KSM1	0.17	5.85 %
UDN1	0.17	7.17 %
KGL1	0.16	6.25 %
STU2	0.16	5.26 %
VNR1	0.15	4.45 %
SKD1	0.14	4.00 %
COL1	0.11	4.74 %
SGT1	0.07	4.91 %
S2SD	0.05	1.87 %
WHTV		0.00 %
Total	24.83	9.96 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fan	9.44	28.52 %
W.Heater	5.34	15.51 %
W-Purifi	2.84	8.27 %
Iron	2.30	63.17 %
Chimney	0.80	9.12 %
Mixie	0.39	0.70 %
Small-Ap	0.20	1.95 %
Air-Cool	0.15	8.17 %
Total	21.47	10.68 %

Branch *	MTD Sales L	Brand Share %
CH16	1.05	8.36 %
CH19	0.97	9.97 %
CH42	0.87	8.14 %
CH49	0.83	6.30 %
CH48	0.72	6.65 %
CH45	0.58	8.04 %
CH22	0.52	6.30 %
GUD1	0.40	4.45 %
CH25	0.33	3.78 %
SKL1	0.31	7.93 %
GUD2	0.29	7.00 %
CH05	0.29	2.31 %
CZWH	0.22	6.54 %
TKM1	0.20	9.16 %
CH39	0.20	5.23 %
CH08	0.20	4.96 %
CH30	0.16	2.67 %
CH26	0.12	5.75 %
CH38	0.12	2.26 %
CH40		0.00 %
Total	21.47	10.68 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fan	8.39	25.88 %
W.Heater	3.39	14.85 %
W-Purifi	2.99	15.83 %
Iron	1.95	53.87 %
Chimney	1.78	16.90 %
Mixie	0.83	1.75 %
Small-Ap	0.14	3.56 %
Total	19.48	12.40 %

Branch *	MTD Sales L	Brand Share %
MVM1	0.80	6.62 %
NGT1	0.56	9.79 %
KIK1	0.40	6.95 %
PDK2	0.36	7.15 %
KUM2	0.31	6.82 %
ORU1	0.29	9.69 %
TVR1	0.27	8.24 %
TNJ1	0.24	3.86 %
TYR1	0.24	4.68 %
PBR1	0.18	5.39 %
TRY3	0.18	5.21 %
PDK1	0.17	7.96 %
TTP1	0.15	5.61 %
PTK1	0.14	1.79 %
KRN1	0.12	4.61 %
MSI1	0.11	6.26 %
AYR1	0.07	2.68 %
NMM1	0.03	0.95 %
APM1	0.01	0.56 %
TZSD		0.16 %
WTRZ		0.00 %
Total	19.48	12.40 %

WEST-01

Property	MTD Sales L	Brand Share %
W.Heater	3.64	27.36 %
W-Purifi	2.90	30.22 %
Fan	2.39	18.82 %
Chimney	2.07	18.35 %
Iron	1.46	58.59 %
Mixie	0.42	1.30 %
Small-Ap	0.39	9.70 %
Air-Cool	0.03	0.41 %
Total	13.29	13.28 %

Branch *	MTD Sales L	Brand Share %
SNR1	0.47	9.17 %
CBE4	0.41	5.25 %
CBE1	0.30	5.26 %
MPM1	0.28	4.81 %
SUL1	0.14	2.89 %
CBE5	0.14	4.51 %
KGI1	0.13	6.96 %
KMD1	0.11	6.90 %
PPI1	0.10	5.39 %
PDM1	0.10	4.96 %
UMP1	0.09	2.35 %
UAM1	0.07	1.64 %
DPM2	0.04	1.36 %
ANR1	0.03	3.27 %
WZSD	0.03	0.57 %
CBE3		0.00 %
CNR1		0.00 %
GDR1		0.00 %
WHCB		0.00 %
Total	13.29	13.28 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fan	4.94	21.96 %
W.Heater	2.37	11.60 %
W-Purifi	2.35	11.96 %
Iron	1.78	61.25 %
Chimney	1.15	16.79 %
Small-Ap	0.33	5.01 %
Mixie	0.30	0.78 %
Air-Cool	0.04	0.40 %
Total	13.26	9.71 %

Branch *	MTD Sales L	Brand Share %
CH15	0.96	8.76 %
CH18	0.66	5.94 %
CH34	0.51	8.75 %
CH03	0.50	4.84 %
CH50	0.45	6.20 %
CH35	0.28	5.80 %
CH20	0.27	6.13 %
PON1	0.24	6.41 %
CH43	0.20	3.34 %
CH36	0.20	7.13 %
CH27	0.19	7.54 %
CH37	0.14	5.42 %
CH12	0.13	2.16 %
CH46	0.12	5.03 %
CH06	0.07	1.48 %
CH23	0.05	5.02 %
CH31	0.05	5.43 %
CH44	0.03	0.98 %
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	13.26	9.71 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fan	6.59	31.23 %
W.Heater	1.80	11.29 %
W-Purifi	1.46	10.09 %
Iron	1.36	54.83 %
Chimney	1.30	13.45 %
Mixie	0.56	2.05 %
Small-Ap	0.15	3.17 %
Total	13.21	12.50 %

Branch *	MTD Sales L	Brand Share %
TRR1	0.87	9.06 %
VEL2	0.52	6.82 %
KPM2	0.50	5.91 %
AKM1	0.38	8.14 %
VEL1	0.14	3.76 %
PLR1	0.13	5.25 %
CPT1	0.12	4.67 %
VSI1	0.06	2.48 %
WJP1	0.05	2.55 %
WJD1	0.05	1.59 %
CYR1	0.04	1.86 %
UGI1	0.04	2.31 %
GDM1	0.04	1.33 %
ANI1	0.03	1.53 %
BGR1	0.02	0.63 %
KPM1	0.02	1.49 %
PTU1	0.01	1.47 %
TRT1	0.01	0.64 %
Total	13.21	12.50 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fan	6.05	12.34 %
Iron	2.75	56.72 %
W.Heater	1.93	11.27 %
W-Purifi	0.91	3.99 %
Chimney	0.71	5.68 %
Mixie	0.33	0.66 %
Small-Ap	0.29	6.02 %
Air-Cool	0.05	0.70 %
W-Disp	-0.08	-1.50 %
Total	12.94	7.12 %

Branch *	MTD Sales L	Brand Share %
DGL1	1.21	8.65 %
ATG1	0.41	9.08 %
DKI1	0.38	8.49 %
KKD3	0.34	3.25 %
MDU5	0.32	4.82 %
PVI1	0.30	5.93 %
TMM1	0.29	4.04 %
MDU3	0.29	6.85 %
MDU6	0.27	3.38 %
KRR1	0.27	6.29 %
BNR1	0.26	8.45 %
NKI1	0.25	6.94 %
MDU7	0.24	4.17 %
DGL2	0.23	7.73 %
TEN1	0.21	5.03 %
KPT1	0.19	9.72 %
BTU1	0.19	5.31 %
TPT1	0.18	3.78 %
MPA1	0.18	5.71 %
CBM1	0.16	3.57 %
NTM1	0.14	8.05 %
ADP1	0.14	3.88 %
USL1	0.13	4.84 %
PKM1	0.13	3.83 %
SVG1	0.13	5.78 %
TDI1	0.12	5.21 %
PNV2	0.12	4.31 %
MLR1	0.11	3.44 %
PNI1	0.10	3.22 %
MDU4	0.09	3.37 %
CMR1	0.06	3.10 %
SGP1	0.05	2.75 %
KYK1	0.03	1.34 %
ODM1	0.01	0.42 %
SZSD	0.01	0.35 %
WHMD		0.00 %
Total	12.94	7.12 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fan	6.26	37.16 %
W.Heater	1.91	12.35 %
Iron	1.88	61.65 %
W-Purifi	1.13	11.90 %
Mixie	0.69	2.35 %
Chimney	0.67	15.25 %
Small-Ap	0.09	2.63 %
Total	12.63	13.65 %

Branch *	MTD Sales L	Brand Share %
POY1	0.85	8.58 %
CDM1	0.47	7.49 %
NVL2	0.41	7.25 %
TRK1	0.38	5.50 %
KML1	0.29	6.34 %
KLM1	0.16	2.95 %
PRT1	0.16	4.72 %
ULP1	0.16	5.90 %
TVM1	0.05	2.42 %
TDM1	0.04	1.12 %
TVM2	0.02	2.12 %
WHUT		0.00 %
Total	12.63	13.65 %

WEST-03

Property	MTD Sales L	Brand Share %
W-Purifi	1.22	20.62 %
Iron	1.13	74.38 %
Fan	1.01	11.03 %
W.Heater	0.81	13.93 %
Chimney	0.65	11.62 %
Air-Cool	0.46	9.24 %
Mixie	0.23	1.10 %
Small-Ap	0.07	4.50 %
Total	5.58	9.29 %

Branch *	MTD Sales L	Brand Share %
NKL2	0.30	4.57 %
ERD1	0.29	4.60 %
AVI1	0.26	6.92 %
TPR1	0.18	3.07 %
SYM2	0.15	7.07 %
CMI1	0.13	5.18 %
RSP1	0.11	4.29 %
KGM1	0.09	3.11 %
TPR3	0.06	5.81 %
W3SD	0.05	8.91 %
VKL1	0.04	2.59 %
KMM1	0.04	1.96 %
PDR1	0.04	2.00 %
SGG1	0.03	2.09 %
TCG1	0.02	1.20 %
GBM1	0.02	1.10 %
Total	5.58	9.29 %

WEST-02

Property	MTD Sales L	Brand Share %
Fan	2.31	11.05 %
Iron	1.22	39.75 %
W.Heater	0.77	7.51 %
Chimney	0.33	2.82 %
W-Purifi	0.25	2.49 %
Mixie	0.10	0.28 %
Small-Ap	0.04	1.79 %
Air-Cool	0.02	0.15 %
Total	5.04	4.40 %

Branch *	MTD Sales L	Brand Share %
HSR2	0.84	9.84 %
TRM1	0.28	4.43 %
MCR1	0.28	5.78 %
ATU1	0.20	4.06 %
EPI1	0.20	5.59 %
VPD1	0.17	3.82 %
SLM2	0.17	4.93 %
OML1	0.16	5.17 %
BMD1	0.16	5.74 %
DPR1	0.15	4.75 %
KVP1	0.15	4.38 %
APN1	0.14	4.29 %
SLM3	0.14	2.44 %
EDP1	0.13	5.68 %
DPR2	0.12	4.21 %
KRI1	0.11	1.90 %
KAM1	0.11	2.66 %
PNG1	0.08	2.66 %
HRR1	0.07	1.92 %
HSR1	0.06	0.88 %
MTR1	0.06	1.39 %
PLC1	0.04	0.97 %
PMP1	0.03	1.06 %
SGI1	0.02	0.93 %
WZWH	0.02	0.40 %
WHKP		0.00 %
Total	5.04	4.40 %