

MTD Sales  
146.52 L

Brand Share %  
10.24 %

Information:

MTD : 01-03-2026 To 29-03-2026

\* Branch where in Brand Share % is less than Overall State's Brand Share **10.24 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cool	48.08	13.16 %
Fan	47.35	13.27 %
Iron	18.46	52.49 %
W.Heater	17.03	15.61 %
W-Purifi	13.09	9.50 %
Mixie	1.66	0.46 %
W-Disp	0.84	5.56 %
Small-Ap	0.01	0.03 %
<b>Total</b>	<b>146.52</b>	<b>10.24 %</b>

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	26.88	11.33 %
SOUTH-03	23.33	11.21 %
WEST-01	23.16	13.19 %
CHENNAI-01	16.48	8.09 %
TRICHY-01	15.35	10.80 %
WEST-02	13.23	7.65 %
NORTH ARCOT	10.94	10.51 %
CHENNAI-02	10.51	8.93 %
SOUTH ARCOT	6.65	9.67 %
<b>Total</b>	<b>146.52</b>	<b>10.24 %</b>

## SOUTH-01

Property	MTD Sales L	Brand Share %
Fan	11.20	20.42 %
Air-Cool	7.70	12.86 %
Iron	3.21	49.08 %
W-Purifi	2.51	8.14 %
W.Heater	1.82	14.10 %
Mixie	0.37	0.60 %
W-Disp	0.07	4.79 %
<b>Total</b>	<b>26.88</b>	<b>11.33 %</b>

Branch *	MTD Sales L	Brand Share %
TUT2	0.69	8.87 %
KYR1	0.60	8.74 %
VLY1	0.55	8.88 %
APK2	0.47	8.97 %
NGR1	0.45	4.33 %
RPM1	0.36	5.00 %
SVK1	0.35	5.90 %
PDI1	0.33	5.96 %
TCN1	0.31	5.98 %
STU2	0.30	8.65 %
ASM1	0.27	5.62 %
PKD1	0.24	7.12 %
ERL2	0.24	5.73 %
SDI1	0.22	4.12 %
MMT1	0.20	5.23 %
ARM1	0.19	7.01 %
VNR1	0.18	3.60 %
SGT1	0.17	5.48 %
UDN1	0.11	6.58 %
VKM1	0.10	2.08 %
TKY1	0.08	2.45 %
SKD1	0.06	1.88 %
KSM1	0.03	2.54 %
S2SD		0.00 %
WHTV		0.00 %
<b>Total</b>	<b>26.88</b>	<b>11.33 %</b>

**SOUTH-03**

Property	MTD Sales L	Brand Share %
Air-Cool	7.58	13.78 %
Fan	7.06	12.54 %
Iron	3.21	50.67 %
W.Heater	2.98	26.77 %
W-Purifi	1.97	9.70 %
Mixie	0.37	0.74 %
W-Disp	0.16	9.09 %
<b>Total</b>	<b>23.33</b>	<b>11.21 %</b>

Branch *	MTD Sales L	Brand Share %
DGL1	1.72	9.51 %
TMM1	0.96	8.46 %
KKD3	0.64	7.97 %
MDU7	0.59	9.75 %
CBM1	0.48	7.37 %
MDU4	0.41	9.65 %
TDI1	0.35	9.98 %
ATG1	0.34	7.51 %
USL1	0.28	7.06 %
BTU1	0.27	7.61 %
ADP1	0.26	6.02 %
KPT1	0.26	5.58 %
BNR1	0.26	7.65 %
PKM1	0.24	6.42 %
TEN1	0.23	5.08 %
MPA1	0.22	4.90 %
DGL2	0.20	3.93 %
MLR1	0.19	5.64 %
ODM1	0.18	6.87 %
CMR1	0.17	8.04 %
KYK1	0.14	5.95 %
NTM1	0.13	4.49 %
PVI1	0.12	5.83 %
SGP1	0.11	6.89 %
PNV2	0.10	3.99 %
KRR1	0.07	1.33 %
SZSD		0.00 %
WHMD		0.00 %
<b>Total</b>	<b>23.33</b>	<b>11.21 %</b>

## WEST-01

Property	MTD Sales L	Brand Share %
Air-Cool	11.66	16.67 %
Fan	5.89	15.32 %
Iron	2.14	64.69 %
W-Purifi	1.96	19.66 %
W.Heater	1.38	11.66 %
Mixie	0.12	0.35 %
<b>Total</b>	<b>23.16</b>	<b>13.19 %</b>

Branch *	MTD Sales L	Brand Share %
AVI1	0.95	9.67 %
SNR1	0.92	9.30 %
CBE4	0.58	5.97 %
CBE1	0.49	6.22 %
PDM1	0.42	8.13 %
CBE6	0.39	6.02 %
SUL1	0.39	4.80 %
MPM1	0.28	4.33 %
UMP1	0.18	3.96 %
KMD1	0.17	6.22 %
GBM1	0.14	6.18 %
PPI1	0.13	3.07 %
UAM1	0.11	4.66 %
CNR1	0.10	9.84 %
KGM1	0.09	3.14 %
DPM2	0.08	1.73 %
GDR1	0.07	8.85 %
CBE3	0.03	1.28 %
TPR4	0.03	1.02 %
KGI1	0.01	1.44 %
WZSD		0.00 %
<b>Total</b>	<b>23.16</b>	<b>13.19 %</b>

## CHENNAI-01

Property	MTD Sales L	Brand Share %
Fan	5.99	8.14 %
W.Heater	4.05	16.16 %
Air-Cool	2.52	13.09 %
Iron	1.78	49.28 %
W-Purifi	1.73	6.59 %
W-Disp	0.31	8.97 %
Mixie	0.09	0.20 %
Small-Ap	0.01	0.15 %
<b>Total</b>	<b>16.48</b>	<b>8.09 %</b>

Branch *	MTD Sales L	Brand Share %
CH25	0.70	9.55 %
CH49	0.55	5.77 %
CH38	0.47	9.38 %
CH08	0.43	5.85 %
CH45	0.40	7.55 %
CH42	0.38	4.14 %
CH16	0.38	5.24 %
CH19	0.38	4.74 %
CH39	0.29	8.12 %
CH30	0.19	6.64 %
CH35	0.18	6.28 %
GUD2	0.18	5.43 %
MRM1	0.17	4.39 %
CH22	0.14	3.19 %
CH48	0.13	2.16 %
GUD1	0.09	1.39 %
CH26	0.05	2.88 %
WHC3	0.03	2.31 %
CH37		0.00 %
CZWH		0.00 %
MC09		0.00 %
<b>Total</b>	<b>16.48</b>	<b>8.09 %</b>

**TRICHY-01**

Property	MTD Sales L	Brand Share %
Air-Cool	6.33	14.30 %
Fan	4.68	15.90 %
Iron	1.79	49.28 %
W-Purifi	1.67	14.35 %
W.Heater	0.49	7.78 %
Mixie	0.31	0.77 %
W-Disp	0.08	6.80 %
<b>Total</b>	<b>15.35</b>	<b>10.80 %</b>

Branch *	MTD Sales L	Brand Share %
TYR1	0.68	9.44 %
MVM1	0.66	7.56 %
KUM1	0.38	4.55 %
MDI1	0.34	6.72 %
ORU1	0.29	7.34 %
KIK1	0.25	8.10 %
TVR2	0.24	3.28 %
JKM1	0.23	5.98 %
PTK1	0.21	4.99 %
TRY3	0.19	3.82 %
NCK1	0.18	8.55 %
MSI1	0.16	4.86 %
KRN1	0.16	3.57 %
TVR1	0.11	3.80 %
PDK1	0.09	5.86 %
TNJ1	0.09	1.21 %
NMM1	0.06	1.36 %
TTP1	0.05	1.45 %
TRY2	0.02	3.86 %
AYR1	0.02	0.74 %
APM1	0.02	0.83 %
TZSD		0.00 %
WTRZ		0.00 %
<b>Total</b>	<b>15.35</b>	<b>10.80 %</b>

**WEST-02**

Property	MTD Sales L	Brand Share %
Air-Cool	5.44	8.20 %
Fan	3.21	8.72 %
Iron	2.30	59.81 %
W.Heater	1.41	16.41 %
W-Purifi	0.63	8.29 %
Mixie	0.14	0.31 %
W-Disp	0.09	10.25 %
<b>Total</b>	<b>13.23</b>	<b>7.65 %</b>

Branch *	MTD Sales L	Brand Share %
ERD1	0.44	6.91 %
KRI1	0.39	5.69 %
TRM1	0.36	6.89 %
SLM3	0.35	5.13 %
APN1	0.32	6.03 %
EPI1	0.30	4.13 %
OML1	0.24	4.73 %
EDP1	0.16	5.78 %
PLC1	0.16	3.31 %
ATU1	0.16	2.84 %
MCR1	0.16	2.90 %
DPR2	0.14	5.27 %
KAM1	0.13	4.25 %
HRR1	0.11	3.41 %
KMM1	0.11	3.11 %
VKL1	0.11	2.92 %
SGG1	0.09	3.83 %
TCG1	0.08	2.71 %
KVP1	0.08	2.31 %
SGI1	0.07	1.81 %
MTR1	0.07	1.83 %
VPD1	0.07	1.72 %
DPR1	0.06	2.49 %
HSR1	0.06	0.89 %
RSP1	0.05	0.98 %
CMI1	0.05	1.41 %
PDR1	0.05	1.75 %
PMP1	0.04	1.50 %
WHPD		0.00 %
WZWH		0.00 %
<b>Total</b>	<b>13.23</b>	<b>7.65 %</b>

## NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fan	3.73	14.35 %
Air-Cool	3.20	14.88 %
Iron	1.41	51.34 %
W.Heater	1.38	10.15 %
W-Purifi	1.19	11.70 %
Mixie	0.04	0.17 %
<b>Total</b>	<b>10.94</b>	<b>10.51 %</b>

Branch *	MTD Sales L	Brand Share %
KPM2	0.53	7.91 %
VNB1	0.26	7.92 %
ABR1	0.26	6.23 %
WJP1	0.24	5.82 %
TRT1	0.22	6.32 %
VEL1	0.20	3.21 %
PLR1	0.19	7.04 %
SLG1	0.18	6.92 %
VSI1	0.14	6.81 %
UGI1	0.12	4.77 %
BGR1	0.12	2.71 %
WJD1	0.09	2.43 %
GDM1	0.07	2.24 %
PTU1	0.06	3.62 %
CPT1	0.05	2.02 %
CGM1	0.03	1.09 %
ANI1		0.00 %
<b>Total</b>	<b>10.94</b>	<b>10.51 %</b>

## CHENNAI-02

Property	MTD Sales L	Brand Share %
Fan	3.24	13.63 %
W.Heater	2.57	19.06 %
Air-Cool	2.05	13.42 %
Iron	1.34	50.98 %
W-Purifi	0.97	5.36 %
Mixie	0.21	0.58 %
W-Disp	0.13	5.77 %
<b>Total</b>	<b>10.51</b>	<b>8.93 %</b>

Branch *	MTD Sales L	Brand Share %
CH03	1.07	7.80 %
CH34	0.57	9.54 %
CH43	0.41	5.58 %
CH15	0.26	2.33 %
CH18	0.22	3.67 %
CH41	0.19	5.00 %
PON1	0.19	8.15 %
CH33	0.18	5.29 %
CH46	0.16	6.01 %
UKI1	0.15	7.67 %
CH44	0.10	3.03 %
CH06	0.08	2.11 %
CH36	0.07	2.34 %
CH31	0.07	3.93 %
CH20	0.04	0.93 %
CH23	0.03	1.82 %
CH01	0.01	5.30 %
CH27	0.01	0.54 %
CH32		0.00 %
CH51		0.00 %
<b>Total</b>	<b>10.51</b>	<b>8.93 %</b>

## SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fan	2.36	13.26 %
Air-Cool	1.60	11.55 %
Iron	1.29	50.80 %
W.Heater	0.96	15.43 %
W-Purifi	0.45	16.16 %
<b>Total</b>	<b>6.65</b>	<b>9.67 %</b>

Branch *	MTD Sales L	Brand Share %
POY1	0.40	7.30 %
POY2	0.24	5.36 %
TRK1	0.23	7.34 %
NVL2	0.22	4.45 %
PRT1	0.18	4.68 %
ULP1	0.18	4.40 %
VCM1	0.18	7.69 %
KML1	0.11	4.33 %
CDM1	0.08	1.78 %
STP1	0.08	2.53 %
TDM1	0.07	2.51 %
KLM1	0.06	2.38 %
VPM1	0.06	5.32 %
TVM2	0.04	2.83 %
TVM1	0.03	2.93 %
<b>Total</b>	<b>6.65</b>	<b>9.67 %</b>