

MTD Sales
353.65 L

Brand Share %
12.19 %

Information:

MTD : 01-04-2026 To 29-04-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **12.19 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cool	176.55	12.58 %
Fan	136.14	19.46 %
Iron	15.19	50.19 %
W-Purifi	12.56	8.29 %
W.Heater	8.64	16.41 %
Small-Ap	2.25	4.74 %
Mixie	1.59	0.40 %
W-Disp	0.55	1.77 %
Chimney	0.18	0.21 %
Total	353.65	12.19 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	69.80	14.23 %
SOUTH-03	55.37	12.38 %
TRICHY-01	48.02	13.90 %
CHENNAI-01	38.83	13.04 %
WEST-02	37.57	8.76 %
WEST-01	33.20	10.38 %
CHENNAI-02	25.42	13.36 %
SOUTH ARCOT	24.21	13.81 %
NORTH ARCOT	21.21	10.37 %
Total	353.65	12.19 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cool	33.16	15.83 %
Fan	28.17	19.98 %
Iron	3.74	57.40 %
W-Purifi	2.90	8.83 %
Small-Ap	0.70	7.74 %
W.Heater	0.66	9.70 %
Mixie	0.34	0.49 %
W-Disp	0.13	4.86 %
Total	69.80	14.23 %

Branch *	MTD Sales L	Brand Share %
TVL1	5.30	9.97 %
VLY1	1.45	11.01 %
SVK1	1.32	8.55 %
TUT2	1.16	6.37 %
RPM1	1.06	7.44 %
KYR1	1.02	9.25 %
TCN1	0.98	8.01 %
PDI1	0.85	10.90 %
SDI1	0.73	8.04 %
MMT1	0.72	9.35 %
ASM1	0.71	8.93 %
STU2	0.70	8.62 %
ERL2	0.59	8.92 %
PKD1	0.52	6.97 %
KSM1	0.46	11.12 %
UDN1	0.45	10.77 %
TKY1	0.43	6.85 %
COL1	0.28	7.70 %
SKD1	0.18	2.92 %
Total	69.80	14.23 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fan	24.92	19.33 %
Air-Cool	24.18	11.58 %
Iron	2.78	55.35 %
W-Purifi	1.71	7.45 %
W.Heater	1.05	21.23 %
Small-Ap	0.44	5.57 %
Mixie	0.16	0.30 %
W-Disp	0.13	5.06 %
Total	55.37	12.38 %

Branch *	MTD Sales L	Brand Share %
MDU6	2.59	10.73 %
DGL1	2.50	7.04 %
TPT1	1.78	11.90 %
KKD3	1.46	7.87 %
MDU7	1.26	11.13 %
DKI1	1.19	12.04 %
MDU4	1.12	8.42 %
ADP1	0.90	9.94 %
MDU5	0.89	6.13 %
DGL2	0.84	7.90 %
TEN1	0.81	6.64 %
BNR1	0.71	8.93 %
PNV2	0.71	11.32 %
PVI1	0.63	11.22 %
MPA1	0.63	6.29 %
TDI1	0.62	8.27 %
SVG1	0.59	9.43 %
KPT1	0.57	4.97 %
USL1	0.54	7.82 %
ATG1	0.50	5.90 %
BTU1	0.49	10.12 %
NTM1	0.33	6.04 %
KYK1	0.32	4.89 %
MLR1	0.31	5.93 %
SGP1	0.20	4.07 %
KRR1	0.12	1.21 %
PKM1	0.09	1.80 %
CMR1	0.07	1.26 %
WHMD	-0.01	2.02 %
Total	55.37	12.38 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cool	27.10	14.80 %
Fan	17.67	20.67 %
Iron	1.45	43.32 %
W-Purifi	1.42	13.81 %
W.Heater	0.25	10.57 %
Small-Ap	0.13	2.59 %
Total	48.02	13.90 %

Branch *	MTD Sales L	Brand Share %
PTK1	1.20	8.64 %
KRN1	0.92	9.82 %
ORU1	0.82	8.34 %
JKM1	0.79	6.63 %
KIK1	0.71	9.28 %
NCK1	0.71	8.98 %
PDK1	0.68	9.47 %
TVR1	0.61	10.69 %
TTP1	0.43	8.86 %
TNJ1	0.39	2.25 %
TRY3	0.39	3.44 %
MSI1	0.14	1.65 %
NMM1	0.07	0.85 %
APM1	0.05	0.92 %
TZSD	0.05	10.76 %
AYR1	0.04	0.51 %
TRY2		0.00 %
WTRZ		0.00 %
Total	48.02	13.90 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cool	17.87	17.42 %
Fan	13.81	20.06 %
W-Purifi	2.17	6.95 %
W.Heater	1.97	16.68 %
Iron	1.85	50.63 %
Small-Ap	0.54	5.70 %
Mixie	0.29	0.60 %
Chimney	0.18	1.49 %
W-Disp	0.14	1.61 %
Total	38.83	13.04 %

Branch *	MTD Sales L	Brand Share %
CH47	2.31	11.46 %
CH42	1.71	9.86 %
CH07	1.51	10.67 %
CH08	1.12	8.02 %
GUD1	1.02	10.09 %
CH19	0.92	6.38 %
CH16	0.87	7.88 %
CH35	0.65	8.32 %
MRM1	0.53	5.56 %
CH25	0.43	4.69 %
GUD2	0.35	4.87 %
CH30	0.15	2.40 %
CH22	0.11	1.35 %
KNR1	0.07	2.39 %
CH38	0.04	0.45 %
CH37	0.03	0.91 %
CH40	0.02	10.74 %
CH26	0.01	0.36 %
CZWH		0.00 %
MC09		0.00 %
Total	38.83	13.04 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cool	23.13	9.09 %
Fan	12.10	14.67 %
Iron	1.34	47.66 %
W.Heater	0.64	13.96 %
W-Purifi	0.34	3.11 %
Mixie	0.03	0.06 %
Total	37.57	8.76 %

Branch *	MTD Sales L	Brand Share %
HSR2	2.00	10.53 %
ERD1	1.86	10.92 %
SLM3	1.19	5.95 %
KRI1	1.05	4.92 %
DPR1	0.84	8.85 %
KVP1	0.77	7.40 %
EPI1	0.68	5.80 %
MCR1	0.66	7.51 %
BMD1	0.56	7.71 %
PLC1	0.55	4.24 %
RSP1	0.53	4.63 %
APN1	0.50	4.41 %
EDP1	0.44	5.57 %
KAM1	0.34	2.48 %
VPD1	0.31	2.63 %
OML1	0.30	3.00 %
SGG1	0.17	2.46 %
KMM1	0.16	2.06 %
MTR1	0.13	1.81 %
HSR1	0.11	0.83 %
TCG1	0.11	1.48 %
SGI1	0.05	0.75 %
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	37.57	8.76 %

WEST-01

Property	MTD Sales L	Brand Share %
Air-Cool	17.56	9.21 %
Fan	12.81	23.46 %
Iron	0.87	49.78 %
W-Purifi	0.79	7.36 %
W.Heater	0.71	9.66 %
Mixie	0.21	0.56 %
W-Disp	0.14	4.84 %
Small-Ap	0.10	2.29 %
Total	33.20	10.38 %

Branch *	MTD Sales L	Brand Share %
SNR1	1.38	8.24 %
TPR3	1.33	11.56 %
CBE6	1.13	9.57 %
MPM1	1.04	7.95 %
AVI1	0.90	7.20 %
UMP1	0.87	8.87 %
SUL1	0.59	4.32 %
CBE4	0.58	3.71 %
PPI1	0.56	6.36 %
CBE1	0.50	3.94 %
CBE5	0.49	5.72 %
PDM1	0.36	3.85 %
KMD1	0.25	3.39 %
UAM1	0.16	3.81 %
GBM1	0.11	1.54 %
TPR4	0.09	1.08 %
ANR1	0.06	0.88 %
KGM1	0.06	0.58 %
CNR1	0.04	2.67 %
CBE3	0.04	0.85 %
GDR1	0.03	3.92 %
DPM2	0.01	0.24 %
KGI1	0.01	1.07 %
WHCB	-0.04	3.30 %
Total	33.20	10.38 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cool	12.33	17.14 %
Fan	8.07	17.61 %
W.Heater	2.11	31.70 %
Iron	1.16	45.92 %
W-Purifi	1.12	7.02 %
Mixie	0.34	0.99 %
Small-Ap	0.30	6.51 %
Total	25.42	13.36 %

Branch *	MTD Sales L	Brand Share %
CH18	1.47	10.36 %
CH17	0.87	8.64 %
CH15	0.82	5.06 %
CH34	0.56	6.46 %
PON1	0.45	10.46 %
CH20	0.40	5.79 %
CH33	0.35	4.63 %
CH41	0.34	7.67 %
CH44	0.15	2.72 %
CH46	0.13	3.21 %
CH31	0.07	2.13 %
CH06	0.04	0.79 %
CH27	0.04	1.20 %
CH36	0.04	0.75 %
UKI1	0.03	0.73 %
CH23	0.03	0.73 %
MC06	0.02	4.84 %
CH01	0.01	4.96 %
CH51		0.00 %
Total	25.42	13.36 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cool	11.85	13.78 %
Fan	10.08	23.44 %
W-Purifi	0.97	16.06 %
Iron	0.72	31.88 %
W.Heater	0.55	17.13 %
Mixie	0.04	0.15 %
Total	24.21	13.81 %

Branch *	MTD Sales L	Brand Share %
SJI2	0.68	8.51 %
TRK1	0.64	6.50 %
STP1	0.64	10.61 %
KML1	0.63	8.38 %
PRT1	0.42	3.82 %
VPM1	0.40	11.49 %
MKM1	0.37	11.83 %
CDM1	0.26	3.50 %
VCM1	0.18	4.02 %
TDM1	0.05	0.78 %
TVM1	0.04	1.12 %
KLM1	0.04	0.68 %
TVM2	0.03	1.02 %
WHUT		0.00 %
Total	24.21	13.81 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cool	9.36	9.75 %
Fan	8.51	17.18 %
Iron	1.27	53.78 %
W-Purifi	1.13	10.80 %
W.Heater	0.70	14.22 %
Mixie	0.18	0.66 %
Small-Ap	0.04	1.50 %
Total	21.21	10.37 %

Branch *	MTD Sales L	Brand Share %
VEL2	1.98	10.40 %
TRR1	1.88	10.39 %
VNB1	1.03	11.34 %
ABR1	0.92	8.64 %
ARC2	0.67	9.30 %
VEL1	0.61	4.98 %
SLG1	0.58	9.44 %
KPM1	0.49	9.16 %
WJP1	0.35	4.25 %
BGR1	0.31	4.33 %
CPT1	0.17	3.89 %
WJD1	0.16	2.91 %
UGI1	0.14	4.36 %
ANI1	0.07	1.68 %
GDM1	0.06	0.87 %
CGM1	0.06	1.14 %
TRT1	0.06	1.13 %
PLR1	0.04	0.74 %
CYR1	0.02	0.41 %
VSI1	0.01	0.29 %
PTU1		0.00 %
WHVL		0.00 %
Total	21.21	10.37 %