

MTD Sales
145.09 L

Brand Share %
10.13 %

Information:

MTD : 01-09-2026 To 29-09-2026

* 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	60.45	21.31 %
W.Heater	25.16	13.96 %
Iron	20.77	57.42 %
W-Purifi	18.86	10.30 %
Chimney	12.72	12.98 %
Mixie	4.47	1.04 %
Small-Ap	2.06	4.10 %
Air-Cool	0.69	1.23 %
W-Disp	-0.08	-0.22 %
Total	145.09	10.13 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	25.57	10.03 %
CHENNAI-01	21.88	10.63 %
TRICHY-01	19.98	12.38 %
CHENNAI-02	13.75	9.85 %
WEST-01	13.56	13.27 %
NORTH ARCOT	13.39	12.37 %
SOUTH-03	13.22	7.12 %
SOUTH ARCOT	12.82	13.56 %
WEST-03	5.72	9.26 %
WEST-02	5.20	4.42 %
Total	145.09	10.13 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fan	12.14	20.13 %
Iron	4.58	57.94 %
Chimney	3.00	22.11 %
W.Heater	2.62	12.60 %
W-Purifi	2.47	7.33 %
Mixie	0.55	0.64 %
Small-Ap	0.27	3.59 %
Air-Cool	-0.05	-0.57 %
Total	25.57	10.03 %

Branch *	MTD Sales L	Brand Share %
KVT1	1.74	9.60 %
NGR1	1.50	10.10 %
RND2	0.83	8.13 %
TCN1	0.64	8.10 %
TUT2	0.48	6.41 %
VLY1	0.41	6.08 %
SVK1	0.39	6.83 %
TKS1	0.38	3.81 %
RPM1	0.33	4.50 %
MAR1	0.28	3.74 %
KYR1	0.27	6.25 %
MMT1	0.26	6.38 %
APK1	0.25	9.20 %
TKY1	0.22	5.92 %
KSM1	0.21	6.82 %
ASM1	0.18	6.07 %
UDN1	0.17	7.17 %
STU2	0.16	5.18 %
KGL1	0.16	6.10 %
VNR1	0.15	4.45 %
SKD1	0.14	3.90 %
COL1	0.11	4.62 %
SGT1	0.07	4.70 %
S2SD	0.05	1.87 %
WHTV		0.00 %
Total	25.57	10.03 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fan	9.56	28.15 %
W.Heater	5.42	15.36 %
W-Purifi	2.99	8.36 %
Iron	2.36	63.61 %
Chimney	0.80	8.81 %
Mixie	0.39	0.69 %
Small-Ap	0.20	1.90 %
Air-Cool	0.15	8.17 %
Total	21.88	10.63 %

Branch *	MTD Sales L	Brand Share %
CH16	1.07	8.01 %
CH42	1.01	9.25 %
CH19	0.97	9.90 %
CH49	0.83	6.16 %
CH48	0.73	6.45 %
CH45	0.58	7.81 %
CH22	0.52	6.29 %
MRM1	0.51	9.77 %
GUD1	0.40	4.39 %
CH25	0.34	3.82 %
SKL1	0.31	7.93 %
GUD2	0.31	7.08 %
CH05	0.29	2.28 %
CZWH	0.22	6.54 %
TKM1	0.21	9.50 %
CH39	0.20	4.99 %
CH08	0.20	4.96 %
CH30	0.16	2.67 %
CH26	0.12	5.55 %
CH38	0.12	2.19 %
CH40		0.00 %
Total	21.88	10.63 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fan	8.79	26.26 %
W.Heater	3.39	14.54 %
W-Purifi	2.99	15.21 %
Iron	2.01	53.40 %
Chimney	1.78	16.58 %
Mixie	0.83	1.70 %
Small-Ap	0.19	4.59 %
Total	19.98	12.38 %

Branch *	MTD Sales L	Brand Share %
MVM1	0.85	6.92 %
NGT1	0.59	10.00 %
KIK1	0.40	6.83 %
PDK2	0.36	7.02 %
KUM2	0.31	6.34 %
ORU1	0.29	9.53 %
TVR1	0.27	8.13 %
TNJ1	0.26	4.04 %
TYR1	0.24	4.49 %
TRY3	0.22	6.39 %
PBR1	0.18	5.33 %
PDK1	0.17	7.92 %
TTP1	0.15	5.39 %
PTK1	0.14	1.77 %
KRN1	0.12	4.59 %
MSI1	0.11	6.26 %
AYR1	0.08	2.90 %
NMM1	0.03	0.89 %
APM1	0.01	0.54 %
TZSD		0.16 %
WTRZ		0.00 %
Total	19.98	12.38 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fan	4.96	21.79 %
W.Heater	2.61	12.34 %
W-Purifi	2.54	12.72 %
Iron	1.82	61.45 %
Chimney	1.15	15.92 %
Small-Ap	0.33	4.88 %
Mixie	0.30	0.76 %
Air-Cool	0.04	0.40 %
Total	13.75	9.85 %

Branch *	MTD Sales L	Brand Share %
CH15	0.96	8.71 %
CH18	0.66	5.73 %
CH34	0.53	8.83 %
CH03	0.50	4.74 %
CH50	0.46	6.23 %
CH20	0.30	6.41 %
CH35	0.28	5.57 %
PON1	0.24	6.32 %
CH43	0.20	3.38 %
CH36	0.20	7.13 %
CH27	0.19	7.62 %
CH37	0.14	5.31 %
CH12	0.13	2.15 %
CH46	0.12	4.83 %
CH06	0.07	1.44 %
CH23	0.05	5.02 %
CH31	0.05	5.43 %
UKI1	0.04	1.72 %
CH44	0.03	0.94 %
CH51	0.01	3.53 %
MC06		0.00 %
WHC3		0.00 %
WCHN	-0.10	4.55 %
Total	13.75	9.85 %

WEST-01

Property	MTD Sales L	Brand Share %
W.Heater	3.76	27.55 %
W-Purifi	2.90	29.72 %
Fan	2.43	18.70 %
Chimney	2.07	18.07 %
Iron	1.48	58.48 %
Mixie	0.50	1.51 %
Small-Ap	0.39	9.44 %
Air-Cool	0.03	0.41 %
Total	13.56	13.27 %

Branch *	MTD Sales L	Brand Share %
SNR1	0.47	8.67 %
CBE4	0.46	5.78 %
CBE1	0.33	5.53 %
MPM1	0.28	4.74 %
SUL1	0.14	2.87 %
CBE5	0.14	4.45 %
KGI1	0.13	6.96 %
PPI1	0.11	6.10 %
KMD1	0.11	6.57 %
PDM1	0.10	4.74 %
UMP1	0.09	2.35 %
UAM1	0.07	1.63 %
DPM2	0.04	1.32 %
ANR1	0.03	3.16 %
WZSD	0.03	0.57 %
CNR1	0.01	0.68 %
CBE3		0.00 %
GDR1		0.00 %
WHCB		0.00 %
Total	13.56	13.27 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fan	6.69	31.09 %
W.Heater	1.86	11.35 %
W-Purifi	1.46	9.94 %
Iron	1.37	54.37 %
Chimney	1.30	13.23 %
Mixie	0.56	1.99 %
Small-Ap	0.15	3.14 %
Total	13.39	12.37 %

Branch *	MTD Sales L	Brand Share %
TRR1	0.93	9.58 %
KPM2	0.53	5.96 %
VEL2	0.52	6.69 %
AKM1	0.41	8.50 %
CGM1	0.20	9.86 %
VEL1	0.14	3.59 %
PLR1	0.13	5.17 %
CPT1	0.12	4.59 %
VSI1	0.06	2.48 %
WJP1	0.05	2.51 %
WJD1	0.05	1.55 %
CYR1	0.04	1.86 %
UGI1	0.04	2.19 %
GDM1	0.04	1.31 %
ANI1	0.03	1.53 %
BGR1	0.02	0.59 %
KPM1	0.02	1.49 %
PTU1	0.01	1.47 %
TRT1	0.01	0.60 %
Total	13.39	12.37 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fan	6.05	12.05 %
Iron	2.85	56.94 %
W.Heater	2.01	11.48 %
W-Purifi	0.91	3.97 %
Chimney	0.82	6.30 %
Mixie	0.33	0.64 %
Small-Ap	0.29	5.87 %
Air-Cool	0.05	0.70 %
W-Disp	-0.08	-1.50 %
Total	13.22	7.12 %

Branch *	MTD Sales L	Brand Share %
DGL1	1.30	9.13 %
ATG1	0.41	9.08 %
DKI1	0.38	8.49 %
KKD3	0.34	3.22 %
MDU5	0.33	4.86 %
PVI1	0.30	5.75 %
TMM1	0.29	4.00 %
MDU3	0.29	6.53 %
MDU6	0.27	3.32 %
KRR1	0.27	6.24 %
BNR1	0.26	8.01 %
NKI1	0.25	6.65 %
MDU7	0.24	4.05 %
DGL2	0.23	6.98 %
TEN1	0.21	5.00 %
KPT1	0.19	9.27 %
BTU1	0.19	5.31 %
TPT1	0.18	3.68 %
MPA1	0.18	5.51 %
CBM1	0.17	3.70 %
USL1	0.16	5.43 %
NTM1	0.14	7.93 %
ADP1	0.14	3.87 %
PKM1	0.13	3.59 %
SVG1	0.13	5.78 %
TDI1	0.12	4.97 %
PNV2	0.12	4.24 %
MLR1	0.11	3.44 %
PNI1	0.10	3.06 %
MDU4	0.09	3.32 %
CMR1	0.06	3.10 %
SGP1	0.05	2.60 %
KYK1	0.03	1.30 %
ODM1	0.03	1.18 %
SZSD	0.01	0.35 %
WHMD		0.00 %
Total	13.22	7.12 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fan	6.39	37.01 %
W.Heater	1.91	12.04 %
Iron	1.90	61.74 %
W-Purifi	1.13	11.36 %
Mixie	0.69	2.33 %
Chimney	0.67	14.78 %
Small-Ap	0.13	3.72 %
Total	12.82	13.56 %

Branch *	MTD Sales L	Brand Share %
POY1	0.85	8.30 %
CDM1	0.48	7.61 %
NVL2	0.41	7.09 %
TRK1	0.38	5.50 %
KML1	0.32	6.64 %
KLM1	0.19	3.40 %
PRT1	0.16	4.66 %
ULP1	0.16	5.90 %
TVM1	0.05	2.30 %
TDM1	0.04	1.09 %
TVM2	0.04	3.19 %
WHUT		0.00 %
Total	12.82	13.56 %

WEST-03

Property	MTD Sales L	Brand Share %
W-Purifi	1.22	20.36 %
Iron	1.13	73.23 %
Fan	1.01	10.48 %
W.Heater	0.81	14.17 %
Chimney	0.79	12.86 %
Air-Cool	0.46	8.84 %
Mixie	0.23	1.08 %
Small-Ap	0.07	4.38 %
Total	5.72	9.26 %

Branch *	MTD Sales L	Brand Share %
NKL2	0.30	4.40 %
ERD1	0.29	4.51 %
AVI1	0.26	6.83 %
TPR1	0.18	3.05 %
SYM2	0.15	7.24 %
CMI1	0.13	5.07 %
RSP1	0.11	4.05 %
KGM1	0.09	2.96 %
TPR3	0.06	5.81 %
W3SD	0.05	8.91 %
VKL1	0.04	2.51 %
KMM1	0.04	1.92 %
PDR1	0.04	2.00 %
SGG1	0.03	2.04 %
TCG1	0.02	1.19 %
GBM1	0.02	1.00 %
Total	5.72	9.26 %

WEST-02

Property	MTD Sales L	Brand Share %
Fan	2.43	11.29 %
Iron	1.26	40.14 %
W.Heater	0.77	7.31 %
Chimney	0.33	2.69 %
W-Purifi	0.25	2.35 %
Mixie	0.10	0.28 %
Small-Ap	0.04	1.76 %
Air-Cool	0.02	0.14 %
Total	5.20	4.42 %

Branch *	MTD Sales L	Brand Share %
HSR2	0.84	9.84 %
MCR1	0.30	6.16 %
TRM1	0.28	4.42 %
EPI1	0.22	6.08 %
ATU1	0.20	3.95 %
VPD1	0.19	4.16 %
DPR1	0.18	5.64 %
APN1	0.18	5.24 %
SLM2	0.17	4.45 %
OML1	0.16	4.86 %
BMD1	0.16	5.69 %
KVP1	0.15	4.38 %
DPR2	0.15	4.26 %
SLM3	0.14	2.27 %
EDP1	0.13	5.68 %
KRI1	0.11	1.80 %
KAM1	0.11	2.63 %
PNG1	0.08	2.66 %
HRR1	0.07	1.87 %
HSR1	0.06	0.88 %
MTR1	0.06	1.37 %
PLC1	0.04	0.92 %
PMP1	0.03	1.06 %
SGI1	0.02	0.93 %
WZWH	0.02	0.40 %
WHKP		0.00 %
Total	5.20	4.42 %