

MTD Sales
155.11 L

Brand Share %
10.34 %

Information:

MTD : 01-03-2026 To 30-03-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **10.34 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cool	52.83	13.45 %
Fan	50.23	13.35 %
Iron	18.95	52.18 %
W.Heater	17.40	15.55 %
W-Purifi	13.19	9.23 %
Mixie	1.66	0.45 %
W-Disp	0.84	5.50 %
Small-Ap	0.01	0.03 %
Total	155.11	10.34 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	28.57	11.42 %
SOUTH-03	24.57	11.24 %
WEST-01	23.97	12.95 %
CHENNAI-01	17.08	8.13 %
TRICHY-01	16.26	10.87 %
WEST-02	14.81	8.03 %
NORTH ARCOT	11.42	10.64 %
CHENNAI-02	11.34	9.27 %
SOUTH ARCOT	7.08	9.80 %
Total	155.11	10.34 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fan	12.01	20.25 %
Air-Cool	8.46	13.08 %
Iron	3.32	48.80 %
W-Purifi	2.51	7.86 %
W.Heater	1.82	13.84 %
Mixie	0.37	0.58 %
W-Disp	0.07	4.79 %
Total	28.57	11.42 %

Branch *	MTD Sales L	Brand Share %
TUT2	0.73	8.99 %
NGR1	0.64	5.43 %
KYR1	0.62	8.75 %
VLY1	0.55	8.41 %
APK2	0.47	8.72 %
SVK1	0.36	5.96 %
RPM1	0.36	4.79 %
PDI1	0.35	5.97 %
SDI1	0.34	5.86 %
STU2	0.32	8.59 %
TCN1	0.31	5.54 %
ERL2	0.28	6.39 %
ASM1	0.27	5.41 %
PKD1	0.24	6.79 %
VNR1	0.22	4.38 %
ARM1	0.21	7.31 %
MMT1	0.21	5.14 %
SGT1	0.17	5.20 %
UDN1	0.11	6.58 %
VKM1	0.11	2.20 %
TKY1	0.08	2.36 %
SKD1	0.06	1.77 %
KSM1	0.03	2.48 %
S2SD		0.00 %
WHTV		0.00 %
Total	28.57	11.42 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cool	8.18	13.93 %
Fan	7.59	12.68 %
Iron	3.25	50.24 %
W.Heater	3.04	26.68 %
W-Purifi	1.97	9.30 %
Mixie	0.37	0.71 %
W-Disp	0.16	8.69 %
Total	24.57	11.24 %

Branch *	MTD Sales L	Brand Share %
DGL1	1.72	9.08 %
TMM1	1.06	9.02 %
KKD3	0.73	8.69 %
MDU5	0.73	9.52 %
TPT1	0.69	10.19 %
MDU7	0.64	10.02 %
CBM1	0.48	6.72 %
USL1	0.45	10.27 %
MDU4	0.41	9.25 %
ATG1	0.38	7.96 %
TDI1	0.36	9.31 %
BNR1	0.28	7.84 %
BTU1	0.27	7.34 %
ADP1	0.26	5.67 %
KPT1	0.26	5.23 %
PKM1	0.24	6.38 %
TEN1	0.23	4.77 %
MPA1	0.22	4.67 %
DGL2	0.20	3.87 %
MLR1	0.19	5.44 %
ODM1	0.18	6.70 %
CMR1	0.17	7.70 %
PVI1	0.14	6.44 %
KYK1	0.14	5.84 %
NTM1	0.13	4.37 %
SGP1	0.11	6.43 %
PNV2	0.10	3.81 %
KRR1	0.07	1.22 %
SZSD		0.00 %
WHMD		0.00 %
Total	24.57	11.24 %

WEST-01

Property	MTD Sales L	Brand Share %
Air-Cool	12.10	15.99 %
Fan	6.25	15.42 %
Iron	2.15	63.45 %
W-Purifi	1.96	19.66 %
W.Heater	1.38	11.48 %
Mixie	0.12	0.34 %
Total	23.97	12.95 %

Branch *	MTD Sales L	Brand Share %
AVI1	0.95	9.30 %
SNR1	0.92	8.98 %
CBE4	0.58	5.59 %
CBE1	0.52	6.34 %
PDM1	0.43	8.01 %
CBE6	0.43	6.39 %
SUL1	0.39	4.59 %
MPM1	0.31	4.56 %
CBE5	0.30	10.17 %
KMD1	0.19	6.92 %
UMP1	0.18	3.87 %
GBM1	0.14	5.69 %
PPI1	0.13	2.91 %
UAM1	0.11	4.54 %
KGM1	0.09	2.83 %
DPM2	0.08	1.65 %
GDR1	0.07	8.55 %
CBE3	0.03	1.17 %
TPR4	0.03	0.97 %
KGI1	0.01	1.43 %
WZSD		0.00 %
Total	23.97	12.95 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fan	6.14	8.22 %
W.Heater	4.12	16.07 %
Air-Cool	2.98	14.56 %
Iron	1.79	49.22 %
W-Purifi	1.63	5.96 %
W-Disp	0.31	8.97 %
Mixie	0.09	0.19 %
Small-Ap	0.01	0.15 %
Total	17.08	8.13 %

Branch *	MTD Sales L	Brand Share %
CH25	0.73	9.80 %
CH49	0.59	6.11 %
CH47	0.48	10.28 %
CH38	0.47	9.33 %
CH08	0.43	5.65 %
CH45	0.40	7.38 %
CH16	0.40	5.51 %
CH42	0.38	3.91 %
CH19	0.38	4.42 %
CH39	0.31	8.37 %
CH30	0.19	6.31 %
CH35	0.18	5.74 %
GUD2	0.18	5.35 %
MRM1	0.17	4.30 %
CH22	0.14	3.12 %
CH48	0.13	2.03 %
GUD1	0.09	1.34 %
CH26	0.05	2.53 %
WHC3	0.03	2.07 %
CH37		0.00 %
CZWH		0.00 %
MC09		0.00 %
Total	17.08	8.13 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cool	6.88	14.31 %
Fan	5.00	15.90 %
Iron	1.83	49.00 %
W-Purifi	1.67	14.26 %
W.Heater	0.49	7.72 %
Mixie	0.31	0.75 %
W-Disp	0.08	6.80 %
Total	16.26	10.87 %

Branch *	MTD Sales L	Brand Share %
TYR1	0.77	10.29 %
MVM1	0.75	8.15 %
KUM1	0.43	4.99 %
MDI1	0.34	6.55 %
ORU1	0.33	8.11 %
TVR2	0.29	3.60 %
KIK1	0.27	8.33 %
JKM1	0.23	5.44 %
PTK1	0.21	4.84 %
TRY3	0.19	3.43 %
NCK1	0.18	7.34 %
KRN1	0.18	3.76 %
MSI1	0.16	4.48 %
TVR1	0.11	3.73 %
PDK1	0.11	6.88 %
TNJ1	0.09	1.18 %
NMM1	0.06	1.33 %
TTP1	0.05	1.45 %
TRY2	0.02	3.60 %
AYR1	0.02	0.68 %
APM1	0.02	0.81 %
TZSD		0.00 %
WTRZ		0.00 %
Total	16.26	10.87 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cool	6.40	8.95 %
Fan	3.54	8.81 %
Iron	2.43	59.18 %
W.Heater	1.57	16.85 %
W-Purifi	0.63	8.06 %
Mixie	0.14	0.30 %
W-Disp	0.09	10.25 %
Total	14.81	8.03 %

Branch *	MTD Sales L	Brand Share %
ERD1	0.60	8.79 %
KRI1	0.39	5.61 %
TRM1	0.37	6.59 %
SLM3	0.35	4.82 %
APN1	0.33	6.22 %
EPI1	0.32	4.13 %
OML1	0.24	4.24 %
VKL1	0.20	5.14 %
ATU1	0.19	3.35 %
EDP1	0.19	6.31 %
PLC1	0.16	3.11 %
MCR1	0.16	2.81 %
DPR2	0.14	4.91 %
KAM1	0.13	3.97 %
KVP1	0.11	3.26 %
HRR1	0.11	3.25 %
KMM1	0.11	3.03 %
SGG1	0.09	3.72 %
SGI1	0.09	2.05 %
TCG1	0.08	2.60 %
HSR1	0.07	1.07 %
MTR1	0.07	1.65 %
VPD1	0.07	1.61 %
DPR1	0.06	2.19 %
PMP1	0.06	1.87 %
RSP1	0.05	0.90 %
CMI1	0.05	1.39 %
PDR1	0.05	1.69 %
WHPD		0.00 %
Total	14.81	8.03 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fan	3.85	14.22 %
Air-Cool	3.50	15.47 %
Iron	1.48	51.77 %
W.Heater	1.38	10.08 %
W-Purifi	1.19	11.26 %
Mixie	0.04	0.16 %
Total	11.42	10.64 %

Branch *	MTD Sales L	Brand Share %
KPM2	0.56	8.03 %
ABR1	0.27	6.26 %
VNB1	0.26	7.62 %
WJP1	0.24	5.65 %
TRT1	0.22	6.22 %
VEL1	0.21	3.31 %
PLR1	0.19	6.77 %
SLG1	0.18	6.84 %
VSI1	0.14	6.81 %
BGR1	0.13	2.86 %
UGI1	0.12	4.52 %
WJD1	0.09	2.41 %
GDM1	0.07	2.12 %
PTU1	0.06	3.60 %
CPT1	0.05	1.96 %
CGM1	0.03	1.00 %
ANI1		0.00 %
Total	11.42	10.64 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fan	3.42	14.08 %
W.Heater	2.64	19.01 %
Air-Cool	2.40	14.63 %
Iron	1.37	50.79 %
W-Purifi	1.17	6.15 %
Mixie	0.21	0.56 %
W-Disp	0.13	5.77 %
Total	11.34	9.27 %

Branch *	MTD Sales L	Brand Share %
CH03	1.17	7.93 %
CH34	0.57	9.17 %
CH43	0.43	5.70 %
CH18	0.32	5.18 %
CH15	0.26	2.27 %
CH41	0.25	5.81 %
PON1	0.20	8.31 %
CH33	0.19	5.37 %
CH46	0.16	6.01 %
UKI1	0.15	7.52 %
CH44	0.10	3.03 %
CH06	0.08	2.05 %
CH36	0.07	2.34 %
CH31	0.07	3.93 %
CH20	0.04	0.91 %
CH23	0.03	1.74 %
CH01	0.01	5.30 %
CH27	0.01	0.53 %
CH32		0.00 %
CH51		0.00 %
Total	11.34	9.27 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fan	2.42	12.83 %
Air-Cool	1.93	13.22 %
Iron	1.32	50.70 %
W.Heater	0.96	14.86 %
W-Purifi	0.45	13.68 %
Total	7.08	9.80 %

Branch *	MTD Sales L	Brand Share %
POY1	0.40	7.12 %
POY2	0.27	5.69 %
TRK1	0.23	7.17 %
NVL2	0.22	4.22 %
PRT1	0.18	4.57 %
ULP1	0.18	4.20 %
VCM1	0.18	7.20 %
MKM1	0.17	10.23 %
KML1	0.12	4.55 %
CDM1	0.08	1.72 %
KLM1	0.08	2.76 %
STP1	0.08	2.48 %
TDM1	0.07	2.40 %
VPM1	0.06	4.94 %
TVM2	0.04	2.74 %
TVM1	0.03	2.82 %
Total	7.08	9.80 %