

MTD Sales
180.78 L

Brand Share %
14.73 %

Information:

MTD : 01-07-2025 To 31-07-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **14.73 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	47.37	13.66 %
Gas-Stov	46.01	17.54 %
Cook-Pre	26.79	51.39 %
Grinder	24.34	11.03 %
In-Stove	11.92	23.25 %
Small-Ap	10.62	32.57 %
Fan	9.14	4.25 %
Chimney	4.55	9.74 %
Flask	0.04	100.00 %
Total	180.78	14.73 %

Sales Zone	MTD Sales L	Brand Share %
WEST-02	30.23	23.01 %
SOUTH-01	25.11	10.43 %
SOUTH-03	24.08	13.76 %
WEST-01	23.09	19.73 %
TRICHY-01	21.26	15.27 %
CHENNAI-02	18.01	16.70 %
CHENNAI-01	14.36	8.93 %
SOUTH ARCOT	12.49	16.40 %
NORTH ARCOT	11.26	16.10 %
KL-SOUTH	0.89	9.25 %
Total	180.78	14.73 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	10.59	23.87 %
Gas-Stov	8.69	31.35 %
Cook-Pre	3.58	58.70 %
Grinder	3.08	19.24 %
In-Stove	1.66	27.24 %
Small-Ap	1.50	41.95 %
Chimney	0.72	6.97 %
Fan	0.42	2.43 %
Total	30.23	23.01 %

Branch *	MTD Sales L	Brand Share %
SLM1	0.88	10.14 %
SLM2	0.72	12.87 %
HSR1	0.62	11.52 %
SLM3	0.61	13.96 %
VPD1	0.59	10.99 %
KRI1	0.44	9.46 %
KMM1	0.34	11.17 %
SGG1	0.26	12.79 %
EPI1	0.19	6.14 %
NKL2	0.14	3.49 %
MTR1	0.11	2.61 %
WZWH	0.05	3.54 %
Total	30.23	23.01 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Gas-Stov	5.98	11.70 %
Mixie	4.99	7.72 %
Cook-Pre	4.76	49.36 %
Grinder	3.13	6.58 %
Small-Ap	1.95	27.65 %
In-Stove	1.73	18.22 %
Fan	1.60	3.86 %
Chimney	0.97	10.04 %
Total	25.11	10.43 %

Branch *	MTD Sales L	Brand Share %
NGR1	1.74	11.51 %
MAR1	1.44	14.31 %
VNR2	1.28	9.21 %
TVL1	1.22	7.56 %
RND1	1.10	12.63 %
TKS2	0.99	8.49 %
PKD1	0.65	11.35 %
KVT1	0.63	3.59 %
RPM1	0.62	8.11 %
KYR1	0.59	10.28 %
MMT1	0.55	11.23 %
TKS1	0.48	4.02 %
TUT1	0.44	2.50 %
SVK1	0.42	6.22 %
TUT2	0.42	6.20 %
PDI1	0.38	9.03 %
TKY1	0.37	8.26 %
VNR1	0.35	8.99 %
ERL1	0.32	13.99 %
VKM1	0.31	6.53 %
KGL1	0.31	14.49 %
APK1	0.30	6.38 %
VLY1	0.26	4.04 %
S2SD	0.18	14.11 %
TVL2	0.18	14.68 %
Total	25.11	10.43 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Gas-Stov	5.98	18.64 %
Mixie	5.85	13.24 %
Grinder	3.89	10.87 %
Cook-Pre	2.80	40.42 %
Fan	1.73	4.47 %
In-Stove	1.69	24.05 %
Small-Ap	1.50	35.17 %
Chimney	0.64	10.59 %
Total	24.08	13.76 %

Branch *	MTD Sales L	Brand Share %
MDU1	2.08	10.64 %
DGL1	1.38	8.83 %
MDU6	0.63	8.51 %
KKD2	0.59	12.67 %
KPT1	0.49	14.11 %
SGP1	0.41	13.60 %
NKI1	0.41	12.70 %
MPA1	0.38	10.74 %
ATG1	0.36	5.53 %
TPT1	0.35	5.23 %
TMM1	0.34	3.67 %
SVG1	0.34	8.32 %
MDU3	0.33	8.08 %
MDU4	0.31	8.62 %
PKM1	0.29	13.52 %
DKI1	0.27	8.35 %
KRR1	0.23	11.65 %
TEN2	0.22	6.37 %
MLR1	0.21	7.72 %
USL1	0.20	5.64 %
MDU2	0.12	1.38 %
SZSD	0.08	5.62 %
Total	24.08	13.76 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	7.29	19.79 %
Gas-Stov	5.39	20.91 %
Cook-Pre	3.66	56.30 %
Grinder	2.87	13.00 %
In-Stove	1.87	27.04 %
Small-Ap	1.15	40.85 %
Chimney	0.64	11.49 %
Fan	0.21	2.03 %
Flask	0.01	100.00 %
Total	23.09	19.73 %

Branch *	MTD Sales L	Brand Share %
KMR1	1.07	13.23 %
PLI1	0.74	9.65 %
SNR1	0.70	11.99 %
DPM2	0.50	11.87 %
CBE1	0.34	9.80 %
TPR1	0.28	9.28 %
ANR1	0.23	14.05 %
GBM1	0.11	10.33 %
GDR1	0.08	10.50 %
WZSD		0.00 %
Total	23.09	19.73 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	5.32	13.44 %
Gas-Stov	4.67	17.45 %
Cook-Pre	3.66	48.79 %
Grinder	3.59	13.33 %
In-Stove	1.45	21.35 %
Small-Ap	1.15	31.22 %
Fan	1.01	4.02 %
Chimney	0.42	14.46 %
Total	21.26	15.27 %

Branch *	MTD Sales L	Brand Share %
TRY1	1.51	9.66 %
KIK1	0.42	5.92 %
PBR1	0.37	13.42 %
PBR2	0.35	4.51 %
TRY3	0.25	5.71 %
MSI1	0.24	10.28 %
NMM1	0.23	5.58 %
TYR1	0.22	4.72 %
APM1	0.19	6.51 %
PTK1	0.19	3.15 %
TVR1	0.09	3.81 %
TZSD	0.08	5.75 %
Total	21.26	15.27 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Gas-Stov	4.84	20.37 %
Mixie	4.50	14.67 %
Grinder	2.77	15.90 %
Cook-Pre	2.02	54.59 %
In-Stove	1.17	29.16 %
Fan	1.08	4.99 %
Small-Ap	0.88	28.45 %
Chimney	0.74	20.46 %
Flask	0.01	100.00 %
Total	18.01	16.70 %

Branch *	MTD Sales L	Brand Share %
CH03	1.14	12.77 %
CH43	0.63	7.30 %
CH21	0.46	7.82 %
CH33	0.36	8.10 %
CH09	0.30	12.23 %
CH41	0.29	7.80 %
CH24	0.21	5.42 %
CH23	0.17	7.80 %
CH15	0.16	1.42 %
GPD1	0.16	7.23 %
CH06	0.15	4.32 %
CH31	0.09	6.86 %
MC06		0.00 %
Total	18.01	16.70 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Gas-Stov	3.21	7.66 %
Mixie	3.09	7.48 %
Cook-Pre	2.43	49.09 %
Grinder	2.30	7.22 %
Fan	1.39	4.77 %
In-Stove	0.89	19.51 %
Small-Ap	0.84	23.38 %
Chimney	0.22	5.76 %
Flask	0.01	100.00 %
Total	14.36	8.93 %

Branch *	MTD Sales L	Brand Share %
CH42	1.08	12.40 %
CH28	0.89	14.44 %
CH07	0.85	11.06 %
CH39	0.83	13.48 %
CH19	0.73	7.38 %
CH08	0.64	6.50 %
CH05	0.53	5.23 %
MRM1	0.48	13.37 %
GUD2	0.43	10.73 %
GUD1	0.42	7.18 %
CH45	0.41	7.82 %
CH14	0.39	4.99 %
CH35	0.39	12.71 %
CH11	0.37	6.10 %
CH38	0.31	6.97 %
CH22	0.17	3.30 %
AVD1	0.14	4.33 %
CH16	0.13	0.99 %
CZWH	0.10	1.43 %
CH29	0.10	4.32 %
CH40	0.01	1.94 %
MC09		0.00 %
WHC3		0.00 %
Total	14.36	8.93 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Gas-Stov	3.38	22.27 %
Mixie	2.93	13.40 %
Cook-Pre	1.95	56.64 %
Grinder	1.71	12.02 %
Fan	0.90	6.06 %
Small-Ap	0.74	32.74 %
In-Stove	0.56	17.82 %
Chimney	0.31	26.24 %
Flask	0.01	100.00 %
Total	12.49	16.40 %

Branch *	MTD Sales L	Brand Share %
POY1	1.30	14.33 %
NVL2	0.69	11.26 %
VPM2	0.52	13.97 %
ULP1	0.45	10.55 %
KLM1	0.31	7.76 %
POY2	0.27	4.69 %
TVM2	0.15	12.80 %
Total	12.49	16.40 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Gas-Stov	3.69	23.34 %
Mixie	2.41	11.67 %
Cook-Pre	1.83	60.32 %
Grinder	1.01	13.78 %
Small-Ap	0.84	42.68 %
In-Stove	0.80	28.87 %
Fan	0.78	5.21 %
Flask	0.01	100.00 %
Chimney	-0.11	-3.34 %
Total	11.26	16.10 %

Branch *	MTD Sales L	Brand Share %
KPM2	0.86	14.26 %
TRL1	0.48	9.37 %
SBR1	0.37	11.14 %
VEL1	0.34	7.36 %
ARC2	0.34	14.53 %
AKM1	0.32	11.00 %
WJD1	0.31	9.49 %
WJP1	0.28	14.56 %
ANI1	0.17	12.25 %
NASD		0.00 %
Total	11.26	16.10 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Mixie	0.40	14.08 %
Gas-Stov	0.18	8.26 %
In-Stove	0.11	22.60 %
Cook-Pre	0.10	30.76 %
Small-Ap	0.07	23.40 %
Fan	0.03	1.98 %
Total	0.89	9.25 %

Branch *	MTD Sales L	Brand Share %
TVP1	0.71	9.88 %
PAS1	0.18	7.41 %
Total	0.89	9.25 %