

MTD Sales  
26.67 L

Brand Share %  
18.69 %

Information:

MTD : 01-11-2025 To 03-11-2025

\* Branch where in Brand Share % is less than Overall State's Brand Share **18.69 %** are only listed below

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Gas-Stov | 7.67        | 23.22 %       |
| Mixie    | 7.67        | 19.78 %       |
| Grinder  | 4.56        | 17.98 %       |
| Cook-Pre | 2.32        | 36.38 %       |
| In-Stove | 1.52        | 20.89 %       |
| Chimney  | 1.43        | 30.78 %       |
| Small-Ap | 1.25        | 22.75 %       |
| Fan      | 0.24        | 1.10 %        |
| Total    | 26.67       | 18.69 %       |

| Sales Zone  | MTD Sales L | Brand Share % |
|-------------|-------------|---------------|
| WEST-02     | 4.76        | 28.99 %       |
| WEST-01     | 4.03        | 23.26 %       |
| SOUTH-03    | 3.63        | 18.05 %       |
| SOUTH-01    | 3.49        | 14.70 %       |
| CHENNAI-02  | 2.42        | 16.60 %       |
| TRICHY-01   | 2.23        | 16.00 %       |
| CHENNAI-01  | 2.17        | 10.70 %       |
| NORTH ARCOT | 1.89        | 26.99 %       |
| SOUTH ARCOT | 1.71        | 21.78 %       |
| KL-SOUTH    | 0.33        | 23.13 %       |
| Total       | 26.67       | 18.69 %       |

## WEST-02

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Gas-Stov | 1.42        | 34.76 %       |
| Mixie    | 1.28        | 25.04 %       |
| Cook-Pre | 0.79        | 66.38 %       |
| Grinder  | 0.62        | 26.51 %       |
| Small-Ap | 0.28        | 45.51 %       |
| In-Stove | 0.19        | 20.93 %       |
| Chimney  | 0.15        | 47.21 %       |
| Fan      | 0.03        | 1.58 %        |
| Total    | 4.76        | 28.99 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| ERD2     | 0.20        | 17.62 %       |
| NKL2     | 0.11        | 16.42 %       |
| MTR1     | 0.09        | 10.24 %       |
| ATU1     | 0.09        | 15.87 %       |
| SLM3     | 0.05        | 6.12 %        |
| KRI1     | 0.04        | 10.04 %       |
| EPI1     | 0.03        | 9.22 %        |
| APN1     | 0.01        | 3.03 %        |
| HSR1     |             | 0.00 %        |
| KMM1     |             | 0.00 %        |
| PDR1     |             | 0.00 %        |
| SGG1     |             | 0.00 %        |
| Total    | 4.76        | 28.99 %       |

## WEST-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Gas-Stov | 1.68        | 34.81 %       |
| Mixie    | 0.97        | 21.75 %       |
| Grinder  | 0.55        | 21.05 %       |
| Chimney  | 0.25        | 21.00 %       |
| Small-Ap | 0.20        | 29.47 %       |
| In-Stove | 0.19        | 18.45 %       |
| Cook-Pre | 0.18        | 20.35 %       |
| Total    | 4.03        | 23.26 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CBE4     | 0.27        | 18.50 %       |
| CBE1     | 0.10        | 15.94 %       |
| TPR2     | 0.09        | 11.19 %       |
| SNR1     | 0.09        | 7.91 %        |
| TPR1     | 0.07        | 15.79 %       |
| CNR1     | 0.01        | 3.19 %        |
| CBE3     |             | 0.00 %        |
| KGM1     |             | 0.00 %        |
| PLI1     |             | 0.00 %        |
| Total    | 4.03        | 23.26 %       |

SOUTH-03

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Gas-Stov | 1.12        | 23.60 %       |
| Mixie    | 0.97        | 20.17 %       |
| Grinder  | 0.84        | 22.84 %       |
| In-Stove | 0.22        | 23.20 %       |
| Cook-Pre | 0.20        | 33.50 %       |
| Fan      | 0.12        | 2.92 %        |
| Small-Ap | 0.08        | 11.74 %       |
| Chimney  | 0.07        | 14.39 %       |
| Total    | 3.63        | 18.05 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| MDU1     | 0.38        | 12.39 %       |
| DGL1     | 0.14        | 14.15 %       |
| SVG1     | 0.07        | 18.36 %       |
| MDU2     | 0.07        | 6.93 %        |
| MDU5     | 0.06        | 7.88 %        |
| KKD3     | 0.04        | 3.22 %        |
| NKI1     | 0.04        | 16.60 %       |
| TPT1     | 0.04        | 4.74 %        |
| CMR1     | 0.02        | 8.60 %        |
| NTM1     | 0.02        | 18.12 %       |
| PNI1     | 0.02        | 3.56 %        |
| MPA1     | 0.01        | 3.26 %        |
| PVI1     | 0.01        | 4.25 %        |
| ATG1     |             | 0.00 %        |
| BNR1     |             | 0.00 %        |
| KRR1     |             | 0.00 %        |
| TMM1     |             | 0.00 %        |
| USL1     |             | 0.00 %        |
| Total    | 3.63        | 18.05 %       |

## SOUTH-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Mixie    | 1.24        | 18.20 %       |
| Grinder  | 0.83        | 17.82 %       |
| Gas-Stov | 0.69        | 13.75 %       |
| In-Stove | 0.21        | 18.15 %       |
| Small-Ap | 0.17        | 22.40 %       |
| Chimney  | 0.16        | 49.52 %       |
| Cook-Pre | 0.16        | 19.28 %       |
| Fan      | 0.03        | 0.73 %        |
| Total    | 3.49        | 14.70 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| TUT1     | 0.27        | 16.72 %       |
| KVT1     | 0.26        | 15.09 %       |
| TVL1     | 0.17        | 13.92 %       |
| NGR1     | 0.15        | 17.93 %       |
| MMT1     | 0.09        | 11.98 %       |
| SNL1     | 0.08        | 10.42 %       |
| ERL2     | 0.08        | 14.34 %       |
| TKY1     | 0.07        | 12.20 %       |
| PDI1     | 0.07        | 11.19 %       |
| APK1     | 0.07        | 15.02 %       |
| SVK1     | 0.05        | 5.16 %        |
| ARM1     | 0.05        | 12.70 %       |
| VNR2     | 0.04        | 2.64 %        |
| STU2     | 0.04        | 8.18 %        |
| MAR1     | 0.04        | 11.46 %       |
| VNR1     | 0.04        | 10.66 %       |
| VLY1     | 0.01        | 1.81 %        |
| SKD1     | 0.01        | 6.26 %        |
| KGL1     |             | 0.00 %        |
| KYR1     |             | 0.00 %        |
| SGT1     |             | 0.00 %        |
| TKS2     |             | 0.00 %        |
| TUT2     |             | 0.00 %        |
| TVL2     |             | 0.00 %        |
| APK2     | -0.01       | -2.21 %       |
| Total    | 3.49        | 14.70 %       |

## CHENNAI-02

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Mixie    | 0.93        | 21.40 %       |
| Gas-Stov | 0.67        | 24.20 %       |
| Chimney  | 0.24        | 40.06 %       |
| In-Stove | 0.17        | 26.90 %       |
| Cook-Pre | 0.16        | 37.52 %       |
| Small-Ap | 0.13        | 19.42 %       |
| Grinder  | 0.12        | 4.72 %        |
| Total    | 2.42        | 16.60 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CH15     | 0.19        | 14.01 %       |
| CH17     | 0.09        | 15.03 %       |
| CH03     | 0.09        | 10.47 %       |
| CH43     | 0.04        | 3.61 %        |
| CH33     | 0.03        | 5.75 %        |
| CH24     | 0.02        | 1.53 %        |
| CH21     | 0.01        | 1.21 %        |
| CH27     | 0.01        | 1.93 %        |
| CH01     |             | 0.00 %        |
| CH06     |             | 0.00 %        |
| CH09     |             | 0.00 %        |
| CH32     |             | 0.00 %        |
| MC05     |             | 0.00 %        |
| UKI1     |             | 0.00 %        |
| Total    | 2.42        | 16.60 %       |

## TRICHY-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Mixie    | 0.70        | 21.13 %       |
| Grinder  | 0.46        | 14.59 %       |
| Gas-Stov | 0.37        | 13.74 %       |
| In-Stove | 0.23        | 22.88 %       |
| Chimney  | 0.16        | 33.61 %       |
| Cook-Pre | 0.16        | 23.31 %       |
| Small-Ap | 0.13        | 17.95 %       |
| Fan      | 0.03        | 1.59 %        |
| Total    | 2.23        | 16.00 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| MDI1     | 0.11        | 15.65 %       |
| TNJ2     | 0.10        | 15.75 %       |
| TRY1     | 0.08        | 4.14 %        |
| PBR2     | 0.07        | 8.32 %        |
| TRY3     | 0.07        | 14.94 %       |
| NMM1     | 0.06        | 9.74 %        |
| TRY4     | 0.06        | 12.53 %       |
| TVR2     | 0.05        | 11.00 %       |
| JKM1     | 0.03        | 8.15 %        |
| AYR1     | 0.02        | 5.71 %        |
| KIK1     | 0.01        | 3.90 %        |
| NGT1     | 0.01        | 3.23 %        |
| MSI1     |             | 0.00 %        |
| PBR1     |             | 0.00 %        |
| PDK1     |             | 0.00 %        |
| PTK1     |             | 0.00 %        |
| TVR1     |             | 0.00 %        |
| TYR1     |             | 0.00 %        |
| Total    | 2.23        | 16.00 %       |

## CHENNAI-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Mixie    | 0.54        | 10.72 %       |
| Grinder  | 0.51        | 10.68 %       |
| Gas-Stov | 0.43        | 9.44 %        |
| Cook-Pre | 0.27        | 31.30 %       |
| Chimney  | 0.23        | 30.72 %       |
| In-Stove | 0.10        | 14.21 %       |
| Small-Ap | 0.10        | 15.62 %       |
| Total    | 2.17        | 10.70 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CH16     | 0.13        | 8.72 %        |
| CH42     | 0.13        | 9.38 %        |
| CH08     | 0.13        | 7.48 %        |
| CH07     | 0.13        | 16.42 %       |
| CH30     | 0.11        | 18.29 %       |
| CH48     | 0.10        | 9.80 %        |
| CH19     | 0.08        | 4.45 %        |
| CH37     | 0.08        | 13.29 %       |
| GUD1     | 0.07        | 9.60 %        |
| AVD1     | 0.07        | 10.06 %       |
| CH05     | 0.07        | 6.42 %        |
| CH22     | 0.06        | 14.43 %       |
| GUD2     | 0.06        | 8.10 %        |
| CH28     | 0.06        | 7.31 %        |
| CH39     | 0.05        | 5.17 %        |
| CH29     | 0.04        | 8.76 %        |
| MRM1     | 0.03        | 7.43 %        |
| CH14     | 0.02        | 2.31 %        |
| CH11     |             | 0.00 %        |
| CH38     |             | 0.00 %        |
| CZWH     |             | 0.00 %        |
| SKL1     |             | 0.00 %        |
| TKM1     |             | 0.00 %        |
| WHC3     |             | 0.00 %        |
| Total    | 2.17        | 10.70 %       |

## NORTH ARCOT

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Gas-Stov | 0.67        | 31.36 %       |
| Mixie    | 0.56        | 27.51 %       |
| Grinder  | 0.29        | 59.88 %       |
| Cook-Pre | 0.26        | 54.42 %       |
| Small-Ap | 0.06        | 34.13 %       |
| In-Stove | 0.05        | 13.71 %       |
| Total    | 1.89        | 26.99 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| VEL1     | 0.10        | 16.27 %       |
| TRL1     | 0.07        | 9.02 %        |
| CGM1     | 0.05        | 13.26 %       |
| ANI1     |             | 0.00 %        |
| CPT1     |             | 0.00 %        |
| GDM1     |             | 0.00 %        |
| SLG1     |             | 0.00 %        |
| TRT1     |             | 0.00 %        |
| VNB1     |             | 0.00 %        |
| VSI1     |             | 0.00 %        |
| WHVL     |             | 0.00 %        |
| WJP1     |             | 0.00 %        |
| Total    | 1.89        | 26.99 %       |

## SOUTH ARCOT

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Gas-Stov | 0.50        | 26.02 %       |
| Mixie    | 0.33        | 14.58 %       |
| Grinder  | 0.33        | 34.35 %       |
| Chimney  | 0.16        | 100.00 %      |
| In-Stove | 0.15        | 34.83 %       |
| Cook-Pre | 0.12        | 28.13 %       |
| Small-Ap | 0.08        | 23.49 %       |
| Fan      | 0.03        | 2.22 %        |
| Total    | 1.71        | 21.78 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CUD1     | 0.13        | 17.79 %       |
| KKI2     | 0.05        | 11.59 %       |
| TRK1     | 0.05        | 12.68 %       |
| KLM1     | 0.05        | 14.46 %       |
| POY2     | 0.05        | 5.77 %        |
| TVM1     | 0.03        | 9.55 %        |
| NVL2     |             | 0.00 %        |
| TVM2     |             | 0.00 %        |
| VCM1     |             | 0.00 %        |
| Total    | 1.71        | 21.78 %       |

## KL-SOUTH

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Mixie    | 0.16        | 24.71 %       |
| Gas-Stov | 0.12        | 40.04 %       |
| Cook-Pre | 0.04        | 59.27 %       |
| Small-Ap | 0.02        | 9.72 %        |
| Total    | 0.33        | 23.13 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| PAS1     | 0.04        | 17.38 %       |
| KLR1     | 0.03        | 5.93 %        |
| Total    | 0.33        | 23.13 %       |