

MTD Sales  
31.58 L

Brand Share %  
18.39 %

Information:

MTD : 01-11-2025 To 04-11-2025

\* Branch where in Brand Share % is less than Overall State's Brand Share **18.39 %** are only listed below

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Gas-Stov | 9.07        | 22.91 %       |
| Mixie    | 8.91        | 19.38 %       |
| Grinder  | 5.30        | 17.41 %       |
| Cook-Pre | 2.82        | 36.40 %       |
| In-Stove | 1.95        | 20.88 %       |
| Chimney  | 1.76        | 32.56 %       |
| Small-Ap | 1.50        | 23.64 %       |
| Fan      | 0.27        | 1.00 %        |
| Total    | 31.58       | 18.39 %       |

| Sales Zone  | MTD Sales L | Brand Share % |
|-------------|-------------|---------------|
| WEST-02     | 5.52        | 28.51 %       |
| SOUTH-03    | 4.56        | 17.55 %       |
| WEST-01     | 4.56        | 22.06 %       |
| SOUTH-01    | 4.37        | 14.95 %       |
| CHENNAI-02  | 2.93        | 17.51 %       |
| CHENNAI-01  | 2.49        | 10.46 %       |
| TRICHY-01   | 2.42        | 14.64 %       |
| NORTH ARCOT | 2.34        | 27.79 %       |
| SOUTH ARCOT | 2.05        | 21.62 %       |
| KL-SOUTH    | 0.35        | 21.84 %       |
| Total       | 31.58       | 18.39 %       |

## WEST-02

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Gas-Stov | 1.54        | 32.60 %       |
| Mixie    | 1.37        | 23.73 %       |
| Cook-Pre | 0.84        | 64.30 %       |
| Grinder  | 0.69        | 23.96 %       |
| Chimney  | 0.48        | 73.64 %       |
| Small-Ap | 0.33        | 46.90 %       |
| In-Stove | 0.25        | 23.61 %       |
| Fan      | 0.03        | 1.27 %        |
| Total    | 5.52        | 28.51 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| HSR2     | 0.23        | 17.09 %       |
| NKL2     | 0.13        | 16.90 %       |
| MTR1     | 0.09        | 8.74 %        |
| ATU1     | 0.09        | 15.44 %       |
| SLM3     | 0.08        | 7.45 %        |
| VPD1     | 0.05        | 14.70 %       |
| KRI1     | 0.04        | 8.08 %        |
| EPI1     | 0.03        | 6.86 %        |
| HSR1     | 0.03        | 5.71 %        |
| APN1     | 0.01        | 2.12 %        |
| KMM1     | 0.01        | 2.17 %        |
| SGG1     |             | 0.00 %        |
| Total    | 5.52        | 28.51 %       |

### SOUTH-03

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Gas-Stov | 1.33        | 23.02 %       |
| Mixie    | 1.21        | 18.98 %       |
| Grinder  | 1.02        | 20.70 %       |
| Cook-Pre | 0.36        | 39.67 %       |
| In-Stove | 0.30        | 21.68 %       |
| Small-Ap | 0.15        | 17.58 %       |
| Fan      | 0.12        | 2.30 %        |
| Chimney  | 0.07        | 12.87 %       |
| Total    | 4.56        | 17.55 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| MDU1     | 0.43        | 11.50 %       |
| MDU5     | 0.15        | 14.59 %       |
| DGL1     | 0.14        | 10.23 %       |
| TEN2     | 0.10        | 16.89 %       |
| NKI1     | 0.07        | 18.25 %       |
| SVG1     | 0.07        | 14.60 %       |
| MDU2     | 0.07        | 5.59 %        |
| MPA1     | 0.05        | 8.96 %        |
| ATG1     | 0.05        | 9.29 %        |
| KKD3     | 0.04        | 2.77 %        |
| TPT1     | 0.04        | 3.82 %        |
| NTM1     | 0.03        | 16.11 %       |
| KRR1     | 0.03        | 7.83 %        |
| CMR1     | 0.02        | 6.77 %        |
| PNI1     | 0.02        | 3.34 %        |
| TMM1     | 0.01        | 0.86 %        |
| PVI1     | 0.01        | 2.86 %        |
| USL1     | 0.01        | 1.07 %        |
| BNR1     |             | 0.00 %        |
| Total    | 4.56        | 17.55 %       |

### WEST-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Gas-Stov | 1.84        | 31.91 %       |
| Mixie    | 1.10        | 21.67 %       |
| Grinder  | 0.69        | 21.82 %       |
| Chimney  | 0.25        | 18.36 %       |
| In-Stove | 0.23        | 19.10 %       |
| Small-Ap | 0.23        | 29.16 %       |
| Cook-Pre | 0.21        | 20.09 %       |
| Total    | 4.56        | 22.06 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| KMR1     | 0.31        | 17.75 %       |
| CBE5     | 0.10        | 15.21 %       |
| CBE1     | 0.10        | 12.32 %       |
| TPR2     | 0.09        | 7.58 %        |
| SNR1     | 0.09        | 7.65 %        |
| KMD1     | 0.09        | 16.84 %       |
| TPR1     | 0.07        | 15.79 %       |
| SUL1     | 0.07        | 13.75 %       |
| CNR1     | 0.01        | 2.96 %        |
| CBE3     |             | 0.00 %        |
| KGM1     |             | 0.00 %        |
| PLI1     |             | 0.00 %        |
| Total    | 4.56        | 22.06 %       |

## SOUTH-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Mixie    | 1.36        | 16.66 %       |
| Gas-Stov | 1.08        | 16.76 %       |
| Grinder  | 1.00        | 17.65 %       |
| In-Stove | 0.29        | 20.94 %       |
| Cook-Pre | 0.24        | 22.13 %       |
| Small-Ap | 0.21        | 21.48 %       |
| Chimney  | 0.16        | 49.52 %       |
| Fan      | 0.03        | 0.59 %        |
| Total    | 4.37        | 14.95 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| KVT1     | 0.28        | 13.14 %       |
| TUT1     | 0.28        | 13.66 %       |
| NGR1     | 0.17        | 13.85 %       |
| MMT1     | 0.10        | 13.08 %       |
| PDI1     | 0.09        | 15.22 %       |
| SNL1     | 0.08        | 9.39 %        |
| APK1     | 0.08        | 15.52 %       |
| TKY1     | 0.07        | 11.29 %       |
| STU2     | 0.06        | 12.00 %       |
| ARM1     | 0.05        | 11.93 %       |
| SVK1     | 0.05        | 4.88 %        |
| VNR1     | 0.04        | 9.82 %        |
| VLY1     | 0.01        | 1.61 %        |
| SKD1     | 0.01        | 2.60 %        |
| KGL1     |             | 0.00 %        |
| KYR1     |             | 0.00 %        |
| SGT1     |             | 0.00 %        |
| TKS2     |             | 0.00 %        |
| TUT2     |             | 0.00 %        |
| APK2     | -0.01       | -2.08 %       |
| VNR2     | -0.03       | -1.71 %       |
| Total    | 4.37        | 14.95 %       |

## CHENNAI-02

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Mixie    | 1.15        | 22.60 %       |
| Gas-Stov | 0.74        | 23.45 %       |
| Chimney  | 0.24        | 40.06 %       |
| Grinder  | 0.23        | 7.88 %        |
| Cook-Pre | 0.22        | 45.86 %       |
| In-Stove | 0.22        | 28.11 %       |
| Small-Ap | 0.13        | 18.00 %       |
| Total    | 2.93        | 17.51 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CH15     | 0.19        | 13.20 %       |
| CH03     | 0.14        | 14.17 %       |
| CH17     | 0.09        | 9.66 %        |
| CH33     | 0.09        | 11.75 %       |
| CH41     | 0.06        | 14.48 %       |
| CH43     | 0.04        | 3.53 %        |
| CH24     | 0.02        | 1.53 %        |
| CH21     | 0.01        | 0.94 %        |
| CH27     | 0.01        | 1.67 %        |
| CH01     |             | 0.00 %        |
| CH06     |             | 0.00 %        |
| CH09     |             | 0.00 %        |
| MC05     |             | 0.00 %        |
| UKI1     |             | 0.00 %        |
| Total    | 2.93        | 17.51 %       |

## CHENNAI-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Mixie    | 0.68        | 12.03 %       |
| Grinder  | 0.55        | 9.64 %        |
| Gas-Stov | 0.50        | 9.32 %        |
| Cook-Pre | 0.27        | 27.15 %       |
| Chimney  | 0.23        | 30.72 %       |
| In-Stove | 0.15        | 14.44 %       |
| Small-Ap | 0.11        | 16.32 %       |
| Total    | 2.49        | 10.46 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CH16     | 0.21        | 11.14 %       |
| CH42     | 0.18        | 11.41 %       |
| CH08     | 0.14        | 6.56 %        |
| CH07     | 0.13        | 13.61 %       |
| CH30     | 0.11        | 17.53 %       |
| CH48     | 0.10        | 9.59 %        |
| CH19     | 0.08        | 4.05 %        |
| CH37     | 0.08        | 13.29 %       |
| GUD1     | 0.07        | 9.20 %        |
| AVD1     | 0.07        | 9.31 %        |
| CH05     | 0.07        | 4.71 %        |
| CH22     | 0.06        | 11.41 %       |
| MRM1     | 0.06        | 12.33 %       |
| CH14     | 0.06        | 6.16 %        |
| GUD2     | 0.06        | 7.53 %        |
| CH28     | 0.06        | 5.34 %        |
| CH39     | 0.05        | 5.17 %        |
| CH29     | 0.04        | 7.61 %        |
| CH38     | 0.02        | 7.58 %        |
| CH11     |             | 0.00 %        |
| CZWH     |             | 0.00 %        |
| SKL1     |             | 0.00 %        |
| TKM1     |             | 0.00 %        |
| WHC3     |             | 0.00 %        |
| Total    | 2.49        | 10.46 %       |

## TRICHY-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Mixie    | 0.70        | 17.51 %       |
| Grinder  | 0.46        | 13.03 %       |
| Gas-Stov | 0.43        | 13.23 %       |
| In-Stove | 0.24        | 18.17 %       |
| Cook-Pre | 0.22        | 26.86 %       |
| Chimney  | 0.16        | 33.61 %       |
| Small-Ap | 0.14        | 18.38 %       |
| Fan      | 0.06        | 2.64 %        |
| Total    | 2.42        | 14.64 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| TRY1     | 0.13        | 5.91 %        |
| MDI1     | 0.11        | 12.26 %       |
| TNJ2     | 0.10        | 15.38 %       |
| PBR2     | 0.08        | 8.95 %        |
| TRY3     | 0.07        | 13.41 %       |
| NMM1     | 0.06        | 8.61 %        |
| TRY4     | 0.06        | 8.25 %        |
| TVR2     | 0.05        | 8.27 %        |
| JKM1     | 0.03        | 7.09 %        |
| AYR1     | 0.02        | 5.46 %        |
| TYR1     | 0.02        | 2.87 %        |
| KIK1     | 0.01        | 2.85 %        |
| MSI1     | 0.01        | 6.95 %        |
| PDK1     | 0.01        | 7.02 %        |
| NGT1     | 0.01        | 3.23 %        |
| PBR1     |             | 0.00 %        |
| PTK1     |             | 0.00 %        |
| TVR1     |             | 0.00 %        |
| Total    | 2.42        | 14.64 %       |

## NORTH ARCOT

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Gas-Stov | 0.84        | 32.32 %       |
| Mixie    | 0.74        | 29.94 %       |
| Cook-Pre | 0.30        | 57.58 %       |
| Grinder  | 0.29        | 59.88 %       |
| Small-Ap | 0.09        | 37.49 %       |
| In-Stove | 0.07        | 14.88 %       |
| Chimney  |             | 0.22 %        |
| Total    | 2.34        | 27.79 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| VEL1     | 0.10        | 15.34 %       |
| TRL1     | 0.07        | 8.56 %        |
| CGM1     | 0.05        | 13.26 %       |
| AKM1     | 0.01        | 11.18 %       |
| GDM1     | 0.01        | 5.66 %        |
| VNB1     | 0.01        | 7.56 %        |
| ANI1     |             | 0.00 %        |
| CPT1     |             | 0.00 %        |
| SLG1     |             | 0.00 %        |
| TRT1     |             | 0.00 %        |
| VSI1     |             | 0.00 %        |
| WHVL     |             | 0.00 %        |
| WJP1     |             | 0.00 %        |
| Total    | 2.34        | 27.79 %       |

## SOUTH ARCOT

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Gas-Stov | 0.64        | 29.40 %       |
| Mixie    | 0.44        | 16.00 %       |
| Grinder  | 0.37        | 33.91 %       |
| In-Stove | 0.20        | 31.82 %       |
| Chimney  | 0.16        | 45.39 %       |
| Cook-Pre | 0.12        | 25.03 %       |
| Small-Ap | 0.09        | 23.91 %       |
| Fan      | 0.03        | 1.77 %        |
| Total    | 2.05        | 21.62 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CUD1     | 0.13        | 15.04 %       |
| KKI2     | 0.07        | 13.40 %       |
| TRK1     | 0.05        | 10.88 %       |
| POY2     | 0.05        | 5.30 %        |
| TVM1     | 0.03        | 9.55 %        |
| NVL2     |             | 0.00 %        |
| TVM2     |             | 0.00 %        |
| VCM1     |             | 0.00 %        |
| Total    | 2.05        | 21.62 %       |

## KL-SOUTH

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Mixie    | 0.16        | 24.71 %       |
| Gas-Stov | 0.14        | 35.82 %       |
| Cook-Pre | 0.04        | 38.89 %       |
| Small-Ap | 0.02        | 9.25 %        |
| Total    | 0.35        | 21.84 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| KLR1     | 0.03        | 4.81 %        |
| Total    | 0.35        | 21.84 %       |