

MTD Sales
45.40 L

Brand Share %
21.55 %

Information:

MTD : 01-12-2025 To 05-12-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **21.55 %** are only listed below

Property	MTD Sales L	Brand Share %
Gas-Stov	13.60	24.93 %
Mixie	13.23	20.85 %
Grinder	5.93	16.92 %
Chimney	4.69	43.02 %
Cook-Pre	4.00	43.47 %
In-Stove	2.36	19.06 %
Small-Ap	1.35	15.64 %
Fan	0.22	1.34 %
Flask	0.01	100.00 %
Total	45.40	21.55 %

Sales Zone	MTD Sales L	Brand Share %
WEST-02	7.87	29.94 %
WEST-01	6.95	31.11 %
SOUTH-01	6.60	17.20 %
SOUTH-03	5.91	18.57 %
TRICHY-01	4.20	15.17 %
NORTH ARCOT	3.86	30.67 %
SOUTH ARCOT	3.74	26.68 %
CHENNAI-01	3.19	14.51 %
CHENNAI-02	2.94	21.21 %
KL-SOUTH	0.14	7.99 %
Total	45.40	21.55 %

WEST-02

Property	MTD Sales L	Brand Share %
Gas-Stov	2.50	36.69 %
Mixie	2.44	27.60 %
Chimney	1.17	40.94 %
Cook-Pre	0.80	61.93 %
Grinder	0.43	17.59 %
In-Stove	0.28	13.92 %
Small-Ap	0.23	27.19 %
Fan	0.02	1.89 %
Total	7.87	29.94 %

Branch *	MTD Sales L	Brand Share %
ERD2	0.22	18.53 %
HSR1	0.20	14.33 %
ATU1	0.19	20.80 %
VPD1	0.17	18.17 %
BMD1	0.14	19.25 %
SLM2	0.13	14.31 %
NKL2	0.10	9.59 %
MTR1	0.09	11.65 %
KRI1	0.08	10.50 %
DPR1	0.08	10.81 %
EPI1	0.06	8.60 %
PMP1	0.05	11.49 %
TCG1	0.04	17.09 %
WZWH	0.03	17.92 %
CMI1	0.02	13.51 %
APN1	0.01	1.62 %
SLM1		0.00 %
Total	7.87	29.94 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	2.13	32.49 %
Gas-Stov	1.88	30.43 %
Chimney	1.15	56.88 %
Grinder	0.76	25.71 %
In-Stove	0.48	34.26 %
Cook-Pre	0.38	34.88 %
Small-Ap	0.11	14.21 %
Fan	0.05	4.07 %
Total	6.95	31.11 %

Branch *	MTD Sales L	Brand Share %
CBE4	0.18	11.56 %
SUL1	0.14	13.68 %
CBE1	0.11	14.79 %
DPM2	0.10	14.24 %
KGM1	0.05	11.67 %
CBE3	0.03	9.88 %
GBM1		0.00 %
GDR1		0.00 %
SNR1		0.00 %
WZSD		0.00 %
Total	6.95	31.11 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	2.22	20.78 %
Gas-Stov	1.96	20.20 %
Grinder	1.10	14.01 %
Chimney	0.38	37.78 %
Cook-Pre	0.37	23.54 %
In-Stove	0.33	18.97 %
Small-Ap	0.19	10.02 %
Fan	0.06	1.49 %
Total	6.60	17.20 %

Branch *	MTD Sales L	Brand Share %
TVL1	0.42	13.16 %
TKS2	0.25	10.73 %
MAR1	0.23	18.25 %
VNR2	0.21	11.38 %
TUT2	0.20	10.37 %
SNL1	0.18	15.83 %
VLY1	0.13	8.02 %
MMT1	0.13	19.97 %
KVT1	0.12	5.03 %
TUT1	0.12	4.18 %
SVK1	0.12	14.83 %
RPM1	0.08	9.03 %
APK2	0.08	11.89 %
VKM1	0.07	16.52 %
ARM1	0.07	19.27 %
TKY1	0.07	11.39 %
ERL2	0.05	18.09 %
APK1	0.05	9.14 %
SGT1	0.05	11.70 %
KGL1	0.03	8.33 %
S2SD	0.03	11.95 %
KYR1	0.03	3.48 %
STU2	0.03	6.08 %
PDI1	0.03	5.77 %
VNR1	0.02	3.46 %
Total	6.60	17.20 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Gas-Stov	1.55	20.71 %
Mixie	1.45	15.12 %
Grinder	1.23	17.65 %
Cook-Pre	0.77	58.93 %
Chimney	0.37	51.16 %
In-Stove	0.35	17.13 %
Small-Ap	0.14	18.92 %
Fan	0.05	1.79 %
Total	5.91	18.57 %

Branch *	MTD Sales L	Brand Share %
KKD3	0.57	20.73 %
DGL1	0.52	18.74 %
MDU6	0.46	20.81 %
MDU3	0.15	15.15 %
DKI1	0.14	20.86 %
MDU4	0.14	21.16 %
TMM1	0.13	8.76 %
NTM1	0.10	19.70 %
SVG1	0.10	14.38 %
MPA1	0.10	13.86 %
TPT1	0.08	10.34 %
KRR1	0.07	12.87 %
PKM1	0.04	16.35 %
MLR1	0.04	11.71 %
PNV2	0.04	10.90 %
KPT1	0.04	4.48 %
NKI1	0.02	4.05 %
MDU2	0.02	1.43 %
PNI1	0.02	7.11 %
ATG1		0.00 %
KYK1		0.00 %
TEN2		0.00 %
Total	5.91	18.57 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Gas-Stov	1.23	18.40 %
Mixie	1.18	14.80 %
Grinder	0.72	12.69 %
Chimney	0.37	24.44 %
In-Stove	0.28	15.62 %
Cook-Pre	0.24	19.30 %
Small-Ap	0.18	14.80 %
Total	4.20	15.17 %

Branch *	MTD Sales L	Brand Share %
MVM1	0.32	13.28 %
JKM1	0.21	21.41 %
PBR2	0.20	10.77 %
TNJ2	0.19	11.99 %
TRY1	0.17	8.68 %
KIK1	0.15	14.62 %
PTK1	0.14	11.31 %
TRY4	0.13	10.18 %
AYR1	0.10	14.34 %
ORU1	0.08	17.45 %
PDK1	0.05	12.34 %
TVR2	0.04	2.69 %
APM1	0.04	11.40 %
NGT1	0.04	3.09 %
PBR1	0.03	15.43 %
TVR1	0.02	9.68 %
TTP1	0.01	4.52 %
TRY2	0.01	10.56 %
NMM1	0.01	0.57 %
MSI1		0.00 %
TRY3		0.00 %
TYR1		0.00 %
Total	4.20	15.17 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Gas-Stov	1.24	36.72 %
Mixie	0.98	24.05 %
Chimney	0.52	75.79 %
Grinder	0.38	24.78 %
Cook-Pre	0.35	50.70 %
In-Stove	0.26	38.92 %
Small-Ap	0.13	27.54 %
Flask		100.00 %
Total	3.86	30.67 %

Branch *	MTD Sales L	Brand Share %
KPM2	0.28	15.00 %
SBR1	0.10	15.23 %
BGR1	0.07	21.49 %
ARC2	0.06	14.89 %
VEL1	0.03	3.73 %
TRL1	0.03	4.10 %
PTU1		0.00 %
TRT1		0.00 %
Total	3.86	30.67 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	1.13	25.13 %
Gas-Stov	0.97	26.16 %
Chimney	0.66	100.00 %
Grinder	0.56	22.78 %
Cook-Pre	0.19	38.37 %
In-Stove	0.14	13.78 %
Small-Ap	0.08	17.52 %
Total	3.74	26.68 %

Branch *	MTD Sales L	Brand Share %
POY1	0.34	19.86 %
KKI2	0.18	17.21 %
VPM2	0.10	16.88 %
TVM2	0.07	21.54 %
NVL2	0.05	4.83 %
PRT1	0.04	17.90 %
STP1	0.03	10.82 %
KLM1	0.02	2.23 %
TDM1	0.02	12.31 %
KML1	-0.06	-37.01 %
Total	3.74	26.68 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Gas-Stov	0.95	16.69 %
Mixie	0.80	13.07 %
Cook-Pre	0.58	65.62 %
Grinder	0.52	14.22 %
In-Stove	0.18	19.12 %
Small-Ap	0.13	10.72 %
Fan	0.03	1.32 %
Flask		100.00 %
Total	3.19	14.51 %

Branch *	MTD Sales L	Brand Share %
CH08	0.24	18.45 %
TKM1	0.16	18.87 %
GUD2	0.09	8.14 %
CH05	0.08	4.15 %
CH07	0.08	6.81 %
CH22	0.08	8.22 %
CH45	0.07	8.44 %
AVD1	0.05	10.17 %
GUD1	0.05	6.88 %
CH29	0.04	12.10 %
CH48	0.04	4.23 %
CH19	0.04	3.56 %
MRM1	0.04	4.95 %
CH11	0.03	3.90 %
CH38	0.01	2.37 %
CH14	0.01	1.29 %
CH16		0.00 %
CH26		0.00 %
CZWH		0.00 %
Total	3.19	14.51 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Gas-Stov	1.27	29.76 %
Mixie	0.85	17.58 %
Cook-Pre	0.32	56.73 %
Grinder	0.23	17.82 %
Small-Ap	0.13	17.50 %
Chimney	0.07	31.22 %
In-Stove	0.06	6.92 %
Total	2.94	21.21 %

Branch *	MTD Sales L	Brand Share %
CH18	0.15	17.34 %
CH20	0.12	15.23 %
CH21	0.12	19.25 %
CH17	0.12	18.25 %
CH12	0.10	10.91 %
CH36	0.10	20.53 %
CH46	0.04	12.78 %
GPD1	0.03	14.18 %
CH27	0.03	11.81 %
CH43	0.03	3.43 %
CH03	0.02	2.04 %
CH09	0.01	2.61 %
CH23	0.01	10.76 %
CH24		0.00 %
CH32		0.00 %
Total	2.94	21.21 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Mixie	0.06	16.95 %
Gas-Stov	0.04	6.33 %
Small-Ap	0.02	9.53 %
In-Stove	0.02	36.08 %
Total	0.14	7.99 %

Branch *	MTD Sales L	Brand Share %
TVP1	0.07	9.74 %
KLR1	0.07	11.97 %
PAS1		0.00 %
Total	0.14	7.99 %