

MTD Sales
79.23 L

Brand Share %
18.51 %

Information:

MTD : 01-11-2025 To 08-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **18.51 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	22.56	18.64 %
Gas-Stov	21.65	22.94 %
Grinder	14.28	18.12 %
Cook-Pre	7.39	37.77 %
Chimney	4.65	26.89 %
In-Stove	4.49	21.78 %
Small-Ap	3.27	22.52 %
Fan	0.93	1.50 %
Total	79.23	18.51 %

Sales Zone	MTD Sales L	Brand Share %
WEST-02	13.75	28.33 %
WEST-01	10.84	22.91 %
SOUTH-01	10.35	15.09 %
SOUTH-03	9.73	15.98 %
TRICHY-01	7.74	14.95 %
CHENNAI-02	7.59	18.21 %
SOUTH ARCOT	6.87	24.32 %
NORTH ARCOT	5.93	26.93 %
CHENNAI-01	5.77	10.61 %
KL-SOUTH	0.65	14.32 %
Total	79.23	18.51 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	3.67	24.87 %
Gas-Stov	3.52	31.27 %
Cook-Pre	1.82	60.98 %
Grinder	1.79	26.54 %
Chimney	1.60	41.70 %
In-Stove	0.63	23.13 %
Small-Ap	0.61	43.48 %
Fan	0.10	2.04 %
Total	13.75	28.33 %

Branch *	MTD Sales L	Brand Share %
ERD2	0.40	14.24 %
HSR1	0.28	18.17 %
ATU1	0.28	17.26 %
NKL2	0.21	11.99 %
SLM3	0.18	6.51 %
MTR1	0.15	7.43 %
VPD1	0.09	7.10 %
KMM1	0.08	13.05 %
SGG1	0.07	10.21 %
APN1	0.06	4.40 %
KRI1	0.04	3.64 %
EPI1	0.04	2.57 %
WHKP		0.00 %
Total	13.75	28.33 %

WEST-01

Property	MTD Sales L	Brand Share %
Gas-Stov	3.66	31.94 %
Mixie	2.60	20.50 %
Grinder	1.76	21.62 %
Chimney	0.89	23.27 %
Cook-Pre	0.85	31.85 %
In-Stove	0.52	23.39 %
Small-Ap	0.42	29.39 %
Fan	0.14	2.95 %
Total	10.84	22.91 %

Branch *	MTD Sales L	Brand Share %
DPM2	0.31	18.47 %
TPR1	0.31	15.00 %
SNR1	0.21	8.22 %
CBE1	0.19	12.09 %
SUL1	0.16	11.42 %
CBE5	0.16	8.71 %
KMD1	0.13	9.57 %
PLI1	0.12	5.92 %
KGM1	0.10	11.98 %
ANR1	0.05	15.32 %
CNR1	0.02	4.16 %
WZSD		0.00 %
Total	10.84	22.91 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	3.08	16.08 %
Grinder	2.62	19.97 %
Gas-Stov	2.46	17.20 %
In-Stove	0.68	23.08 %
Cook-Pre	0.57	19.67 %
Chimney	0.45	29.44 %
Small-Ap	0.44	16.32 %
Fan	0.06	0.51 %
Total	10.35	15.09 %

Branch *	MTD Sales L	Brand Share %
TUT1	0.90	16.82 %
KVT1	0.65	11.25 %
TVL1	0.63	14.13 %
SNL1	0.36	18.03 %
ERL2	0.18	13.31 %
VLY1	0.14	6.15 %
SVK1	0.14	6.89 %
TKY1	0.13	12.48 %
VNR2	0.12	2.90 %
PDI1	0.11	12.17 %
MMT1	0.10	7.76 %
STU2	0.09	9.59 %
VNR1	0.08	8.17 %
APK2	0.07	5.68 %
KGL1	0.06	5.78 %
SKD1	0.04	4.50 %
KYR1	0.02	1.24 %
TKS2	0.01	0.35 %
SGT1	0.01	2.27 %
S2SD		0.00 %
TUT2		0.00 %
Total	10.35	15.09 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	2.80	16.74 %
Gas-Stov	2.49	20.99 %
Grinder	2.06	15.61 %
Cook-Pre	0.80	40.93 %
In-Stove	0.59	21.05 %
Small-Ap	0.42	23.29 %
Chimney	0.39	27.28 %
Fan	0.17	1.55 %
Total	9.73	15.98 %

Branch *	MTD Sales L	Brand Share %
MDU1	0.95	13.03 %
KKD3	0.44	10.11 %
MDU5	0.42	16.73 %
DGL1	0.31	9.85 %
MDU4	0.23	17.14 %
KRR1	0.18	15.63 %
TEN2	0.14	9.02 %
TPT1	0.12	6.85 %
MDU2	0.12	3.25 %
NKI1	0.11	16.20 %
MLR1	0.11	13.12 %
ATG1	0.11	6.66 %
SVG1	0.09	7.72 %
MPA1	0.08	5.55 %
PNI1	0.07	5.34 %
NTM1	0.07	12.19 %
KPT1	0.06	8.24 %
TMM1	0.06	2.00 %
USL1	0.04	3.06 %
PVI1	0.03	4.20 %
SZSD	0.02	5.89 %
Total	9.73	15.98 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	2.35	16.69 %
Gas-Stov	2.07	18.85 %
Grinder	1.46	14.25 %
Cook-Pre	0.61	23.15 %
In-Stove	0.60	19.38 %
Small-Ap	0.30	16.70 %
Fan	0.19	2.51 %
Chimney	0.16	11.50 %
Total	7.74	14.95 %

Branch *	MTD Sales L	Brand Share %
TRY1	0.59	9.43 %
MVM1	0.59	13.17 %
TNJ2	0.37	14.75 %
JKM1	0.35	17.15 %
TRY4	0.30	13.65 %
TVR2	0.21	7.85 %
AYR1	0.19	16.66 %
NMM1	0.12	6.57 %
NGT1	0.12	6.34 %
TRY3	0.10	8.64 %
TVR1	0.06	9.87 %
APM1	0.06	12.40 %
PTK1	0.03	1.31 %
KIK1	0.03	1.81 %
TYR1	0.02	0.93 %
TZSD		0.00 %
Total	7.74	14.95 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	2.78	21.74 %
Gas-Stov	2.00	22.92 %
Grinder	1.01	14.67 %
Cook-Pre	0.71	47.16 %
In-Stove	0.42	23.59 %
Chimney	0.40	17.57 %
Small-Ap	0.29	17.44 %
Total	7.59	18.21 %

Branch *	MTD Sales L	Brand Share %
CH15	0.58	11.11 %
CH12	0.49	16.28 %
CH33	0.33	16.84 %
CH03	0.22	8.31 %
CH17	0.21	9.66 %
CH41	0.14	9.52 %
CH24	0.13	4.72 %
CH46	0.12	17.22 %
CH21	0.11	6.93 %
CH43	0.09	3.68 %
CH09	0.04	4.89 %
CH27	0.03	3.87 %
CH06	0.01	0.97 %
CH01		0.00 %
MC05		0.00 %
MC06	-0.01	-25.06 %
Total	7.59	18.21 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Gas-Stov	1.85	31.87 %
Mixie	1.80	22.29 %
Grinder	1.67	33.27 %
Cook-Pre	0.53	37.64 %
In-Stove	0.52	29.77 %
Small-Ap	0.23	23.29 %
Chimney	0.16	38.75 %
Fan	0.10	2.17 %
Total	6.87	24.32 %

Branch *	MTD Sales L	Brand Share %
KKI2	0.18	12.56 %
KLM1	0.14	14.90 %
NVL2	0.12	4.93 %
POY2	0.05	2.04 %
TVM1	0.04	11.18 %
Total	6.87	24.32 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Gas-Stov	2.02	34.40 %
Mixie	1.72	24.22 %
Grinder	0.68	30.96 %
Cook-Pre	0.65	52.22 %
Chimney	0.30	38.12 %
Small-Ap	0.24	36.58 %
In-Stove	0.21	22.45 %
Fan	0.11	3.52 %
Total	5.93	26.93 %

Branch *	MTD Sales L	Brand Share %
TRL1	0.45	17.67 %
VEL2	0.31	18.20 %
VEL1	0.23	14.01 %
AKM1	0.16	13.01 %
SLG1	0.07	13.03 %
ANI1	0.04	14.97 %
WJP1	0.03	6.31 %
WHVL		0.00 %
Total	5.93	26.93 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mixie	1.43	10.32 %
Gas-Stov	1.38	10.66 %
Grinder	1.24	9.56 %
Cook-Pre	0.81	40.49 %
In-Stove	0.31	14.66 %
Chimney	0.31	16.66 %
Small-Ap	0.25	14.21 %
Fan	0.05	0.66 %
Total	5.77	10.61 %

Branch *	MTD Sales L	Brand Share %
CH08	0.53	11.08 %
CH42	0.39	11.58 %
CH45	0.39	16.75 %
CH07	0.31	10.70 %
CH28	0.29	13.29 %
CH16	0.26	6.67 %
CH38	0.23	16.01 %
CH11	0.21	9.50 %
CH39	0.20	8.11 %
CH22	0.19	10.99 %
CH19	0.16	4.23 %
CH48	0.16	7.16 %
GUD1	0.15	6.37 %
SKL1	0.10	12.11 %
CH37	0.08	6.95 %
CH14	0.08	3.69 %
AVD1	0.08	5.98 %
CH29	0.06	7.96 %
GUD2	0.06	3.74 %
CH05	0.03	0.76 %
CZWH		0.00 %
WHC3		0.00 %
Total	5.77	10.61 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Mixie	0.35	18.43 %
Gas-Stov	0.20	17.03 %
Small-Ap	0.08	20.33 %
Cook-Pre	0.04	14.75 %
Total	0.65	14.32 %

Branch *	MTD Sales L	Brand Share %
PAS1	0.15	15.95 %
KLR1	0.06	4.64 %
Total	0.65	14.32 %