

MTD Sales
70.34 L

Brand Share %
20.28 %

Information:

MTD : 01-12-2025 To 08-12-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **20.28 %** are only listed below

Property	MTD Sales L	Brand Share %
Gas-Stov	21.45	24.71 %
Mixie	21.13	20.48 %
Grinder	10.04	15.44 %
Cook-Pre	6.46	43.91 %
Chimney	5.26	34.55 %
In-Stove	3.65	17.80 %
Small-Ap	2.09	14.51 %
Fan	0.25	0.92 %
Flask	0.01	100.00 %
Total	70.34	20.28 %

Sales Zone	MTD Sales L	Brand Share %
WEST-01	10.99	29.46 %
WEST-02	10.62	28.08 %
SOUTH-01	10.00	16.44 %
SOUTH-03	8.63	17.79 %
NORTH ARCOT	6.76	29.94 %
CHENNAI-01	6.30	13.52 %
TRICHY-01	5.89	14.61 %
SOUTH ARCOT	5.57	25.69 %
CHENNAI-02	5.34	19.32 %
KL-SOUTH	0.24	6.83 %
Total	70.34	20.28 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	3.49	32.36 %
Gas-Stov	3.09	31.72 %
Grinder	1.39	21.33 %
Chimney	1.30	47.70 %
In-Stove	0.70	29.90 %
Cook-Pre	0.66	37.75 %
Small-Ap	0.29	22.58 %
Fan	0.08	3.75 %
Total	10.99	29.46 %

Branch *	MTD Sales L	Brand Share %
UAM1	0.31	19.38 %
CBE4	0.31	14.21 %
TPR1	0.29	18.73 %
CBE1	0.27	18.78 %
SUL1	0.25	15.14 %
CBE3	0.12	15.99 %
DPM2	0.11	9.67 %
SNR1	0.11	11.30 %
ANR1	0.09	20.23 %
KGM1	0.06	8.77 %
GDR1	0.04	7.78 %
GBM1		0.00 %
WZSD		0.00 %
Total	10.99	29.46 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	3.60	27.68 %
Gas-Stov	3.23	35.24 %
Cook-Pre	1.21	66.60 %
Chimney	1.17	36.33 %
Grinder	0.72	14.95 %
In-Stove	0.33	11.21 %
Small-Ap	0.32	29.35 %
Fan	0.02	1.34 %
Total	10.62	28.08 %

Branch *	MTD Sales L	Brand Share %
HSR1	0.32	16.44 %
VPD1	0.27	17.51 %
ERD2	0.25	15.51 %
SLM3	0.22	19.19 %
MTR1	0.20	16.06 %
ATU1	0.20	17.71 %
SLM2	0.20	15.37 %
DPR1	0.10	12.57 %
NKL2	0.10	6.80 %
KRI1	0.10	8.66 %
EPI1	0.06	4.70 %
CMI1	0.05	11.85 %
WZWH	0.03	17.92 %
SLM1	0.02	0.78 %
APN1	0.01	1.47 %
Total	10.62	28.08 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	3.26	18.82 %
Gas-Stov	2.90	19.83 %
Grinder	1.93	14.67 %
Cook-Pre	0.76	31.79 %
In-Stove	0.49	16.27 %
Chimney	0.38	28.37 %
Small-Ap	0.22	7.42 %
Fan	0.06	0.98 %
Total	10.00	16.44 %

Branch *	MTD Sales L	Brand Share %
TVL1	0.55	12.31 %
VNR2	0.53	15.74 %
TCN1	0.36	20.01 %
TUT2	0.31	11.13 %
KVT1	0.30	6.57 %
TKS2	0.29	8.32 %
RPM1	0.28	19.64 %
MAR1	0.28	17.23 %
MMT1	0.25	19.28 %
TUT1	0.25	5.14 %
VLY1	0.18	8.83 %
TKY1	0.17	16.41 %
SKD1	0.15	16.46 %
SVK1	0.15	7.57 %
SDI1	0.15	19.12 %
STU2	0.13	18.87 %
PDI1	0.12	12.86 %
VKM1	0.11	13.59 %
SGT1	0.10	16.62 %
KGL1	0.09	16.72 %
APK2	0.08	7.90 %
UDN1	0.07	13.59 %
ARM1	0.07	11.55 %
VNR1	0.06	7.50 %
APK1	0.06	5.72 %
S2SD	0.03	11.95 %
KYR1	0.03	2.41 %
Total	10.00	16.44 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Gas-Stov	2.54	20.55 %
Mixie	2.02	14.97 %
Grinder	1.84	16.96 %
Cook-Pre	1.10	60.45 %
In-Stove	0.48	15.57 %
Chimney	0.37	44.10 %
Small-Ap	0.24	14.88 %
Fan	0.05	1.18 %
Total	8.63	17.79 %

Branch *	MTD Sales L	Brand Share %
DGL1	0.83	18.66 %
KKD3	0.62	17.23 %
MDU6	0.52	17.74 %
KPT1	0.19	12.82 %
TMM1	0.18	7.96 %
MDU3	0.18	11.74 %
SVG1	0.17	15.49 %
MPA1	0.16	16.36 %
DKI1	0.14	13.58 %
MDU4	0.14	17.68 %
USL1	0.13	13.79 %
KRR1	0.11	13.25 %
PKM1	0.11	19.81 %
PVI1	0.10	14.51 %
BTU1	0.09	18.42 %
TPT1	0.09	6.77 %
MLR1	0.08	16.91 %
TEN2	0.07	4.48 %
NKI1	0.05	6.22 %
MNM1	0.05	12.40 %
PNV2	0.04	10.48 %
MDU2	0.03	1.31 %
PNI1	0.02	3.46 %
ATG1		0.00 %
KYK1		0.00 %
Total	8.63	17.79 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Gas-Stov	2.48	42.08 %
Mixie	1.79	24.18 %
Grinder	0.72	30.34 %
Chimney	0.72	32.90 %
Cook-Pre	0.52	51.26 %
In-Stove	0.34	30.50 %
Small-Ap	0.18	21.47 %
Flask		100.00 %
Total	6.76	29.94 %

Branch *	MTD Sales L	Brand Share %
KPM2	0.52	17.32 %
TRL1	0.30	17.74 %
SBR1	0.20	12.62 %
VEL1	0.09	6.52 %
ARC2	0.08	15.75 %
TRT1	0.06	15.97 %
KPM1	0.06	14.90 %
PTU1	0.04	11.97 %
Total	6.76	29.94 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Gas-Stov	2.27	19.15 %
Mixie	1.72	13.04 %
Cook-Pre	0.87	54.84 %
Grinder	0.76	7.04 %
In-Stove	0.35	21.48 %
Small-Ap	0.23	10.11 %
Chimney	0.07	3.83 %
Fan	0.03	0.88 %
Flask		100.00 %
Total	6.30	13.52 %

Branch *	MTD Sales L	Brand Share %
CH08	0.51	17.35 %
CH07	0.35	15.00 %
CH48	0.26	10.93 %
CH39	0.23	18.19 %
CH19	0.21	10.14 %
SKL1	0.20	19.35 %
TKM1	0.19	18.00 %
CH11	0.18	13.35 %
CH38	0.14	12.66 %
CH45	0.14	9.20 %
CH05	0.10	3.51 %
CH22	0.10	7.08 %
GUD2	0.09	6.22 %
MRM1	0.08	5.81 %
AVD1	0.06	7.01 %
GUD1	0.05	3.43 %
CH16	0.03	1.19 %
CH14	0.01	0.66 %
CZWH		0.00 %
Total	6.30	13.52 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	1.70	14.87 %
Gas-Stov	1.55	16.57 %
Grinder	1.11	13.29 %
Chimney	0.52	28.46 %
Cook-Pre	0.40	20.40 %
In-Stove	0.35	11.70 %
Small-Ap	0.26	13.23 %
Total	5.89	14.61 %

Branch *	MTD Sales L	Brand Share %
MVM1	0.55	17.80 %
PBR2	0.37	13.42 %
TNJ2	0.30	12.12 %
TRY4	0.24	13.34 %
JKM1	0.22	15.21 %
TRY1	0.20	7.15 %
KIK1	0.15	9.38 %
ORU1	0.15	16.76 %
PTK1	0.14	9.35 %
AYR1	0.14	15.71 %
PDK1	0.06	11.72 %
NGT1	0.06	3.20 %
TYR1	0.05	3.71 %
TVR2	0.05	2.29 %
TVR1	0.04	10.02 %
APM1	0.04	7.68 %
TTP1	0.03	4.75 %
PBR1	0.03	9.02 %
TRY2	0.01	6.37 %
NMM1	0.01	0.39 %
MSI1	0.01	1.22 %
TRY3		0.00 %
Total	5.89	14.61 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	1.83	27.14 %
Gas-Stov	1.41	25.68 %
Grinder	0.89	22.20 %
Chimney	0.66	100.00 %
Cook-Pre	0.31	31.48 %
In-Stove	0.30	17.55 %
Small-Ap	0.16	21.69 %
Total	5.57	25.69 %

Branch *	MTD Sales L	Brand Share %
POY1	0.38	16.52 %
PRT1	0.09	14.25 %
NVL2	0.09	4.88 %
STP1	0.05	10.42 %
KLM1	0.05	3.16 %
KML1	-0.06	-16.68 %
Total	5.57	25.69 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Gas-Stov	1.95	26.53 %
Mixie	1.61	18.44 %
Grinder	0.68	18.12 %
Cook-Pre	0.59	47.86 %
In-Stove	0.27	16.94 %
Small-Ap	0.17	13.71 %
Chimney	0.07	11.93 %
Total	5.34	19.32 %

Branch *	MTD Sales L	Brand Share %
CH17	0.29	19.16 %
CH12	0.29	15.21 %
CH21	0.12	14.08 %
CH27	0.11	11.58 %
CH33	0.08	11.27 %
GPD1	0.07	12.73 %
CH43	0.06	3.81 %
CH41	0.05	17.99 %
CH46	0.05	7.74 %
CH09	0.05	11.50 %
CH03	0.04	2.24 %
CH24	0.02	1.71 %
CH32	0.01	4.27 %
CH06		0.00 %
MC05		0.00 %
Total	5.34	19.32 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Mixie	0.10	10.05 %
In-Stove	0.05	37.16 %
Gas-Stov	0.04	3.67 %
Small-Ap	0.03	5.78 %
Cook-Pre	0.02	20.40 %
Total	0.24	6.83 %

Branch *	MTD Sales L	Brand Share %
TVP1	0.15	8.61 %
KLR1	0.07	8.22 %
PAS1	0.02	2.36 %
Total	0.24	6.83 %