

MTD Sales  
84.97 L

Brand Share %  
14.13 %

Information:

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

\* Branch where in Brand Share % is less than Overall State's Brand Share **14.13 %** are only listed below

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Mixie    | 21.70       | 12.49 %       |
| Gas-Stov | 21.52       | 17.56 %       |
| Grinder  | 13.25       | 11.55 %       |
| Cook-Pre | 13.11       | 42.73 %       |
| Small-Ap | 5.13        | 24.08 %       |
| In-Stove | 4.96        | 21.78 %       |
| Fan      | 3.89        | 4.06 %        |
| Chimney  | 1.39        | 7.01 %        |
| Flask    | 0.01        | 100.00 %      |
| Total    | 84.97       | 14.13 %       |

| Sales Zone  | MTD Sales L | Brand Share % |
|-------------|-------------|---------------|
| WEST-02     | 13.42       | 21.12 %       |
| SOUTH-03    | 12.98       | 15.09 %       |
| WEST-01     | 11.98       | 16.37 %       |
| TRICHY-01   | 11.16       | 14.52 %       |
| SOUTH-01    | 9.62        | 9.56 %        |
| CHENNAI-02  | 7.00        | 14.23 %       |
| CHENNAI-01  | 6.36        | 8.50 %        |
| SOUTH ARCOT | 6.23        | 16.04 %       |
| NORTH ARCOT | 6.01        | 17.90 %       |
| KL-SOUTH    | 0.22        | 4.61 %        |
| Total       | 84.97       | 14.13 %       |

## WEST-02

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Mixie    | 3.99        | 18.93 %       |
| Gas-Stov | 3.78        | 28.97 %       |
| Cook-Pre | 2.06        | 51.36 %       |
| Grinder  | 1.80        | 19.20 %       |
| Small-Ap | 0.76        | 42.27 %       |
| In-Stove | 0.71        | 25.57 %       |
| Fan      | 0.20        | 2.35 %        |
| Chimney  | 0.11        | 3.64 %        |
| Flask    | 0.01        | 100.00 %      |
| Total    | 13.42       | 21.12 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| SLM1     | 0.65        | 13.29 %       |
| ERD2     | 0.31        | 9.79 %        |
| KRI1     | 0.20        | 11.54 %       |
| MTR1     | 0.16        | 6.95 %        |
| SGG1     | 0.15        | 13.87 %       |
| SLM3     | 0.14        | 7.16 %        |
| EPI1     | 0.10        | 7.12 %        |
| SLM2     | 0.10        | 6.62 %        |
| CMI1     | 0.10        | 8.97 %        |
| NKL2     | 0.04        | 2.31 %        |
| WHKP     |             | 0.00 %        |
| Total    | 13.42       | 21.12 %       |

### SOUTH-03

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Gas-Stov | 3.56        | 21.66 %       |
| Mixie    | 3.06        | 13.40 %       |
| Grinder  | 2.33        | 12.82 %       |
| Cook-Pre | 1.73        | 42.92 %       |
| Small-Ap | 0.79        | 26.89 %       |
| In-Stove | 0.78        | 23.46 %       |
| Fan      | 0.62        | 4.03 %        |
| Chimney  | 0.11        | 3.80 %        |
| Total    | 12.98       | 15.09 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| MDU1     | 1.35        | 12.68 %       |
| DGL1     | 0.55        | 7.21 %        |
| KKD2     | 0.31        | 12.07 %       |
| ATG1     | 0.30        | 10.28 %       |
| TPT1     | 0.24        | 7.75 %        |
| MPA1     | 0.22        | 9.99 %        |
| MLR1     | 0.22        | 11.74 %       |
| SVG1     | 0.21        | 10.18 %       |
| TMM1     | 0.20        | 6.41 %        |
| KPT1     | 0.17        | 12.62 %       |
| PNI1     | 0.16        | 12.58 %       |
| USL1     | 0.13        | 8.82 %        |
| MDU4     | 0.12        | 4.66 %        |
| MNM1     | 0.10        | 9.98 %        |
| TEN2     | 0.09        | 5.26 %        |
| MDU3     | 0.08        | 11.39 %       |
| NKI1     | 0.06        | 4.55 %        |
| MDU2     | 0.05        | 1.19 %        |
| DGL2     | 0.04        | 2.18 %        |
| Total    | 12.98       | 15.09 %       |

### WEST-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Mixie    | 3.73        | 16.29 %       |
| Gas-Stov | 2.53        | 15.49 %       |
| Cook-Pre | 2.02        | 50.24 %       |
| Grinder  | 2.01        | 15.05 %       |
| In-Stove | 0.84        | 26.61 %       |
| Small-Ap | 0.50        | 28.61 %       |
| Fan      | 0.25        | 3.92 %        |
| Chimney  | 0.11        | 1.96 %        |
| Total    | 11.98       | 16.37 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CBE2     | 1.23        | 11.95 %       |
| TPR2     | 0.57        | 13.26 %       |
| PLI1     | 0.29        | 6.55 %        |
| SNR1     | 0.25        | 6.43 %        |
| TPR3     | 0.22        | 12.09 %       |
| SUL1     | 0.20        | 6.71 %        |
| TPR4     | 0.19        | 13.95 %       |
| TPR1     | 0.19        | 8.60 %        |
| DPM2     | 0.17        | 7.92 %        |
| CBE1     | 0.16        | 5.71 %        |
| CNR1     | 0.14        | 11.35 %       |
| PDM1     | 0.12        | 13.51 %       |
| KMD1     | 0.12        | 7.60 %        |
| CBE3     | 0.11        | 9.76 %        |
| Total    | 11.98       | 16.37 %       |

## TRICHY-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Mixie    | 2.71        | 12.17 %       |
| Grinder  | 2.46        | 14.18 %       |
| Gas-Stov | 2.25        | 16.91 %       |
| Cook-Pre | 1.88        | 43.37 %       |
| Small-Ap | 0.75        | 33.36 %       |
| In-Stove | 0.74        | 20.23 %       |
| Fan      | 0.26        | 2.25 %        |
| Chimney  | 0.11        | 4.70 %        |
| Total    | 11.16       | 14.52 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| TNJ1     | 0.71        | 12.97 %       |
| TVR2     | 0.54        | 13.75 %       |
| TRY1     | 0.37        | 4.34 %        |
| KIK1     | 0.20        | 6.54 %        |
| APM1     | 0.20        | 8.53 %        |
| PBR2     | 0.16        | 3.59 %        |
| PTK1     | 0.15        | 4.21 %        |
| TYR1     | 0.14        | 4.73 %        |
| MSI1     | 0.14        | 11.54 %       |
| TVR1     | 0.11        | 8.06 %        |
| TRY2     | 0.09        | 13.52 %       |
| TRY3     | 0.06        | 2.65 %        |
| NMM1     | 0.05        | 3.85 %        |
| AYR1     | 0.03        | 4.20 %        |
| TZSD     |             | 0.00 %        |
| Total    | 11.16       | 14.52 %       |

## SOUTH-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Gas-Stov | 2.43        | 11.45 %       |
| Mixie    | 2.23        | 8.40 %        |
| Grinder  | 1.63        | 7.25 %        |
| Cook-Pre | 1.38        | 27.92 %       |
| Small-Ap | 0.80        | 21.98 %       |
| Fan      | 0.47        | 2.94 %        |
| In-Stove | 0.46        | 11.87 %       |
| Chimney  | 0.21        | 10.53 %       |
| Total    | 9.62        | 9.56 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| VNR2     | 0.68        | 12.13 %       |
| TVL1     | 0.65        | 9.17 %        |
| TKS2     | 0.48        | 8.30 %        |
| SKD1     | 0.41        | 9.36 %        |
| KVT1     | 0.39        | 5.30 %        |
| TKS1     | 0.26        | 5.24 %        |
| MMT1     | 0.21        | 10.56 %       |
| TUT1     | 0.19        | 2.96 %        |
| APK1     | 0.18        | 6.34 %        |
| ASM1     | 0.16        | 11.72 %       |
| SVK1     | 0.15        | 5.45 %        |
| KYR1     | 0.15        | 8.20 %        |
| UDN1     | 0.14        | 10.14 %       |
| KSM1     | 0.14        | 12.20 %       |
| VNR1     | 0.14        | 10.12 %       |
| SDI1     | 0.13        | 12.41 %       |
| PDI1     | 0.12        | 6.71 %        |
| RPM1     | 0.12        | 3.29 %        |
| KGL1     | 0.12        | 7.21 %        |
| TKY1     | 0.10        | 5.17 %        |
| VKM1     | 0.09        | 4.05 %        |
| TUT2     | 0.08        | 2.25 %        |
| SGT1     | 0.08        | 12.10 %       |
| SNL1     | 0.07        | 4.79 %        |
| VLY1     | 0.03        | 1.13 %        |
| TVL2     | 0.01        | 2.83 %        |
| Total    | 9.62        | 9.56 %        |

## CHENNAI-02

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Gas-Stov | 1.93        | 18.13 %       |
| Mixie    | 1.67        | 10.93 %       |
| Grinder  | 0.93        | 11.26 %       |
| Cook-Pre | 0.93        | 54.62 %       |
| Fan      | 0.59        | 6.40 %        |
| In-Stove | 0.39        | 30.92 %       |
| Small-Ap | 0.35        | 17.39 %       |
| Chimney  | 0.22        | 24.10 %       |
| Total    | 7.00        | 14.23 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CH15     | 0.75        | 9.61 %        |
| CH03     | 0.45        | 10.61 %       |
| CH18     | 0.38        | 9.15 %        |
| CH12     | 0.28        | 11.60 %       |
| CH43     | 0.26        | 7.56 %        |
| CH24     | 0.18        | 7.91 %        |
| CH33     | 0.16        | 9.72 %        |
| CH06     | 0.09        | 5.23 %        |
| CH27     | 0.06        | 6.09 %        |
| UKI1     | 0.06        | 12.26 %       |
| GPD1     | 0.05        | 3.43 %        |
| CH32     | 0.05        | 6.79 %        |
| CH46     | 0.04        | 4.28 %        |
| CH17     | 0.02        | 2.05 %        |
| MC06     | 0.02        | 9.13 %        |
| CH41     | 0.01        | 0.98 %        |
| CH23     | 0.01        | 1.72 %        |
| CH01     |             | 0.00 %        |
| Total    | 7.00        | 14.23 %       |

## CHENNAI-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Gas-Stov | 1.46        | 9.45 %        |
| Mixie    | 1.23        | 6.55 %        |
| Cook-Pre | 0.96        | 27.59 %       |
| Grinder  | 0.92        | 6.53 %        |
| Fan      | 0.90        | 5.85 %        |
| Chimney  | 0.33        | 18.10 %       |
| Small-Ap | 0.30        | 7.06 %        |
| In-Stove | 0.27        | 15.56 %       |
| Total    | 6.36        | 8.50 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CH07     | 0.51        | 11.13 %       |
| CH08     | 0.50        | 9.47 %        |
| CH28     | 0.43        | 12.56 %       |
| CH05     | 0.25        | 5.42 %        |
| CH35     | 0.20        | 11.42 %       |
| CH19     | 0.20        | 4.50 %        |
| GUD1     | 0.18        | 7.23 %        |
| AVD1     | 0.18        | 10.01 %       |
| CH39     | 0.17        | 8.01 %        |
| GUD2     | 0.17        | 8.76 %        |
| CH11     | 0.15        | 6.98 %        |
| CH14     | 0.14        | 5.51 %        |
| SKL1     | 0.12        | 13.22 %       |
| CH37     | 0.11        | 13.53 %       |
| CH38     | 0.09        | 3.58 %        |
| CH45     | 0.07        | 2.62 %        |
| CH16     | 0.06        | 1.15 %        |
| CH26     | 0.05        | 4.30 %        |
| CGL1     | 0.04        | 4.19 %        |
| CH30     | 0.03        | 1.60 %        |
| CH22     | 0.02        | 0.94 %        |
| CZWH     |             | 0.00 %        |
| MC10     |             | 0.00 %        |
| WHC3     |             | 0.00 %        |
| Total    | 6.36        | 8.50 %        |

## SOUTH ARCOT

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Mixie    | 1.76        | 14.89 %       |
| Gas-Stov | 1.45        | 21.37 %       |
| Cook-Pre | 1.09        | 59.12 %       |
| Grinder  | 0.83        | 10.71 %       |
| In-Stove | 0.47        | 28.84 %       |
| Small-Ap | 0.36        | 27.06 %       |
| Fan      | 0.17        | 2.45 %        |
| Chimney  | 0.11        | 12.24 %       |
| Total    | 6.23        | 16.04 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CUD1     | 0.75        | 12.19 %       |
| POY1     | 0.50        | 11.25 %       |
| KKI2     | 0.24        | 7.12 %        |
| POY2     | 0.21        | 6.65 %        |
| KLM1     | 0.18        | 8.55 %        |
| NVL2     | 0.15        | 7.91 %        |
| KML1     | 0.13        | 12.89 %       |
| ULP1     | 0.13        | 5.84 %        |
| Total    | 6.23        | 16.04 %       |

## NORTH ARCOT

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Gas-Stov | 2.08        | 25.12 %       |
| Mixie    | 1.22        | 11.29 %       |
| Cook-Pre | 1.02        | 50.34 %       |
| Small-Ap | 0.51        | 40.24 %       |
| Fan      | 0.43        | 7.02 %        |
| Grinder  | 0.34        | 11.32 %       |
| In-Stove | 0.30        | 26.30 %       |
| Chimney  | 0.11        | 11.74 %       |
| Total    | 6.01        | 17.90 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| KPM2     | 0.38        | 13.26 %       |
| SBR1     | 0.19        | 11.39 %       |
| WJD1     | 0.16        | 11.01 %       |
| BGR1     | 0.14        | 11.57 %       |
| TRL1     | 0.14        | 7.12 %        |
| CGM1     | 0.11        | 12.07 %       |
| VEL1     | 0.10        | 4.50 %        |
| ANI1     | 0.04        | 6.61 %        |
| Total    | 6.01        | 17.90 %       |

## KL-SOUTH

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Mixie    | 0.09        | 6.86 %        |
| Gas-Stov | 0.07        | 5.96 %        |
| Cook-Pre | 0.03        | 11.67 %       |
| Fan      | 0.02        | 2.39 %        |
| Small-Ap | 0.01        | 9.34 %        |
| Total    | 0.22        | 4.61 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| TVP1     | 0.22        | 6.14 %        |
| PAS1     |             | 0.00 %        |
| Total    | 0.22        | 4.61 %        |