

MTD Sales  
134.35 L

Brand Share %  
20.94 %

Information:

MTD : 01-09-2026 To 12-09-2026

\* Branch where in Brand Share % is less than Overall State's Brand Share **20.94 %** are only listed below

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Mixie    | 40.16       | 24.09 %       |
| Gas-Stov | 39.93       | 27.87 %       |
| Grinder  | 23.31       | 26.12 %       |
| Cook-Pre | 10.14       | 67.39 %       |
| In-Stove | 8.05        | 24.06 %       |
| Chimney  | 6.88        | 18.05 %       |
| Small-Ap | 3.35        | 16.25 %       |
| Fan      | 2.52        | 1.88 %        |
| Total    | 134.35      | 20.94 %       |

| Sales Zone  | MTD Sales L | Brand Share % |
|-------------|-------------|---------------|
| SOUTH-01    | 25.78       | 21.90 %       |
| SOUTH-03    | 18.90       | 18.71 %       |
| TRICHY-01   | 16.20       | 19.98 %       |
| WEST-02     | 14.64       | 29.63 %       |
| WEST-01     | 12.22       | 27.07 %       |
| SOUTH ARCOT | 11.43       | 27.01 %       |
| CHENNAI-01  | 9.58        | 11.60 %       |
| CHENNAI-02  | 9.21        | 17.82 %       |
| NORTH ARCOT | 8.78        | 20.60 %       |
| WEST-03     | 7.60        | 27.21 %       |
| Total       | 134.35      | 20.94 %       |

## SOUTH-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Gas-Stov | 8.11        | 30.96 %       |
| Mixie    | 7.49        | 24.69 %       |
| Grinder  | 5.12        | 28.82 %       |
| Cook-Pre | 1.57        | 68.86 %       |
| In-Stove | 1.29        | 23.73 %       |
| Chimney  | 0.93        | 18.63 %       |
| Fan      | 0.88        | 3.19 %        |
| Small-Ap | 0.39        | 13.41 %       |
| Total    | 25.78       | 21.90 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| TKS2     | 1.04        | 16.55 %       |
| NGR1     | 1.03        | 16.65 %       |
| RND1     | 0.87        | 20.48 %       |
| TUT1     | 0.85        | 10.24 %       |
| TVL1     | 0.68        | 9.30 %        |
| MAR1     | 0.64        | 17.74 %       |
| APK2     | 0.48        | 17.11 %       |
| PDI1     | 0.28        | 18.70 %       |
| SKD1     | 0.28        | 16.56 %       |
| KYR1     | 0.22        | 9.53 %        |
| STU2     | 0.18        | 12.26 %       |
| SVK1     | 0.16        | 5.95 %        |
| SGT1     | 0.08        | 8.19 %        |
| S2SD     |             | 0.00 %        |
| Total    | 25.78       | 21.90 %       |

### SOUTH-03

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Gas-Stov | 5.50        | 26.54 %       |
| Mixie    | 5.31        | 23.27 %       |
| Grinder  | 3.55        | 21.41 %       |
| Cook-Pre | 1.80        | 75.80 %       |
| In-Stove | 1.21        | 27.41 %       |
| Fan      | 0.66        | 2.57 %        |
| Small-Ap | 0.52        | 20.06 %       |
| Chimney  | 0.37        | 6.36 %        |
| Total    | 18.90       | 18.71 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| MDU6     | 1.05        | 20.63 %       |
| PVI1     | 0.81        | 20.04 %       |
| MDU1     | 0.68        | 6.42 %        |
| MDU2     | 0.65        | 11.51 %       |
| DGL1     | 0.54        | 6.50 %        |
| KRR1     | 0.33        | 19.23 %       |
| TPT1     | 0.25        | 7.45 %        |
| SVG1     | 0.25        | 19.66 %       |
| TEN2     | 0.20        | 5.87 %        |
| PNV2     | 0.17        | 13.48 %       |
| KYK1     | 0.10        | 7.18 %        |
| MDU4     | 0.07        | 3.82 %        |
| CBM1     | 0.06        | 2.78 %        |
| MLR1     | 0.06        | 2.78 %        |
| ATG1     | 0.04        | 1.78 %        |
| USL1     | 0.03        | 2.16 %        |
| PNI1     | 0.02        | 1.53 %        |
| SZSD     |             | 0.00 %        |
| WHMD     |             | 0.00 %        |
| Total    | 18.90       | 18.71 %       |

### TRICHY-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Mixie    | 4.45        | 21.72 %       |
| Gas-Stov | 4.15        | 22.70 %       |
| Grinder  | 3.58        | 28.29 %       |
| In-Stove | 1.50        | 27.10 %       |
| Cook-Pre | 1.24        | 81.46 %       |
| Chimney  | 0.72        | 18.24 %       |
| Small-Ap | 0.53        | 26.37 %       |
| Fan      | 0.03        | 0.18 %        |
| Total    | 16.20       | 19.98 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| TVR2     | 0.95        | 20.11 %       |
| TRY1     | 0.91        | 13.30 %       |
| TNJ2     | 0.74        | 17.91 %       |
| TNJ1     | 0.53        | 14.30 %       |
| PBR2     | 0.43        | 7.30 %        |
| KIK1     | 0.41        | 10.69 %       |
| TTP1     | 0.30        | 20.50 %       |
| NGT1     | 0.28        | 8.76 %        |
| MSI1     | 0.23        | 20.91 %       |
| TRY2     | 0.13        | 16.83 %       |
| NMM1     | 0.12        | 7.49 %        |
| TRY4     | 0.11        | 3.73 %        |
| MDI1     | 0.06        | 2.53 %        |
| TRY3     | 0.06        | 3.01 %        |
| TZSD     |             | 0.00 %        |
| Total    | 16.20       | 19.98 %       |

## WEST-02

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Mixie    | 5.09        | 36.54 %       |
| Gas-Stov | 4.95        | 41.28 %       |
| Cook-Pre | 1.51        | 61.99 %       |
| Grinder  | 1.08        | 30.55 %       |
| Chimney  | 0.93        | 20.18 %       |
| In-Stove | 0.63        | 25.90 %       |
| Small-Ap | 0.27        | 24.74 %       |
| Fan      | 0.18        | 1.96 %        |
| Total    | 14.64       | 29.63 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| HSR1     | 0.50        | 14.36 %       |
| EPI1     | 0.34        | 15.42 %       |
| MTR1     | 0.30        | 11.95 %       |
| KRI1     | 0.27        | 13.74 %       |
| PMP1     | 0.22        | 19.97 %       |
| APN1     | 0.21        | 13.15 %       |
| SLM2     | 0.20        | 14.65 %       |
| SLM1     | 0.04        | 1.01 %        |
| WZWH     |             | 0.00 %        |
| Total    | 14.64       | 29.63 %       |

## WEST-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Gas-Stov | 3.76        | 33.33 %       |
| Mixie    | 3.30        | 29.00 %       |
| Grinder  | 1.75        | 28.61 %       |
| Chimney  | 1.54        | 31.96 %       |
| In-Stove | 0.86        | 28.53 %       |
| Cook-Pre | 0.58        | 57.46 %       |
| Small-Ap | 0.38        | 20.58 %       |
| Fan      | 0.06        | 1.06 %        |
| Total    | 12.22       | 27.07 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| SUL1     | 0.36        | 13.07 %       |
| PLI1     | 0.27        | 9.85 %        |
| CBE3     | 0.04        | 5.49 %        |
| WHCB     |             | 0.00 %        |
| WZSD     |             | 0.00 %        |
| Total    | 12.22       | 27.07 %       |

## SOUTH ARCOT

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Mixie    | 3.84        | 31.81 %       |
| Gas-Stov | 3.01        | 34.84 %       |
| Grinder  | 2.94        | 36.80 %       |
| Cook-Pre | 0.71        | 66.19 %       |
| In-Stove | 0.40        | 19.56 %       |
| Small-Ap | 0.32        | 24.87 %       |
| Chimney  | 0.21        | 15.30 %       |
| Total    | 11.43       | 27.01 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| KKI2     | 0.67        | 17.97 %       |
| POY1     | 0.66        | 14.94 %       |
| VCM2     | 0.44        | 18.44 %       |
| TRK1     | 0.27        | 15.64 %       |
| VPM2     | 0.22        | 15.68 %       |
| KLM1     | 0.21        | 11.35 %       |
| ULP1     | 0.14        | 7.32 %        |
| VCM1     | 0.10        | 12.13 %       |
| TVM2     | 0.04        | 9.63 %        |
| Total    | 11.43       | 27.01 %       |

## CHENNAI-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Gas-Stov | 2.54        | 13.60 %       |
| Mixie    | 2.25        | 10.40 %       |
| Grinder  | 2.00        | 16.60 %       |
| Cook-Pre | 1.03        | 61.38 %       |
| In-Stove | 0.85        | 18.34 %       |
| Chimney  | 0.54        | 14.23 %       |
| Small-Ap | 0.30        | 8.09 %        |
| Fan      | 0.06        | 0.37 %        |
| Total    | 9.58        | 11.60 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CH16     | 0.58        | 11.61 %       |
| AVD1     | 0.54        | 15.67 %       |
| CH49     | 0.54        | 8.80 %        |
| CH42     | 0.52        | 13.59 %       |
| CH47     | 0.52        | 8.00 %        |
| CH08     | 0.42        | 15.21 %       |
| CH39     | 0.35        | 15.12 %       |
| MRM1     | 0.32        | 17.51 %       |
| CH22     | 0.29        | 18.29 %       |
| CH30     | 0.27        | 9.31 %        |
| CH19     | 0.26        | 8.43 %        |
| CH05     | 0.22        | 3.69 %        |
| CH45     | 0.19        | 6.67 %        |
| GUD2     | 0.18        | 8.78 %        |
| CH29     | 0.14        | 15.25 %       |
| CH48     | 0.13        | 3.51 %        |
| CH07     | 0.09        | 1.83 %        |
| GUD1     | 0.09        | 2.36 %        |
| CH14     | 0.03        | 1.21 %        |
| CH25     | 0.02        | 0.59 %        |
| CZWH     |             | 0.00 %        |
| Total    | 9.58        | 11.60 %       |

## CHENNAI-02

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Mixie    | 2.75        | 18.61 %       |
| Gas-Stov | 2.52        | 23.31 %       |
| Grinder  | 1.52        | 24.08 %       |
| Chimney  | 1.03        | 31.67 %       |
| In-Stove | 0.56        | 23.14 %       |
| Cook-Pre | 0.41        | 52.57 %       |
| Small-Ap | 0.27        | 10.84 %       |
| Fan      | 0.15        | 1.45 %        |
| Total    | 9.21        | 17.82 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CH18     | 0.88        | 18.29 %       |
| CH03     | 0.39        | 9.84 %        |
| CH17     | 0.37        | 17.72 %       |
| CH24     | 0.28        | 9.54 %        |
| CH06     | 0.20        | 14.40 %       |
| CH33     | 0.20        | 9.05 %        |
| CH27     | 0.17        | 16.32 %       |
| CH36     | 0.16        | 14.10 %       |
| CH37     | 0.14        | 15.29 %       |
| CH35     | 0.12        | 4.84 %        |
| CH41     | 0.08        | 7.48 %        |
| CH23     | 0.05        | 7.12 %        |
| CH21     | 0.04        | 1.82 %        |
| CH31     | 0.02        | 3.89 %        |
| CH32     | 0.02        | 7.28 %        |
| CH43     | 0.01        | 0.42 %        |
| CH51     |             | 0.00 %        |
| MC06     |             | 0.00 %        |
| WHC3     |             | 0.00 %        |
| WCHN     | -0.04       | 16.08 %       |
| Total    | 9.21        | 17.82 %       |

## NORTH ARCOT

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Mixie    | 2.99        | 26.27 %       |
| Gas-Stov | 2.73        | 29.28 %       |
| Grinder  | 0.82        | 25.24 %       |
| Cook-Pre | 0.76        | 64.84 %       |
| In-Stove | 0.52        | 24.37 %       |
| Chimney  | 0.46        | 13.07 %       |
| Fan      | 0.31        | 3.13 %        |
| Small-Ap | 0.19        | 10.15 %       |
| Total    | 8.78        | 20.60 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| TRR1     | 0.65        | 17.78 %       |
| VEL3     | 0.35        | 10.77 %       |
| TRL1     | 0.28        | 10.52 %       |
| BGR1     | 0.26        | 17.41 %       |
| VEL1     | 0.23        | 12.92 %       |
| PLR1     | 0.18        | 14.11 %       |
| CYR1     | 0.16        | 20.76 %       |
| WJD1     | 0.15        | 12.37 %       |
| VEL2     | 0.13        | 4.27 %        |
| ANI1     | 0.12        | 10.90 %       |
| VEL4     | 0.08        | 2.50 %        |
| PTU1     |             | 0.00 %        |
| Total    | 8.78        | 20.60 %       |

## WEST-03

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Mixie    | 2.69        | 33.92 %       |
| Gas-Stov | 2.67        | 36.01 %       |
| Grinder  | 0.95        | 31.68 %       |
| Cook-Pre | 0.53        | 73.34 %       |
| In-Stove | 0.22        | 16.51 %       |
| Fan      | 0.19        | 4.05 %        |
| Small-Ap | 0.19        | 22.97 %       |
| Chimney  | 0.16        | 7.66 %        |
| Total    | 7.60        | 27.21 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| AVI1     | 0.48        | 18.93 %       |
| TPR1     | 0.38        | 12.93 %       |
| ERD1     | 0.38        | 13.33 %       |
| VKL1     | 0.10        | 14.63 %       |
| W3SD     |             | 0.00 %        |
| Total    | 7.60        | 27.21 %       |