

MTD Sales
142.47 L

Brand Share %
19.50 %

Information:

MTD : 01-05-2026 To 15-05-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **19.50 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	45.50	23.69 %
Gas-Stov	31.79	24.90 %
Grinder	26.65	24.71 %
Fan	20.29	10.13 %
Cook-Pre	8.20	54.99 %
Chimney	7.94	18.33 %
Small-Ap	2.06	9.11 %
In-Stove	0.03	0.16 %
Flask	0.01	100.00 %
Total	142.47	19.50 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	22.76	16.73 %
WEST-02	20.95	28.62 %
SOUTH-03	18.46	17.91 %
TRICHY-01	17.82	21.16 %
WEST-01	16.89	24.21 %
CHENNAI-01	12.07	10.48 %
CHENNAI-02	12.04	19.66 %
SOUTH ARCOT	11.89	26.51 %
NORTH ARCOT	9.60	22.28 %
Total	142.47	19.50 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	6.71	18.69 %
Grinder	5.65	26.59 %
Gas-Stov	4.90	20.34 %
Cook-Pre	1.95	54.69 %
Fan	1.89	5.04 %
Chimney	1.34	20.81 %
Small-Ap	0.35	8.08 %
In-Stove	-0.04	-1.35 %
Total	22.76	16.73 %

Branch *	MTD Sales L	Brand Share %
KVT1	1.77	16.45 %
TVL1	1.63	14.69 %
TCN1	0.80	18.85 %
TKS1	0.70	16.87 %
TUT1	0.58	4.94 %
MMT1	0.38	13.82 %
STU2	0.37	18.61 %
VKM1	0.32	10.26 %
MAR1	0.31	5.35 %
SNL1	0.30	10.40 %
PDI1	0.28	14.61 %
APK2	0.27	8.81 %
SDI1	0.26	18.77 %
TKY1	0.23	10.11 %
VNR1	0.19	13.90 %
UDN1	0.19	14.39 %
SGT1	0.18	15.08 %
SVK1	0.18	5.33 %
TKS2	0.17	2.75 %
KYR1	0.16	5.20 %
ASM1	0.15	8.94 %
SKD1	0.14	7.86 %
TUT2	0.06	1.49 %
S2SD		0.00 %
WHTV		0.00 %
Total	22.76	16.73 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	8.76	35.27 %
Gas-Stov	4.94	33.44 %
Grinder	2.10	59.91 %
Chimney	2.08	28.30 %
Fan	1.69	9.39 %
Cook-Pre	1.14	67.60 %
Small-Ap	0.24	21.28 %
Total	20.95	28.62 %

Branch *	MTD Sales L	Brand Share %
HSR2	0.66	13.35 %
SLM3	0.57	15.68 %
ERD1	0.53	16.61 %
HSR1	0.49	15.43 %
KRI1	0.42	11.89 %
EPI1	0.40	18.20 %
SLM2	0.31	11.95 %
NKL2	0.26	9.57 %
DPR1	0.18	8.75 %
APN1	0.12	6.12 %
WHPD		0.00 %
WZWH		0.00 %
Total	20.95	28.62 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	6.16	25.49 %
Gas-Stov	4.76	26.43 %
Grinder	3.72	22.09 %
Fan	1.63	5.57 %
Cook-Pre	1.34	61.93 %
Chimney	0.60	7.65 %
Small-Ap	0.23	6.10 %
In-Stove	0.02	1.72 %
Flask	0.01	100.00 %
Total	18.46	17.91 %

Branch *	MTD Sales L	Brand Share %
MDU1	1.21	10.75 %
DGL1	0.91	7.82 %
MDU6	0.80	16.30 %
TMM1	0.60	13.69 %
MDU3	0.55	19.35 %
TEN2	0.39	14.58 %
CBM1	0.37	13.08 %
MPA1	0.36	13.16 %
KPT1	0.32	19.03 %
SVG1	0.31	16.85 %
KRR1	0.29	17.58 %
DKI1	0.29	14.34 %
PNI1	0.28	17.14 %
TPT1	0.25	8.20 %
SGP1	0.22	18.34 %
PVI1	0.16	8.67 %
MDU4	0.14	7.69 %
USL1	0.12	13.11 %
MDU2	0.10	2.10 %
MLR1	0.07	3.27 %
KYK1	0.04	1.84 %
ATG1	0.04	1.85 %
NTM1	0.03	6.28 %
SZSD		0.00 %
WHMD		0.00 %
Total	18.46	17.91 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	4.97	22.69 %
Fan	3.75	14.37 %
Grinder	3.62	29.70 %
Gas-Stov	3.56	24.94 %
Cook-Pre	0.81	54.87 %
Chimney	0.75	19.52 %
Small-Ap	0.37	16.93 %
Total	17.82	21.16 %

Branch *	MTD Sales L	Brand Share %
TRY1	1.20	14.61 %
TNJ2	0.85	15.32 %
TYR1	0.61	15.62 %
PBR2	0.43	7.90 %
KUM2	0.39	19.13 %
ORU1	0.33	16.91 %
TTP1	0.30	19.19 %
TRY4	0.22	10.25 %
TRY3	0.19	7.11 %
MSI1	0.17	17.93 %
NGT1	0.17	6.27 %
KIK1	0.16	7.51 %
NMM1	0.12	7.51 %
APM1	0.11	4.99 %
TZSD		0.00 %
WTRZ		0.00 %
Total	17.82	21.16 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	5.28	26.59 %
Gas-Stov	4.29	37.44 %
Grinder	2.90	27.34 %
Chimney	2.07	30.09 %
Fan	1.38	9.85 %
Cook-Pre	0.80	57.05 %
Small-Ap	0.14	5.92 %
In-Stove	0.04	1.11 %
Total	16.89	24.21 %

Branch *	MTD Sales L	Brand Share %
CBE5	0.42	17.19 %
CBE1	0.35	8.96 %
SUL1	0.28	7.72 %
PDM1	0.23	17.15 %
CNR1	0.22	14.84 %
KGI1	0.22	19.03 %
KMD1	0.20	17.67 %
DPM2	0.14	12.02 %
PLI1	0.12	4.37 %
WHCB		0.00 %
WZSD		0.00 %
Total	16.89	24.21 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fan	4.20	14.71 %
Mixie	2.82	10.86 %
Grinder	2.12	8.03 %
Gas-Stov	1.49	8.55 %
Cook-Pre	0.73	42.02 %
Chimney	0.51	10.41 %
Small-Ap	0.19	3.93 %
Total	12.07	10.48 %

Branch *	MTD Sales L	Brand Share %
CH42	1.23	19.03 %
CH47	0.67	9.18 %
CH49	0.59	9.30 %
CH05	0.58	8.96 %
CH07	0.49	9.18 %
CH25	0.48	12.16 %
CH48	0.47	8.00 %
CH28	0.38	10.07 %
CH30	0.34	13.42 %
MRM1	0.31	9.91 %
CH14	0.28	7.84 %
CH38	0.28	11.25 %
CH22	0.23	10.13 %
GUD2	0.21	10.87 %
CH39	0.19	6.81 %
CH45	0.14	4.43 %
CH16	0.13	3.35 %
CGL1	0.12	10.11 %
SKL1	0.11	11.41 %
CH29	0.11	9.54 %
GUD1	0.10	2.65 %
AVD1	0.05	4.08 %
CZWH		0.00 %
MC09		0.00 %
WCHN		0.00 %
WHC3		0.00 %
Total	12.07	10.48 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	3.90	24.88 %
Gas-Stov	2.69	23.26 %
Fan	2.65	14.34 %
Grinder	1.93	23.52 %
Cook-Pre	0.38	42.87 %
Small-Ap	0.27	14.73 %
Chimney	0.22	7.96 %
Total	12.04	19.66 %

Branch *	MTD Sales L	Brand Share %
CH18	0.77	14.99 %
CH03	0.67	16.92 %
CH12	0.57	16.17 %
CH46	0.25	15.17 %
PON1	0.22	15.65 %
CH27	0.22	12.70 %
GPD1	0.20	18.23 %
CH23	0.15	9.72 %
CH24	0.13	4.45 %
CH43	0.13	4.33 %
CH21	0.11	3.94 %
CH31	0.02	3.36 %
CH01		0.00 %
CH06		0.00 %
CH41		0.00 %
CH51		0.00 %
MC05		0.00 %
MC06		0.00 %
Total	12.04	19.66 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	3.96	32.49 %
Grinder	3.41	45.85 %
Gas-Stov	2.43	34.20 %
Fan	1.19	8.75 %
Cook-Pre	0.45	46.12 %
Chimney	0.30	21.30 %
Small-Ap	0.11	8.74 %
In-Stove	0.04	4.10 %
Total	11.89	26.51 %

Branch *	MTD Sales L	Brand Share %
POY1	0.65	18.35 %
PRT1	0.37	18.43 %
NVL2	0.37	11.12 %
POY2	0.28	10.14 %
ULP1	0.23	13.01 %
TRK1	0.15	7.22 %
VCM1	0.11	13.52 %
STP1	0.10	9.69 %
WHUT		0.00 %
Total	11.89	26.51 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	2.95	25.48 %
Gas-Stov	2.71	30.60 %
Fan	1.93	12.90 %
Grinder	1.20	83.86 %
Cook-Pre	0.61	58.91 %
Small-Ap	0.15	17.07 %
Chimney	0.08	4.01 %
In-Stove	-0.02	-0.79 %
Total	9.60	22.28 %

Branch *	MTD Sales L	Brand Share %
VEL2	0.68	15.80 %
WJD1	0.44	18.00 %
TRL1	0.27	6.68 %
AKM1	0.21	12.52 %
KPM1	0.12	9.34 %
WHVL		0.00 %
Total	9.60	22.28 %