

MTD Sales
206.68 L

Brand Share %
22.76 %

Information:

MTD : 01-10-2025 To 15-10-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **22.76 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	69.32	25.18 %
Gas-Stov	64.50	30.07 %
Grinder	27.67	16.77 %
Cook-Pre	15.72	40.30 %
Chimney	10.27	25.09 %
In-Stove	9.18	26.66 %
Small-Ap	8.22	34.10 %
Fan	1.78	1.55 %
Flask	0.01	100.00 %
Total	206.68	22.76 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	68.73	43.91 %
SOUTH-03	25.12	17.66 %
WEST-02	20.88	23.39 %
WEST-01	19.54	20.50 %
SOUTH-01	19.13	13.35 %
TRICHY-01	16.21	15.82 %
CHENNAI-02	13.10	18.85 %
NORTH ARCOT	12.62	25.32 %
SOUTH ARCOT	10.39	19.45 %
KL-SOUTH	0.97	15.60 %
Total	206.68	22.76 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mixie	30.42	55.30 %
Gas-Stov	26.72	55.31 %
Cook-Pre	3.98	66.75 %
Chimney	3.00	47.82 %
Grinder	2.69	13.27 %
In-Stove	0.90	22.27 %
Small-Ap	0.76	25.06 %
Fan	0.26	1.92 %
Total	68.73	43.91 %

Branch *	MTD Sales L	Brand Share %
CH42	1.60	21.18 %
CH16	1.08	13.41 %
CH45	0.90	22.53 %
CH28	0.86	19.20 %
CH07	0.84	15.27 %
CH08	0.53	6.90 %
CH39	0.41	13.87 %
TKM1	0.38	18.79 %
CH48	0.36	8.02 %
CH11	0.34	9.40 %
MRM1	0.30	9.83 %
CH35	0.28	15.49 %
CH05	0.25	3.98 %
CH19	0.24	6.21 %
CGL1	0.23	12.17 %
CH22	0.23	5.21 %
AVD1	0.20	5.82 %
GUD1	0.18	5.01 %
CH14	0.18	3.66 %
CH37	0.10	6.04 %
GUD2	0.05	1.99 %
CH29	0.03	2.67 %
MC10		0.00 %
WHC3		0.00 %
Total	68.73	43.91 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	6.83	16.48 %
Gas-Stov	5.87	21.68 %
Grinder	5.67	17.94 %
Cook-Pre	2.11	36.92 %
Small-Ap	1.80	37.86 %
Chimney	1.28	17.57 %
In-Stove	1.24	25.26 %
Fan	0.33	1.67 %
Total	25.12	17.66 %

Branch *	MTD Sales L	Brand Share %
MDU1	1.61	13.21 %
DGL1	1.38	9.11 %
DGL2	0.72	20.30 %
MDU3	0.68	17.79 %
KKD3	0.58	10.43 %
PVI1	0.46	15.62 %
KRR1	0.44	18.03 %
MDU4	0.33	11.89 %
TPT1	0.31	7.15 %
PNI1	0.31	14.86 %
USL1	0.30	12.15 %
KKD2	0.27	19.22 %
TMM1	0.26	4.31 %
MPA1	0.25	7.80 %
CMR1	0.22	14.00 %
ATG1	0.20	5.79 %
TEN2	0.20	7.38 %
KYK1	0.19	9.04 %
NTM1	0.16	5.68 %
MDU2	0.15	1.84 %
SVG1	0.11	3.47 %
Total	25.12	17.66 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	6.39	22.70 %
Gas-Stov	5.72	27.83 %
Grinder	2.39	19.12 %
Chimney	1.87	25.09 %
Cook-Pre	1.86	39.41 %
In-Stove	1.38	34.05 %
Small-Ap	1.06	52.10 %
Fan	0.20	2.06 %
Total	20.88	23.39 %

Branch *	MTD Sales L	Brand Share %
SLM1	1.32	16.65 %
HSR2	0.91	17.15 %
VPD1	0.55	14.64 %
ERD1	0.51	13.03 %
APN1	0.39	16.27 %
ERD2	0.38	6.35 %
CMI1	0.37	16.65 %
HSR1	0.36	14.83 %
RSP1	0.30	14.45 %
EPI1	0.23	10.66 %
SLM3	0.18	3.72 %
MTR1	0.15	6.01 %
VKL1	0.15	9.90 %
NKL2	0.14	3.61 %
SGG1	0.13	6.26 %
KRI1	0.05	4.86 %
WZWH		0.00 %
Total	20.88	23.39 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	6.80	25.17 %
Gas-Stov	4.96	22.10 %
Grinder	3.54	20.09 %
Cook-Pre	1.31	30.19 %
In-Stove	1.05	27.91 %
Chimney	0.93	12.27 %
Small-Ap	0.75	29.79 %
Fan	0.19	1.94 %
Total	19.54	20.50 %

Branch *	MTD Sales L	Brand Share %
KMR1	1.65	19.73 %
TPR2	0.70	18.56 %
CBE4	0.59	9.58 %
PLI1	0.56	10.48 %
AVI1	0.51	16.22 %
SUL1	0.46	11.54 %
CBE5	0.43	10.31 %
CBE1	0.37	14.13 %
PDM1	0.29	17.93 %
KGI1	0.26	18.93 %
DPM2	0.24	9.59 %
KMD1	0.23	9.89 %
TPR1	0.22	7.01 %
ANR1	0.21	14.63 %
TPR4	0.18	7.99 %
SNR1	0.10	3.13 %
WZSD	0.07	-5.30 %
GDR1	0.03	6.05 %
Total	19.54	20.50 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Gas-Stov	5.83	18.11 %
Mixie	5.06	12.36 %
Grinder	3.46	11.69 %
Cook-Pre	1.94	32.65 %
Small-Ap	1.21	32.60 %
In-Stove	1.09	19.47 %
Chimney	0.31	11.54 %
Fan	0.23	1.00 %
Total	19.13	13.35 %

Branch *	MTD Sales L	Brand Share %
NGR1	1.40	14.47 %
KVT1	1.32	12.56 %
TVL1	1.23	12.31 %
TCN1	1.01	22.04 %
TKS1	0.94	13.21 %
VNR2	0.93	12.60 %
RPM1	0.89	18.31 %
TUT1	0.83	7.81 %
PKD1	0.72	19.59 %
MAR1	0.61	13.18 %
SNL1	0.51	14.81 %
TYI1	0.39	11.18 %
MMT1	0.38	15.88 %
TKS2	0.35	4.36 %
PDI1	0.32	13.05 %
APK1	0.30	10.99 %
VKM1	0.26	16.98 %
STU2	0.25	18.67 %
VNR1	0.24	11.34 %
TKY1	0.24	6.01 %
SVK1	0.23	5.15 %
KYR1	0.22	10.65 %
SKD1	0.20	8.23 %
ERL2	0.18	10.35 %
VLY1	0.17	7.67 %
S2SD	0.14	16.99 %
KGL1	0.12	9.50 %
APK2	0.11	4.85 %
TVL2	0.09	10.45 %
SGT1	0.08	7.80 %
TUT2	0.04	0.82 %
Total	19.13	13.35 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	4.38	15.44 %
Gas-Stov	3.89	16.79 %
Grinder	3.80	17.00 %
Cook-Pre	1.29	28.04 %
In-Stove	1.25	24.55 %
Small-Ap	0.80	27.28 %
Chimney	0.71	28.52 %
Fan	0.08	0.60 %
Flask	0.01	100.00 %
Total	16.21	15.82 %

Branch *	MTD Sales L	Brand Share %
MVM1	1.49	18.14 %
TNJ2	1.49	19.60 %
TNJ1	1.36	16.41 %
TVR2	0.89	15.31 %
MDI1	0.82	19.36 %
TRY1	0.54	6.40 %
ORU1	0.52	18.45 %
TVR1	0.38	19.10 %
PBR2	0.35	6.45 %
MSI1	0.33	22.17 %
KIK1	0.31	9.03 %
TTP1	0.29	15.47 %
PDK1	0.26	12.67 %
NMM1	0.20	7.22 %
TRY4	0.17	5.59 %
NGT1	0.17	4.63 %
TRY3	0.15	4.31 %
PTK1	0.15	2.63 %
TYR1	0.10	2.49 %
APM1	0.04	2.41 %
TZSD	0.02	-2.71 %
Total	16.21	15.82 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Gas-Stov	4.79	28.47 %
Mixie	3.28	15.77 %
Grinder	2.11	17.00 %
Cook-Pre	0.89	40.00 %
In-Stove	0.88	35.09 %
Chimney	0.63	25.11 %
Small-Ap	0.45	24.30 %
Fan	0.06	0.59 %
Flask	0.01	100.00 %
Total	13.10	18.85 %

Branch *	MTD Sales L	Brand Share %
CH15	1.27	16.58 %
CH18	0.99	21.94 %
CH12	0.85	18.50 %
CH03	0.79	13.50 %
CH21	0.47	14.40 %
PON1	0.45	22.45 %
CH33	0.40	13.94 %
CH46	0.22	15.38 %
CH43	0.21	3.33 %
CH09	0.17	10.63 %
GPD1	0.16	18.94 %
CH24	0.16	4.21 %
UKI1	0.14	14.75 %
CH41	0.14	6.63 %
CH06	0.13	4.45 %
CH23	0.12	9.85 %
CH27	0.12	10.53 %
CH31	0.10	10.37 %
MC06	0.01	3.44 %
CH01		0.00 %
Total	13.10	18.85 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Gas-Stov	3.99	34.84 %
Mixie	3.33	21.25 %
Cook-Pre	1.40	51.33 %
Grinder	1.31	23.93 %
Chimney	0.91	27.53 %
Small-Ap	0.77	53.94 %
In-Stove	0.65	31.00 %
Fan	0.27	3.50 %
Total	12.62	25.32 %

Branch *	MTD Sales L	Brand Share %
VEL2	1.18	22.43 %
TRL1	0.55	12.66 %
KPM2	0.49	13.73 %
ARC2	0.45	19.35 %
ABR1	0.39	21.74 %
TRT1	0.30	18.45 %
KPM1	0.30	19.12 %
GDM1	0.22	15.99 %
BGR1	0.16	17.95 %
ANI1	0.09	14.44 %
VEL1	0.05	1.87 %
WJP1	0.02	2.40 %
Total	12.62	25.32 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Grinder	2.56	20.91 %
Gas-Stov	2.55	22.54 %
Mixie	2.51	15.83 %
Cook-Pre	0.84	33.39 %
Chimney	0.64	51.43 %
Small-Ap	0.61	37.06 %
In-Stove	0.60	30.13 %
Fan	0.08	1.24 %
Total	10.39	19.45 %

Branch *	MTD Sales L	Brand Share %
CUD1	1.45	18.59 %
POY1	0.96	15.26 %
POY2	0.56	11.61 %
TRK1	0.43	18.83 %
KKI2	0.41	12.94 %
KML1	0.40	20.67 %
ULP1	0.26	10.80 %
NVL2	0.17	3.49 %
KLM1	0.15	5.71 %
TVM1	0.14	12.69 %
TVM2	0.09	14.88 %
Total	10.39	19.45 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Mixie	0.32	15.66 %
Gas-Stov	0.17	15.37 %
Grinder	0.14	14.22 %
In-Stove	0.13	36.90 %
Cook-Pre	0.10	38.12 %
Fan	0.08	7.68 %
Small-Ap	0.01	5.58 %
Total	0.97	15.60 %

Branch *	MTD Sales L	Brand Share %
TVP1	0.57	19.35 %
KLR1	0.29	17.56 %
PAS1	0.11	6.72 %
Total	0.97	15.60 %