

MTD Sales
221.97 L

Brand Share %
22.41 %

Information:

MTD : 01-10-2025 To 16-10-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **22.41 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	72.81	24.36 %
Gas-Stov	69.05	29.60 %
Grinder	31.08	17.01 %
Cook-Pre	16.79	38.78 %
Chimney	11.71	26.00 %
In-Stove	9.76	26.06 %
Small-Ap	8.92	34.16 %
Fan	1.84	1.49 %
Flask	0.01	100.00 %
Total	221.97	22.41 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	70.32	42.77 %
SOUTH-03	27.94	17.64 %
WEST-02	22.52	23.16 %
WEST-01	21.39	20.35 %
SOUTH-01	21.07	13.25 %
TRICHY-01	18.35	16.22 %
CHENNAI-02	13.97	18.70 %
NORTH ARCOT	13.69	25.38 %
SOUTH ARCOT	11.60	20.09 %
KL-SOUTH	1.11	16.64 %
Total	221.97	22.41 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mixie	30.92	53.81 %
Gas-Stov	27.08	54.01 %
Cook-Pre	4.12	66.67 %
Chimney	3.36	50.72 %
Grinder	2.86	12.87 %
In-Stove	0.90	21.20 %
Small-Ap	0.81	24.99 %
Fan	0.26	1.83 %
Total	70.32	42.77 %

Branch *	MTD Sales L	Brand Share %
CH42	1.62	20.97 %
CH16	1.08	12.69 %
CH28	0.99	19.83 %
CH45	0.94	21.59 %
CH07	0.84	15.14 %
CH08	0.54	6.73 %
CH39	0.41	13.52 %
TKM1	0.40	17.82 %
CH48	0.40	8.55 %
CH11	0.34	8.56 %
CH22	0.31	6.47 %
MRM1	0.31	8.91 %
CH35	0.30	15.40 %
CH19	0.30	6.88 %
CGL1	0.28	12.76 %
CH05	0.25	3.88 %
AVD1	0.20	5.65 %
GUD1	0.20	5.10 %
CH14	0.18	3.43 %
CH37	0.10	5.43 %
GUD2	0.05	1.81 %
CH29	0.03	2.45 %
MC10		0.00 %
WHC3		0.00 %
Total	70.32	42.77 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	7.27	16.06 %
Gas-Stov	6.84	21.96 %
Grinder	6.33	18.07 %
Cook-Pre	2.33	33.09 %
Small-Ap	1.91	38.09 %
Chimney	1.57	19.05 %
In-Stove	1.34	23.93 %
Fan	0.35	1.68 %
Total	27.94	17.64 %

Branch *	MTD Sales L	Brand Share %
MDU1	1.61	12.21 %
DGL1	1.45	8.57 %
MDU3	0.73	17.14 %
KKD3	0.69	11.24 %
PVI1	0.49	14.75 %
KRR1	0.49	17.08 %
MDU4	0.37	10.99 %
USL1	0.37	13.39 %
TMM1	0.34	5.09 %
TPT1	0.33	6.99 %
PNI1	0.31	14.11 %
MPA1	0.26	7.30 %
CMR1	0.23	14.10 %
TEN2	0.21	6.93 %
KYK1	0.21	8.30 %
ATG1	0.20	5.41 %
SVG1	0.17	4.80 %
MDU2	0.17	1.93 %
NTM1	0.16	4.94 %
Total	27.94	17.64 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	7.00	22.48 %
Gas-Stov	6.12	27.55 %
Grinder	2.69	19.61 %
Chimney	2.02	24.85 %
Cook-Pre	1.94	39.66 %
In-Stove	1.43	33.47 %
Small-Ap	1.11	51.93 %
Fan	0.20	1.88 %
Total	22.52	23.16 %

Branch *	MTD Sales L	Brand Share %
SLM1	1.43	16.63 %
HSR2	1.01	17.70 %
VPD1	0.59	14.44 %
ERD1	0.51	11.47 %
HSR1	0.44	16.64 %
ERD2	0.42	6.26 %
APN1	0.41	17.04 %
CMI1	0.40	17.18 %
RSP1	0.34	14.14 %
EPI1	0.29	12.49 %
NKL2	0.19	4.48 %
SLM3	0.18	3.61 %
MTR1	0.15	5.56 %
VKL1	0.15	8.72 %
SGG1	0.13	5.98 %
KRI1	0.05	4.05 %
WZWH		0.00 %
Total	22.52	23.16 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	7.02	23.53 %
Gas-Stov	5.55	22.43 %
Grinder	3.87	19.85 %
Cook-Pre	1.46	30.05 %
Chimney	1.25	14.23 %
In-Stove	1.19	28.13 %
Small-Ap	0.87	31.81 %
Fan	0.19	1.86 %
Total	21.39	20.35 %

Branch *	MTD Sales L	Brand Share %
CBE2	2.95	21.90 %
KMR1	1.77	19.38 %
PLI1	0.72	11.68 %
TPR2	0.70	17.19 %
CBE4	0.63	9.51 %
AVI1	0.60	17.99 %
SUL1	0.50	11.07 %
CBE5	0.43	9.71 %
CBE1	0.37	12.65 %
PDM1	0.33	17.54 %
TPR1	0.27	7.54 %
DPM2	0.24	8.22 %
KMD1	0.24	9.26 %
ANR1	0.21	13.22 %
TPR4	0.18	7.24 %
SNR1	0.11	2.91 %
WZSD	0.07	-5.60 %
GDR1	0.04	4.79 %
Total	21.39	20.35 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Gas-Stov	6.41	18.20 %
Mixie	5.55	12.24 %
Grinder	3.84	11.53 %
Cook-Pre	2.11	31.61 %
Small-Ap	1.36	32.86 %
In-Stove	1.11	18.12 %
Chimney	0.46	15.15 %
Fan	0.23	0.90 %
Total	21.07	13.25 %

Branch *	MTD Sales L	Brand Share %
NGR1	1.45	12.93 %
KVT1	1.44	12.57 %
TVL1	1.35	12.20 %
VNR2	1.12	13.42 %
TCN1	1.05	21.56 %
TUT1	1.03	8.60 %
TKS1	0.99	12.81 %
RPM1	0.91	17.72 %
PKD1	0.89	20.31 %
MAR1	0.81	15.68 %
SNL1	0.57	14.56 %
SDI1	0.48	22.32 %
TYI1	0.43	11.41 %
MMT1	0.38	14.35 %
TKS2	0.35	3.94 %
PDI1	0.34	12.58 %
APK1	0.30	10.24 %
STU2	0.27	15.77 %
VNR1	0.27	11.87 %
VKM1	0.25	13.48 %
KYR1	0.25	9.68 %
TKY1	0.24	5.81 %
SKD1	0.23	9.03 %
SVK1	0.23	4.97 %
VLY1	0.20	7.90 %
ERL2	0.19	9.68 %
S2SD	0.14	13.81 %
KGL1	0.12	8.68 %
APK2	0.11	4.31 %
SGT1	0.10	8.21 %
TVL2	0.09	10.00 %
TUT2	0.04	0.79 %
Total	21.07	13.25 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	4.82	15.62 %
Grinder	4.54	18.22 %
Gas-Stov	4.44	17.35 %
Cook-Pre	1.41	27.36 %
In-Stove	1.39	24.71 %
Small-Ap	0.95	28.95 %
Chimney	0.71	25.05 %
Fan	0.08	0.55 %
Flask	0.01	100.00 %
Total	18.35	16.22 %

Branch *	MTD Sales L	Brand Share %
TNJ1	1.69	18.69 %
MVM1	1.59	17.53 %
TNJ2	1.58	19.19 %
TVR2	1.01	15.38 %
MDI1	0.95	19.86 %
ORU1	0.56	19.11 %
TRY1	0.56	5.88 %
TVR1	0.40	19.03 %
PBR2	0.39	6.77 %
TTP1	0.35	17.27 %
KIK1	0.31	8.09 %
PDK1	0.29	13.02 %
TRY4	0.23	6.55 %
NMM1	0.21	7.00 %
NGT1	0.19	4.93 %
PTK1	0.17	2.87 %
TRY3	0.15	3.85 %
TYR1	0.11	2.58 %
APM1	0.08	4.45 %
TZSD	0.02	-5.97 %
Total	18.35	16.22 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Gas-Stov	5.04	27.69 %
Mixie	3.51	15.55 %
Grinder	2.35	17.46 %
Cook-Pre	0.97	37.42 %
In-Stove	0.89	34.59 %
Chimney	0.63	25.11 %
Small-Ap	0.49	24.15 %
Fan	0.09	0.85 %
Flask	0.01	100.00 %
Total	13.97	18.70 %

Branch *	MTD Sales L	Brand Share %
CH15	1.40	17.59 %
CH18	1.13	21.92 %
CH12	0.86	17.48 %
CH03	0.80	12.61 %
CH21	0.48	13.64 %
PON1	0.47	22.18 %
CH33	0.40	13.24 %
CH46	0.29	17.63 %
CH43	0.24	3.56 %
CH09	0.20	11.63 %
CH24	0.18	4.76 %
CH41	0.16	7.02 %
GPD1	0.16	17.53 %
UKI1	0.14	14.11 %
CH06	0.13	3.81 %
CH23	0.12	8.08 %
CH27	0.12	10.21 %
CH31	0.10	9.29 %
MC06	0.01	3.44 %
CH01		0.00 %
Total	13.97	18.70 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Gas-Stov	4.44	35.38 %
Mixie	3.64	21.30 %
Grinder	1.51	24.04 %
Cook-Pre	1.44	50.25 %
Chimney	0.91	27.53 %
Small-Ap	0.78	53.83 %
In-Stove	0.70	31.47 %
Fan	0.27	3.30 %
Total	13.69	25.38 %

Branch *	MTD Sales L	Brand Share %
VEL2	1.18	20.09 %
KPM2	0.65	16.44 %
TRL1	0.61	12.89 %
ARC2	0.45	19.35 %
TRT1	0.36	20.48 %
VSI1	0.29	22.12 %
GDM1	0.22	15.99 %
ANI1	0.09	13.89 %
VEL1	0.06	2.30 %
WJP1	0.02	2.05 %
Total	13.69	25.38 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Grinder	2.95	22.35 %
Gas-Stov	2.94	23.94 %
Mixie	2.66	15.52 %
Cook-Pre	0.91	32.95 %
Chimney	0.79	56.65 %
In-Stove	0.65	30.43 %
Small-Ap	0.63	33.64 %
Fan	0.08	1.17 %
Total	11.60	20.09 %

Branch *	MTD Sales L	Brand Share %
CUD1	1.74	20.40 %
POY1	1.10	16.31 %
POY2	0.60	11.25 %
TRK1	0.43	17.98 %
KML1	0.42	20.90 %
KKI2	0.41	12.19 %
ULP1	0.26	9.96 %
NVL2	0.19	3.62 %
KLM1	0.15	5.54 %
TVM1	0.14	12.69 %
TVM2	0.09	14.44 %
Total	11.60	20.09 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Mixie	0.43	18.77 %
Gas-Stov	0.19	15.81 %
In-Stove	0.15	40.03 %
Grinder	0.14	12.69 %
Cook-Pre	0.10	36.25 %
Fan	0.08	7.68 %
Small-Ap	0.01	5.31 %
Total	1.11	16.64 %

Branch *	MTD Sales L	Brand Share %
TVP1	0.64	19.99 %
KLR1	0.29	17.19 %
PAS1	0.19	10.34 %
Total	1.11	16.64 %