

MTD Sales
308.02 L

Brand Share %
21.18 %

Information:

MTD : 01-10-2025 To 19-10-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **21.18 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	101.32	22.52 %
Gas-Stov	92.21	27.17 %
Grinder	47.74	16.76 %
Cook-Pre	23.85	38.49 %
Chimney	14.75	25.17 %
In-Stove	13.99	24.82 %
Small-Ap	11.89	33.10 %
Fan	2.26	1.35 %
Flask	0.01	100.00 %
Total	308.02	21.18 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	75.18	36.98 %
SOUTH-03	48.88	18.97 %
WEST-02	34.49	23.40 %
SOUTH-01	32.16	13.13 %
WEST-01	31.83	20.52 %
TRICHY-01	27.23	16.09 %
NORTH ARCOT	19.40	25.35 %
CHENNAI-02	19.12	18.19 %
SOUTH ARCOT	17.99	20.94 %
KL-SOUTH	1.74	19.05 %
Total	308.02	21.18 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mixie	31.65	45.83 %
Gas-Stov	28.57	47.14 %
Cook-Pre	4.83	63.56 %
Grinder	3.97	12.11 %
Chimney	3.52	51.74 %
In-Stove	1.36	25.17 %
Small-Ap	1.03	24.95 %
Fan	0.26	1.55 %
Total	75.18	36.98 %

Branch *	MTD Sales L	Brand Share %
CH42	2.04	19.99 %
CH16	1.40	12.21 %
CH28	1.35	19.92 %
CH45	1.34	21.07 %
CH07	1.11	15.23 %
CH08	0.78	7.36 %
TKM1	0.61	21.13 %
CH48	0.60	9.57 %
CH35	0.52	17.80 %
CH19	0.49	7.86 %
CH11	0.49	8.66 %
MRM1	0.48	9.34 %
CH39	0.46	12.24 %
CGL1	0.41	15.12 %
CH05	0.35	3.78 %
CH22	0.35	6.42 %
CH14	0.33	4.54 %
GUD1	0.25	4.18 %
AVD1	0.25	6.09 %
CH37	0.22	7.41 %
GUD2	0.05	1.24 %
CH29	0.03	2.11 %
CH40	0.03	11.02 %
MC10		0.00 %
WHC3		0.00 %
Total	75.18	36.98 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	15.66	21.01 %
Gas-Stov	11.18	21.62 %
Grinder	10.52	17.98 %
Cook-Pre	4.45	39.79 %
Small-Ap	2.44	36.22 %
In-Stove	2.07	23.65 %
Chimney	2.06	18.33 %
Fan	0.50	1.44 %
Total	48.88	18.97 %

Branch *	MTD Sales L	Brand Share %
DGL1	2.24	9.86 %
DGL2	1.31	20.95 %
PVI1	0.93	18.75 %
KKD3	0.89	10.24 %
TPT1	0.88	11.27 %
KYK1	0.68	13.90 %
KRR1	0.67	17.41 %
MDU4	0.61	11.34 %
MPA1	0.60	9.94 %
TEN2	0.51	10.09 %
CMR1	0.50	20.17 %
USL1	0.49	9.01 %
NTM1	0.44	8.46 %
TMM1	0.41	3.93 %
SVG1	0.39	6.72 %
PNI1	0.36	11.74 %
ATG1	0.35	5.90 %
MDU2	0.19	1.57 %
SZSD	0.09	20.93 %
Total	48.88	18.97 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	11.25	22.55 %
Gas-Stov	9.23	28.09 %
Grinder	4.35	20.29 %
Chimney	3.02	26.29 %
Cook-Pre	2.98	40.52 %
In-Stove	1.88	28.97 %
Small-Ap	1.49	50.01 %
Fan	0.29	1.96 %
Total	34.49	23.40 %

Branch *	MTD Sales L	Brand Share %
SLM1	2.28	17.93 %
VPD1	1.05	16.71 %
ERD1	1.00	14.74 %
HSR1	0.59	14.26 %
APN1	0.58	16.22 %
ERD2	0.48	4.56 %
CMI1	0.47	14.64 %
PDR1	0.33	19.04 %
VKL1	0.33	11.83 %
NKL2	0.31	5.20 %
SGG1	0.31	8.98 %
EPI1	0.30	9.09 %
MTR1	0.23	5.03 %
SLM3	0.23	3.56 %
KRI1	0.20	10.56 %
WZWH		0.00 %
Total	34.49	23.40 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Gas-Stov	9.26	17.59 %
Mixie	8.82	12.02 %
Grinder	6.35	11.71 %
Cook-Pre	2.94	29.62 %
In-Stove	1.86	18.21 %
Small-Ap	1.81	28.73 %
Chimney	0.83	15.85 %
Fan	0.29	0.87 %
Total	32.16	13.13 %

Branch *	MTD Sales L	Brand Share %
NGR1	2.31	14.34 %
KVT1	2.28	12.53 %
TVL1	2.00	11.57 %
TUT1	1.80	9.73 %
VNR2	1.65	11.79 %
TCN1	1.47	18.83 %
TKS1	1.47	13.85 %
MAR1	1.40	16.79 %
PKD1	1.35	19.56 %
TYI1	0.97	18.25 %
SNL1	0.78	13.36 %
STU2	0.60	20.83 %
MMT1	0.59	12.88 %
SDI1	0.58	17.95 %
APK1	0.57	10.67 %
PDI1	0.49	12.11 %
TKS2	0.41	3.07 %
VKM1	0.38	11.87 %
SKD1	0.35	8.77 %
SVK1	0.34	5.19 %
APK2	0.31	6.75 %
VLY1	0.30	5.56 %
TKY1	0.28	5.53 %
KYR1	0.28	7.12 %
VNR1	0.27	7.67 %
ERL2	0.23	7.78 %
SGT1	0.22	11.67 %
S2SD	0.14	13.26 %
KGL1	0.14	7.11 %
TUT2	0.13	1.86 %
TVL2	0.10	8.73 %
Total	32.16	13.13 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	10.28	22.89 %
Gas-Stov	8.76	23.01 %
Grinder	5.79	19.51 %
Cook-Pre	2.11	29.85 %
Chimney	1.90	16.73 %
In-Stove	1.57	25.51 %
Small-Ap	1.18	31.08 %
Fan	0.25	1.80 %
Total	31.83	20.52 %

Branch *	MTD Sales L	Brand Share %
KMR1	2.24	18.64 %
CBE4	1.43	13.44 %
TPR2	1.09	17.45 %
PLI1	1.03	11.60 %
AVI1	0.87	18.47 %
SUL1	0.62	9.71 %
PDM1	0.57	17.96 %
CBE5	0.56	8.97 %
TPR4	0.54	14.60 %
KMD1	0.53	12.73 %
TPR1	0.50	8.65 %
CBE1	0.45	11.23 %
KGI1	0.43	18.51 %
DPM2	0.38	8.73 %
SNR1	0.28	4.60 %
ANR1	0.21	11.25 %
GDR1	0.11	8.78 %
WZSD	0.07	-5.85 %
Total	31.83	20.52 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	7.97	16.21 %
Gas-Stov	6.91	17.74 %
Grinder	6.56	17.41 %
In-Stove	1.90	22.54 %
Cook-Pre	1.78	25.26 %
Small-Ap	1.31	30.25 %
Chimney	0.71	18.27 %
Fan	0.08	0.41 %
Flask	0.01	100.00 %
Total	27.23	16.09 %

Branch *	MTD Sales L	Brand Share %
MVM1	2.25	17.71 %
TNJ1	2.13	19.15 %
TNJ2	2.10	18.11 %
TVR2	1.48	16.43 %
TRY1	1.07	6.65 %
PBR2	0.82	8.37 %
ORU1	0.79	19.86 %
TRY4	0.64	9.51 %
TTP1	0.62	17.69 %
PDK1	0.56	16.43 %
TVR1	0.47	17.09 %
NMM1	0.45	9.33 %
KIK1	0.44	7.94 %
NGT1	0.42	7.48 %
TRY3	0.25	4.19 %
PTK1	0.23	2.72 %
APM1	0.17	7.45 %
TYR1	0.15	2.44 %
TZSD	0.02	-6.86 %
Total	27.23	16.09 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Gas-Stov	6.34	33.79 %
Mixie	5.64	21.81 %
Grinder	2.21	24.00 %
Cook-Pre	1.95	48.52 %
In-Stove	1.04	34.98 %
Small-Ap	1.02	49.51 %
Chimney	0.91	26.06 %
Fan	0.27	2.67 %
Total	19.40	25.35 %

Branch *	MTD Sales L	Brand Share %
VEL2	1.43	19.23 %
KPM2	0.81	11.62 %
TRL1	0.77	11.89 %
ARC2	0.55	19.57 %
GDM1	0.31	18.64 %
ANI1	0.17	17.77 %
WJP1	0.12	8.08 %
VEL1	0.09	2.73 %
Total	19.40	25.35 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Gas-Stov	6.71	26.46 %
Mixie	4.87	14.68 %
Grinder	3.43	16.73 %
Cook-Pre	1.30	37.01 %
In-Stove	1.16	31.99 %
Chimney	0.87	26.64 %
Small-Ap	0.68	24.83 %
Fan	0.09	0.71 %
Flask	0.01	100.00 %
Total	19.12	18.19 %

Branch *	MTD Sales L	Brand Share %
CH15	1.67	16.78 %
CH18	1.49	20.92 %
CH12	1.19	17.15 %
CH03	1.06	12.64 %
CH21	0.68	12.68 %
GPD1	0.44	16.03 %
CH33	0.43	11.51 %
CH41	0.39	13.09 %
CH24	0.36	6.50 %
CH46	0.33	13.05 %
CH09	0.31	13.36 %
CH43	0.31	3.49 %
UKI1	0.28	15.46 %
CH23	0.20	11.29 %
CH06	0.18	3.51 %
CH27	0.16	10.15 %
CH31	0.13	8.35 %
MC06	0.01	2.25 %
CH01		0.00 %
Total	19.12	18.19 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Gas-Stov	4.81	25.87 %
Mixie	4.60	17.27 %
Grinder	4.41	22.68 %
Cook-Pre	1.33	34.51 %
Chimney	0.94	53.97 %
In-Stove	0.91	24.21 %
Small-Ap	0.88	37.14 %
Fan	0.11	1.17 %
Total	17.99	20.94 %

Branch *	MTD Sales L	Brand Share %
POY1	1.85	18.12 %
POY2	0.89	12.38 %
KKI2	0.77	15.71 %
KML1	0.62	20.79 %
ULP1	0.41	9.65 %
TVM1	0.26	15.73 %
NVL2	0.22	3.01 %
KLM1	0.21	4.76 %
TVM2	0.10	10.31 %
Total	17.99	20.94 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Mixie	0.57	18.01 %
Gas-Stov	0.45	24.69 %
In-Stove	0.25	41.78 %
Cook-Pre	0.18	46.37 %
Grinder	0.14	10.89 %
Fan	0.11	8.64 %
Small-Ap	0.04	8.99 %
Total	1.74	19.05 %

Branch *	MTD Sales L	Brand Share %
KLR1	0.45	19.28 %
PAS1	0.31	13.57 %
TVSD		0.00 %
Total	1.74	19.05 %