

MTD Sales
235.40 L

Brand Share %
20.41 %

Information:

MTD : 01-09-2026 To 21-09-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **20.41 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	71.40	22.78 %
Gas-Stov	69.51	27.01 %
Grinder	40.13	24.08 %
Cook-Pre	17.89	66.83 %
In-Stove	15.36	25.45 %
Chimney	11.06	17.13 %
Small-Ap	5.45	14.56 %
Fan	4.61	2.05 %
Total	235.40	20.41 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	44.23	19.62 %
SOUTH-03	32.47	19.69 %
TRICHY-01	27.65	20.67 %
WEST-02	25.82	28.48 %
WEST-01	21.16	25.16 %
SOUTH ARCOT	20.48	26.19 %
CHENNAI-01	18.12	11.52 %
NORTH ARCOT	16.45	21.50 %
CHENNAI-02	16.20	17.22 %
WEST-03	12.82	26.42 %
Total	235.40	20.41 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	13.13	19.89 %
Gas-Stov	12.82	27.98 %
Grinder	8.87	23.84 %
In-Stove	2.84	28.79 %
Cook-Pre	2.64	64.78 %
Fan	1.80	3.75 %
Chimney	1.37	17.17 %
Small-Ap	0.75	13.11 %
Total	44.23	19.62 %

Branch *	MTD Sales L	Brand Share %
TVL1	1.38	10.98 %
TUT1	1.38	4.43 %
TKS2	1.37	13.19 %
VLY1	1.36	19.64 %
MAR1	1.27	18.51 %
SNL1	1.24	20.36 %
TUT2	1.14	19.22 %
VKM1	0.77	19.18 %
APK2	0.64	13.99 %
PDI1	0.61	19.18 %
SKD1	0.48	16.64 %
KYR1	0.36	9.00 %
STU2	0.35	12.89 %
SVK1	0.17	3.65 %
SGT1	0.12	9.91 %
S2SD		0.00 %
WHTV		0.00 %
Total	44.23	19.62 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	9.36	24.35 %
Gas-Stov	9.19	26.77 %
Grinder	5.78	20.85 %
Cook-Pre	3.11	78.62 %
In-Stove	2.33	31.73 %
Chimney	1.18	13.89 %
Fan	0.87	2.13 %
Small-Ap	0.66	18.58 %
Total	32.47	19.69 %

Branch *	MTD Sales L	Brand Share %
MDU2	1.31	14.00 %
DGL1	1.24	9.41 %
PVI1	1.20	19.97 %
MDU1	0.88	5.65 %
MPA1	0.66	17.51 %
TPT1	0.52	9.90 %
PNV2	0.37	17.02 %
TEN2	0.31	4.94 %
KYK1	0.22	9.88 %
MDU4	0.17	5.23 %
PNI1	0.16	5.66 %
ATG1	0.16	4.51 %
MLR1	0.12	3.83 %
CBM1	0.10	3.03 %
USL1	0.08	3.08 %
SZSD		0.00 %
WHMD		0.00 %
Total	32.47	19.69 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	7.64	22.71 %
Gas-Stov	7.62	23.94 %
Grinder	6.03	28.56 %
In-Stove	2.83	29.92 %
Cook-Pre	1.73	78.90 %
Chimney	0.96	14.80 %
Small-Ap	0.78	24.50 %
Fan	0.06	0.23 %
Total	27.65	20.67 %

Branch *	MTD Sales L	Brand Share %
TVR2	1.39	18.71 %
PTK1	1.36	19.72 %
TRY1	1.28	12.01 %
TNJ2	1.27	17.50 %
KIK1	1.11	15.97 %
TNJ1	1.01	16.18 %
PBR2	0.86	9.70 %
NGT1	0.60	10.87 %
NMM1	0.42	14.51 %
APM1	0.39	19.42 %
MSI1	0.25	14.04 %
MDI1	0.19	4.45 %
TRY4	0.14	3.38 %
TRY2	0.13	14.62 %
TRY3	0.12	4.26 %
TZSD		0.00 %
Total	27.65	20.67 %

WEST-02

Property	MTD Sales L	Brand Share %
Gas-Stov	9.12	39.75 %
Mixie	8.86	35.28 %
Cook-Pre	2.81	63.95 %
Grinder	1.70	25.16 %
Chimney	1.38	16.93 %
In-Stove	1.10	22.79 %
Fan	0.43	2.56 %
Small-Ap	0.42	23.14 %
Total	25.82	28.48 %

Branch *	MTD Sales L	Brand Share %
HSR2	1.23	19.91 %
EPI1	0.68	16.50 %
HSR1	0.67	12.11 %
KRI1	0.49	12.65 %
KAM1	0.48	20.25 %
MTR1	0.47	11.83 %
SLM2	0.32	11.59 %
APN1	0.29	9.96 %
SLM1	0.27	3.97 %
WZWH		0.00 %
Total	25.82	28.48 %

WEST-01

Property	MTD Sales L	Brand Share %
Gas-Stov	6.49	31.18 %
Mixie	6.23	26.45 %
Grinder	2.87	25.16 %
Chimney	2.12	25.49 %
In-Stove	1.42	29.40 %
Cook-Pre	1.29	58.83 %
Small-Ap	0.58	18.23 %
Fan	0.15	1.54 %
Total	21.16	25.16 %

Branch *	MTD Sales L	Brand Share %
CBE2	2.39	18.53 %
KMR1	1.82	20.40 %
CBE1	0.65	14.18 %
SUL1	0.59	11.09 %
PLI1	0.43	8.27 %
CBE3	0.30	17.50 %
WHCB		0.00 %
WZSD		0.00 %
Total	21.16	25.16 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	6.72	29.72 %
Gas-Stov	5.71	34.52 %
Grinder	5.01	36.87 %
Cook-Pre	1.13	60.56 %
In-Stove	0.90	22.32 %
Chimney	0.53	17.36 %
Small-Ap	0.49	18.82 %
Total	20.48	26.19 %

Branch *	MTD Sales L	Brand Share %
POY1	1.25	14.58 %
NVL2	1.00	20.01 %
KKI2	0.86	15.53 %
VCM2	0.76	19.13 %
VPM2	0.64	18.52 %
KLM1	0.51	13.15 %
TRK1	0.41	9.05 %
ULP1	0.37	12.68 %
VCM1	0.26	20.30 %
TVM2	0.12	11.23 %
Total	20.48	26.19 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Gas-Stov	4.65	13.30 %
Mixie	4.60	10.77 %
Grinder	3.85	15.64 %
Cook-Pre	1.88	63.26 %
In-Stove	1.54	17.59 %
Chimney	0.90	12.89 %
Small-Ap	0.58	7.08 %
Fan	0.12	0.44 %
Total	18.12	11.52 %

Branch *	MTD Sales L	Brand Share %
CH49	1.58	12.89 %
CH42	1.33	19.75 %
CH16	0.92	9.59 %
CH47	0.86	6.92 %
CH30	0.69	12.70 %
MRM1	0.69	17.42 %
AVD1	0.68	12.07 %
CH19	0.63	9.29 %
CH08	0.62	18.42 %
CH39	0.51	11.40 %
CH45	0.41	7.76 %
TKM1	0.32	17.92 %
CH05	0.29	3.11 %
CH48	0.22	2.75 %
GUD2	0.21	5.81 %
CH29	0.21	15.00 %
CH07	0.16	2.05 %
GUD1	0.10	1.34 %
CH25	0.09	1.25 %
CH14	0.03	0.57 %
CH40		0.00 %
CZWH		0.00 %
Total	18.12	11.52 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	5.60	28.36 %
Gas-Stov	5.22	28.18 %
Grinder	1.70	28.29 %
Cook-Pre	1.44	64.54 %
Chimney	0.81	12.82 %
In-Stove	0.81	23.89 %
Fan	0.50	2.93 %
Small-Ap	0.38	11.56 %
Total	16.45	21.50 %

Branch *	MTD Sales L	Brand Share %
KPM2	1.16	17.76 %
TRR1	1.02	16.45 %
VEL1	0.59	20.30 %
VEL3	0.57	10.34 %
TRL1	0.49	10.24 %
WJD1	0.33	11.33 %
VEL2	0.20	3.67 %
ANI1	0.20	11.25 %
VEL4	0.17	2.98 %
PTU1	0.07	12.74 %
Total	16.45	21.50 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	5.01	18.48 %
Gas-Stov	4.70	23.17 %
Grinder	2.42	20.46 %
Chimney	1.17	23.51 %
Cook-Pre	0.97	57.02 %
In-Stove	0.96	19.38 %
Small-Ap	0.59	12.05 %
Fan	0.38	2.12 %
Total	16.20	17.22 %

Branch *	MTD Sales L	Brand Share %
CH15	1.51	19.06 %
CH50	0.95	19.23 %
CH03	0.55	8.02 %
CH17	0.45	10.99 %
CH27	0.38	17.14 %
CH24	0.38	7.84 %
CH46	0.36	19.75 %
CH41	0.31	12.83 %
CH36	0.30	12.28 %
CH33	0.28	7.60 %
CH06	0.26	10.19 %
CH37	0.26	15.41 %
CH31	0.15	14.87 %
CH43	0.13	2.99 %
CH35	0.13	3.80 %
CH23	0.10	9.90 %
CH21	0.09	2.17 %
CH01	0.07	17.51 %
CH51		0.00 %
MC06		0.00 %
WHC3		0.00 %
Total	16.20	17.22 %

WEST-03

Property	MTD Sales L	Brand Share %
Mixie	4.25	29.44 %
Gas-Stov	4.00	35.14 %
Grinder	1.90	29.68 %
Cook-Pre	0.88	74.78 %
Chimney	0.64	16.73 %
In-Stove	0.62	21.75 %
Fan	0.31	4.18 %
Small-Ap	0.22	20.78 %
Total	12.82	26.42 %

Branch *	MTD Sales L	Brand Share %
ERD1	0.71	13.98 %
AVI1	0.57	14.62 %
TPR1	0.48	9.32 %
CMI1	0.38	20.13 %
VKL1	0.21	13.04 %
W3SD		0.00 %
WHPD		0.00 %
Total	12.82	26.42 %