

MTD Sales
346.24 L

Brand Share %
21.22 %

Information:

MTD : 01-10-2025 To 21-10-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **21.22 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	113.92	22.37 %
Gas-Stov	102.78	26.78 %
Grinder	53.97	17.03 %
Cook-Pre	26.97	38.63 %
Chimney	16.29	25.01 %
In-Stove	16.03	24.80 %
Small-Ap	13.70	33.74 %
Fan	2.56	1.41 %
Flask	0.01	100.00 %
Total	346.24	21.22 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	78.48	35.19 %
SOUTH-03	52.29	18.79 %
WEST-02	44.03	23.91 %
WEST-01	37.62	21.11 %
SOUTH-01	36.12	13.52 %
TRICHY-01	29.02	15.97 %
NORTH ARCOT	23.59	25.55 %
CHENNAI-02	22.92	19.17 %
SOUTH ARCOT	20.06	20.82 %
KL-SOUTH	2.10	18.86 %
Total	346.24	21.22 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mixie	32.58	43.15 %
Gas-Stov	29.69	44.95 %
Cook-Pre	5.19	61.92 %
Grinder	4.38	11.88 %
Chimney	3.52	49.62 %
In-Stove	1.58	25.92 %
Small-Ap	1.25	26.08 %
Fan	0.29	1.60 %
Total	78.48	35.19 %

Branch *	MTD Sales L	Brand Share %
CH42	2.17	18.80 %
CH16	1.60	12.46 %
CH28	1.46	19.93 %
CH07	1.21	15.27 %
TKM1	0.89	20.55 %
CH08	0.78	6.51 %
CH35	0.65	19.26 %
CH11	0.65	10.67 %
CH48	0.64	9.34 %
MRM1	0.60	10.34 %
CH19	0.56	7.63 %
CH22	0.55	8.98 %
CH05	0.50	4.57 %
CH37	0.49	12.31 %
CH39	0.47	11.88 %
CGL1	0.42	14.24 %
GUD1	0.35	5.03 %
CH14	0.34	4.03 %
AVD1	0.27	5.63 %
GUD2	0.08	1.49 %
CH40	0.06	18.97 %
CH29	0.03	1.86 %
MC10		0.00 %
WHC3		0.00 %
Total	78.48	35.19 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	16.75	20.73 %
Gas-Stov	11.78	20.93 %
Grinder	11.49	18.30 %
Cook-Pre	4.77	39.36 %
Small-Ap	2.59	36.05 %
In-Stove	2.34	24.54 %
Chimney	2.06	17.87 %
Fan	0.50	1.33 %
Total	52.29	18.79 %

Branch *	MTD Sales L	Brand Share %
DGL1	2.60	10.31 %
DGL2	1.33	19.57 %
PVI1	1.03	19.93 %
KKD3	1.00	10.54 %
TPT1	0.90	10.78 %
MPA1	0.76	10.41 %
SGP1	0.74	20.75 %
KRR1	0.72	16.46 %
KYK1	0.68	13.11 %
TMM1	0.63	5.37 %
MDU4	0.61	11.06 %
CMR1	0.52	20.40 %
TEN2	0.51	9.23 %
NTM1	0.51	8.97 %
USL1	0.49	8.84 %
SVG1	0.39	6.69 %
ATG1	0.39	6.04 %
PNI1	0.37	11.50 %
MDU2	0.22	1.69 %
SZSD	0.09	20.93 %
Total	52.29	18.79 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	14.52	23.45 %
Gas-Stov	12.28	29.01 %
Grinder	5.16	18.67 %
Cook-Pre	3.83	42.42 %
Chimney	3.65	26.00 %
In-Stove	2.32	28.25 %
Small-Ap	1.83	51.17 %
Fan	0.44	2.54 %
Total	44.03	23.91 %

Branch *	MTD Sales L	Brand Share %
SLM1	2.73	17.77 %
ERD1	1.36	16.00 %
VPD1	1.30	16.89 %
SLM2	1.23	20.32 %
RSP1	1.06	19.51 %
ERD2	0.90	6.87 %
VKL1	0.83	20.11 %
HSR1	0.67	14.71 %
CMI1	0.61	15.05 %
SGG1	0.52	11.23 %
EPI1	0.48	10.83 %
PDR1	0.35	19.22 %
MTR1	0.34	5.32 %
NKL2	0.31	4.36 %
KRI1	0.26	10.39 %
SLM3	0.25	3.09 %
WZWH		0.00 %
Total	44.03	23.91 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	12.28	23.39 %
Gas-Stov	10.24	23.10 %
Grinder	6.64	20.06 %
Cook-Pre	2.45	30.78 %
Chimney	2.44	18.24 %
In-Stove	1.83	25.85 %
Small-Ap	1.43	33.33 %
Fan	0.31	2.01 %
Total	37.62	21.11 %

Branch *	MTD Sales L	Brand Share %
CBE2	4.46	20.11 %
KMR1	2.63	20.70 %
CBE4	1.79	14.95 %
AVI1	1.17	20.28 %
PLI1	1.06	10.27 %
SUL1	0.80	11.67 %
TPR1	0.78	10.46 %
TPR4	0.70	14.61 %
CBE5	0.62	9.14 %
PDM1	0.57	15.01 %
KMD1	0.56	13.18 %
KGI1	0.48	17.16 %
CBE1	0.48	11.27 %
DPM2	0.42	8.63 %
ANR1	0.34	15.44 %
SNR1	0.31	4.60 %
GDR1	0.20	13.38 %
WZSD	0.07	-5.85 %
Total	37.62	21.11 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Gas-Stov	10.22	17.61 %
Mixie	10.02	12.40 %
Grinder	7.19	12.24 %
Cook-Pre	3.41	30.95 %
Small-Ap	2.10	29.85 %
In-Stove	2.06	17.98 %
Chimney	0.83	15.06 %
Fan	0.29	0.83 %
Total	36.12	13.52 %

Branch *	MTD Sales L	Brand Share %
NGR1	2.66	15.28 %
KVT1	2.64	13.38 %
TUT1	2.16	10.42 %
TVL1	2.11	11.30 %
VNR2	1.72	11.75 %
MAR1	1.65	18.09 %
TKS1	1.62	13.85 %
TCN1	1.54	18.10 %
PKD1	1.43	19.93 %
SNL1	1.09	16.32 %
TYI1	1.05	17.06 %
MMT1	0.86	15.81 %
APK1	0.70	12.05 %
SDI1	0.59	16.55 %
TKS2	0.56	3.93 %
PDI1	0.53	11.95 %
SKD1	0.47	10.66 %
VKM1	0.38	11.54 %
VLY1	0.35	5.90 %
SVK1	0.34	4.60 %
ERL2	0.34	9.08 %
APK2	0.32	6.41 %
TKY1	0.31	5.44 %
KYR1	0.30	7.22 %
VNR1	0.27	7.20 %
SGT1	0.23	11.01 %
TUT2	0.17	2.29 %
KGL1	0.15	6.38 %
S2SD	0.14	13.26 %
TVL2	0.11	9.25 %
Total	36.12	13.52 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	8.80	16.39 %
Gas-Stov	7.19	17.29 %
Grinder	6.91	17.34 %
In-Stove	1.97	21.18 %
Cook-Pre	1.96	25.87 %
Small-Ap	1.40	29.34 %
Chimney	0.71	16.67 %
Fan	0.08	0.39 %
Flask	0.01	100.00 %
Total	29.02	15.97 %

Branch *	MTD Sales L	Brand Share %
MVM1	2.56	18.77 %
TNJ2	2.16	18.26 %
TNJ1	2.13	17.89 %
TVR2	1.52	16.29 %
TRY1	1.09	6.35 %
PBR2	0.87	8.34 %
ORU1	0.81	19.52 %
MSI1	0.74	19.94 %
TRY4	0.74	10.12 %
TTP1	0.66	17.83 %
PDK1	0.62	16.67 %
TVR1	0.47	16.98 %
KIK1	0.47	8.01 %
NMM1	0.45	8.80 %
NGT1	0.43	7.40 %
TRY3	0.25	4.05 %
PTK1	0.23	2.63 %
APM1	0.17	7.01 %
TYR1	0.16	1.98 %
TZSD	0.02	-6.86 %
Total	29.02	15.97 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Gas-Stov	7.63	33.33 %
Mixie	7.06	22.07 %
Grinder	2.76	25.34 %
Cook-Pre	2.28	45.86 %
Small-Ap	1.33	50.75 %
In-Stove	1.15	31.62 %
Chimney	1.05	27.60 %
Fan	0.33	2.85 %
Total	23.59	25.55 %

Branch *	MTD Sales L	Brand Share %
VEL2	1.65	19.00 %
KPM2	1.04	12.22 %
TRL1	0.83	11.06 %
ARC2	0.63	19.63 %
WJP1	0.26	12.86 %
VEL1	0.09	2.34 %
Total	23.59	25.55 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Gas-Stov	7.96	27.69 %
Mixie	5.97	15.52 %
Grinder	4.37	18.44 %
Cook-Pre	1.40	35.93 %
In-Stove	1.36	32.32 %
Chimney	1.02	29.86 %
Small-Ap	0.75	24.48 %
Fan	0.09	0.65 %
Flask	0.01	100.00 %
Total	22.92	19.17 %

Branch *	MTD Sales L	Brand Share %
CH15	2.20	19.20 %
CH18	1.59	19.96 %
CH12	1.41	18.01 %
CH03	1.32	13.88 %
CH21	0.76	11.79 %
CH33	0.52	12.64 %
GPD1	0.51	16.49 %
CH09	0.50	16.67 %
CH24	0.42	7.10 %
CH43	0.39	4.11 %
CH41	0.39	11.96 %
UKI1	0.34	16.54 %
CH46	0.33	12.42 %
CH23	0.23	11.33 %
CH27	0.22	11.21 %
CH06	0.18	3.14 %
CH31	0.13	7.66 %
MC06	0.02	3.34 %
CH01		0.00 %
Total	22.92	19.17 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	5.27	17.64 %
Gas-Stov	5.24	25.03 %
Grinder	4.93	22.64 %
Cook-Pre	1.43	32.84 %
In-Stove	1.11	24.76 %
Chimney	1.02	50.72 %
Small-Ap	0.96	37.26 %
Fan	0.11	1.07 %
Total	20.06	20.82 %

Branch *	MTD Sales L	Brand Share %
CUD1	2.80	19.77 %
POY1	2.16	19.83 %
POY2	0.95	12.38 %
KKI2	0.84	14.91 %
KML1	0.62	20.12 %
ULP1	0.48	9.54 %
NVL2	0.26	3.27 %
TVM1	0.26	15.61 %
KLM1	0.22	4.21 %
TVM2	0.10	9.16 %
Total	20.06	20.82 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Mixie	0.67	18.31 %
Gas-Stov	0.55	21.50 %
In-Stove	0.33	46.59 %
Cook-Pre	0.24	49.87 %
Grinder	0.14	9.44 %
Fan	0.11	7.83 %
Small-Ap	0.06	8.41 %
Total	2.10	18.86 %

Branch *	MTD Sales L	Brand Share %
TVP1	1.11	20.39 %
PAS1	0.42	13.84 %
TVSD		0.00 %
Total	2.10	18.86 %