

MTD Sales
227.75 L

Brand Share %
16.42 %

Information:

MTD : 01-04-2026 To 22-04-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **16.42 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	63.79	20.67 %
Gas-Stov	50.99	24.47 %
Fan	50.11	9.30 %
Grinder	29.70	17.22 %
Cook-Pre	14.85	61.79 %
Chimney	14.03	20.09 %
Small-Ap	4.04	10.61 %
In-Stove	0.23	0.87 %
Flask	0.01	100.00 %
Total	227.75	16.42 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	35.84	14.27 %
WEST-02	34.70	22.34 %
SOUTH-03	30.62	14.14 %
WEST-01	27.24	22.34 %
TRICHY-01	26.63	17.35 %
CHENNAI-01	21.25	10.73 %
CHENNAI-02	18.48	16.05 %
SOUTH ARCOT	17.33	19.88 %
NORTH ARCOT	15.67	17.86 %
Total	227.75	16.42 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	9.09	17.19 %
Fan	8.15	7.72 %
Gas-Stov	7.50	20.06 %
Grinder	5.64	17.85 %
Cook-Pre	2.70	68.12 %
Chimney	1.92	18.71 %
Small-Ap	0.83	11.30 %
In-Stove	0.02	0.84 %
Total	35.84	14.27 %

Branch *	MTD Sales L	Brand Share %
KVT1	2.70	13.14 %
TVL1	2.34	13.56 %
VNR2	1.65	14.93 %
TKS1	1.42	15.81 %
TKS2	1.33	8.63 %
VLY1	1.11	15.57 %
TUT1	1.09	5.92 %
VNR1	0.87	16.30 %
MAR1	0.75	8.31 %
SNL1	0.74	14.21 %
VKM1	0.65	14.73 %
MMT1	0.63	13.33 %
STU2	0.60	15.30 %
SDI1	0.55	13.34 %
KYR1	0.53	9.64 %
TKY1	0.53	16.04 %
APK2	0.52	12.29 %
PDI1	0.50	12.43 %
SVK1	0.41	4.66 %
SKD1	0.39	8.37 %
COL1	0.33	15.31 %
SGT1	0.33	12.38 %
TUT2	0.26	2.75 %
UDN1	0.25	9.57 %
S2SD		0.00 %
Total	35.84	14.27 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	12.81	32.97 %
Gas-Stov	9.12	41.74 %
Fan	4.93	7.43 %
Chimney	3.50	31.10 %
Grinder	2.29	21.61 %
Cook-Pre	1.82	69.95 %
Small-Ap	0.22	11.14 %
In-Stove	0.01	0.35 %
Total	34.70	22.34 %

Branch *	MTD Sales L	Brand Share %
HSR1	0.93	15.83 %
KRI1	0.71	9.81 %
SLM2	0.67	12.36 %
RSP1	0.59	15.24 %
KAM1	0.57	12.79 %
NKL2	0.55	9.67 %
SGI1	0.50	15.52 %
EPI1	0.34	7.95 %
CMI1	0.34	16.09 %
APN1	0.33	7.56 %
WHKP		0.00 %
WZWH		0.00 %
Total	34.70	22.34 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fan	7.82	8.17 %
Gas-Stov	6.64	21.77 %
Mixie	6.43	15.85 %
Grinder	4.36	15.71 %
Cook-Pre	3.13	77.67 %
Chimney	1.60	14.64 %
Small-Ap	0.65	10.84 %
Total	30.62	14.14 %

Branch *	MTD Sales L	Brand Share %
MDU1	2.62	12.64 %
DGL1	1.58	9.75 %
MDU6	1.28	12.30 %
TMM1	1.24	11.57 %
MPA1	0.84	12.26 %
TPT1	0.67	10.23 %
MDU5	0.66	9.00 %
MDU4	0.66	11.66 %
NKI1	0.61	15.25 %
PNI1	0.48	10.22 %
TEN2	0.46	5.52 %
KRR1	0.44	14.71 %
SVG1	0.42	14.15 %
NTM1	0.24	8.70 %
MDU2	0.23	1.95 %
SGP1	0.22	9.69 %
MLR1	0.21	5.63 %
USL1	0.21	5.69 %
KYK1	0.21	6.85 %
ATG1	0.18	4.01 %
SZSD		2.43 %
Total	30.62	14.14 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	7.91	26.78 %
Gas-Stov	6.22	31.54 %
Fan	5.54	12.85 %
Grinder	3.85	28.51 %
Chimney	2.37	25.73 %
Cook-Pre	0.92	45.10 %
Small-Ap	0.41	12.21 %
In-Stove	0.02	1.33 %
Total	27.24	22.34 %

Branch *	MTD Sales L	Brand Share %
SUL1	0.65	10.52 %
CBE1	0.43	7.93 %
CBE5	0.41	11.60 %
CBE3	0.24	13.73 %
ANR1	0.20	13.49 %
TPR4	0.20	12.25 %
DPM2	0.19	10.74 %
KGI1	0.09	7.30 %
GDR1	0.05	5.92 %
WZSD		0.00 %
Total	27.24	22.34 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	7.76	20.71 %
Fan	7.45	11.86 %
Gas-Stov	4.63	21.77 %
Grinder	3.57	19.54 %
Chimney	1.49	29.35 %
Cook-Pre	1.11	37.39 %
Small-Ap	0.62	15.58 %
Flask	0.01	100.00 %
Total	26.63	17.35 %

Branch *	MTD Sales L	Brand Share %
TRY1	1.93	12.40 %
TNJ2	0.88	12.70 %
PBR2	0.82	9.43 %
NMM1	0.56	12.65 %
TRY3	0.55	12.99 %
ORU1	0.50	12.17 %
MSI1	0.40	15.13 %
KIK1	0.34	6.38 %
TRY4	0.29	5.47 %
NGT1	0.28	4.84 %
APM1	0.19	9.41 %
TZSD		0.00 %
Total	26.63	17.35 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mixie	4.78	11.63 %
Fan	4.59	8.31 %
Gas-Stov	4.41	14.13 %
Grinder	3.72	9.04 %
Cook-Pre	1.99	57.80 %
Chimney	1.28	12.66 %
Small-Ap	0.42	5.18 %
In-Stove	0.06	0.74 %
Total	21.25	10.73 %

Branch *	MTD Sales L	Brand Share %
CH47	1.92	11.11 %
CH07	1.10	11.97 %
CH45	0.97	14.06 %
CH05	0.69	4.87 %
CH48	0.68	9.41 %
CH49	0.65	5.92 %
MRM1	0.62	12.92 %
CH39	0.59	12.19 %
TKM1	0.56	16.26 %
CH14	0.55	6.77 %
CH30	0.48	10.35 %
GUD2	0.38	8.41 %
CH25	0.36	6.01 %
CH38	0.35	8.50 %
SKL1	0.24	13.61 %
CZWH	0.21	0.99 %
CH16	0.18	2.49 %
CH22	0.15	5.05 %
CH37	0.13	11.32 %
GUD1	0.11	1.97 %
AVD1	0.05	1.78 %
CH40	0.02	6.09 %
MC09		0.00 %
WCHN		0.00 %
WHC3		0.00 %
Total	21.25	10.73 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Gas-Stov	4.82	23.57 %
Mixie	4.73	16.78 %
Fan	4.14	11.36 %
Grinder	3.03	21.81 %
Cook-Pre	1.14	59.66 %
Small-Ap	0.38	9.90 %
Chimney	0.16	3.94 %
In-Stove	0.08	1.19 %
Total	18.48	16.05 %

Branch *	MTD Sales L	Brand Share %
CH03	0.97	9.54 %
CH50	0.91	16.18 %
CH12	0.69	11.97 %
CH33	0.44	11.72 %
CH36	0.34	13.16 %
CH24	0.32	6.49 %
CH41	0.26	9.97 %
CH43	0.24	3.37 %
CH46	0.23	11.22 %
CH06	0.19	5.54 %
CH21	0.18	2.62 %
MC06	0.06	13.76 %
CH23	0.03	1.63 %
CH01	0.01	3.65 %
CH51		0.00 %
Total	18.48	16.05 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	5.61	27.79 %
Gas-Stov	3.74	30.63 %
Fan	3.05	8.76 %
Grinder	2.84	24.49 %
Chimney	0.94	30.55 %
Cook-Pre	0.93	57.12 %
Small-Ap	0.22	14.83 %
Total	17.33	19.88 %

Branch *	MTD Sales L	Brand Share %
TRK1	0.58	15.67 %
PRT1	0.44	10.83 %
VPM1	0.26	13.69 %
NVL2	0.26	4.53 %
STP1	0.19	9.55 %
TVM2	0.14	13.73 %
VCM2	0.04	10.12 %
Total	17.33	19.88 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	4.68	23.63 %
Fan	4.45	11.53 %
Gas-Stov	3.90	28.46 %
Cook-Pre	1.12	76.38 %
Chimney	0.78	13.25 %
Grinder	0.39	9.47 %
Small-Ap	0.29	14.55 %
In-Stove	0.06	2.64 %
Total	15.67	17.86 %

Branch *	MTD Sales L	Brand Share %
VEL2	1.64	16.03 %
TRL1	0.57	8.20 %
ABR1	0.46	12.33 %
KPM1	0.24	9.98 %
Total	15.67	17.86 %