

MTD Sales
241.33 L

Brand Share %
20.38 %

Information:

MTD : 01-09-2026 To 22-09-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **20.38 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	73.63	22.80 %
Gas-Stov	70.63	26.78 %
Grinder	41.14	24.05 %
Cook-Pre	18.57	67.12 %
In-Stove	15.76	25.18 %
Chimney	11.31	17.22 %
Small-Ap	5.62	14.54 %
Fan	4.67	2.03 %
Total	241.33	20.38 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	45.12	19.51 %
SOUTH-03	32.99	19.50 %
TRICHY-01	28.42	20.68 %
WEST-02	26.29	28.44 %
WEST-01	21.78	25.13 %
SOUTH ARCOT	21.15	26.17 %
CHENNAI-01	18.36	11.43 %
CHENNAI-02	16.97	17.31 %
NORTH ARCOT	16.92	21.60 %
WEST-03	13.34	26.84 %
Total	241.33	20.38 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	13.53	19.96 %
Gas-Stov	12.94	27.28 %
Grinder	9.07	23.86 %
In-Stove	2.84	28.13 %
Cook-Pre	2.76	64.76 %
Fan	1.86	3.79 %
Chimney	1.37	17.17 %
Small-Ap	0.75	12.79 %
Total	45.12	19.51 %

Branch *	MTD Sales L	Brand Share %
TVL1	1.51	11.33 %
TUT1	1.42	4.50 %
TKS2	1.37	12.97 %
VLY1	1.36	19.42 %
MAR1	1.27	17.96 %
SNL1	1.24	19.82 %
TUT2	1.18	19.01 %
VKM1	0.79	19.18 %
APK2	0.69	14.18 %
PDI1	0.67	20.21 %
SKD1	0.48	15.98 %
STU2	0.39	13.86 %
KYR1	0.36	8.92 %
SVK1	0.17	3.65 %
SGT1	0.12	9.79 %
S2SD		0.00 %
WHTV		0.00 %
Total	45.12	19.51 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	9.57	24.21 %
Gas-Stov	9.22	26.43 %
Grinder	5.82	20.47 %
Cook-Pre	3.25	78.65 %
In-Stove	2.41	31.30 %
Chimney	1.18	13.89 %
Fan	0.87	2.07 %
Small-Ap	0.68	17.83 %
Total	32.99	19.50 %

Branch *	MTD Sales L	Brand Share %
MDU2	1.31	13.63 %
DGL1	1.24	9.14 %
PVI1	1.20	19.88 %
MDU1	0.90	5.67 %
MPA1	0.66	17.12 %
TPT1	0.52	9.57 %
SVG1	0.43	20.09 %
PNV2	0.37	16.30 %
TEN2	0.31	4.93 %
KYK1	0.22	9.25 %
MLR1	0.20	5.85 %
MDU4	0.17	4.68 %
PN11	0.16	5.61 %
ATG1	0.16	4.34 %
CBM1	0.13	3.90 %
USL1	0.08	3.07 %
SZSD		0.00 %
WHMD		0.00 %
Total	32.99	19.50 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Gas-Stov	7.84	24.12 %
Mixie	7.76	22.27 %
Grinder	6.26	28.65 %
In-Stove	2.90	29.94 %
Cook-Pre	1.85	79.95 %
Chimney	0.96	14.37 %
Small-Ap	0.79	24.45 %
Fan	0.06	0.23 %
Total	28.42	20.68 %

Branch *	MTD Sales L	Brand Share %
TVR2	1.47	18.70 %
PTK1	1.42	19.94 %
TNJ2	1.31	17.33 %
TRY1	1.28	11.63 %
KIK1	1.11	15.57 %
TNJ1	1.04	16.42 %
PBR2	0.86	9.60 %
NGT1	0.60	10.59 %
NMM1	0.46	15.08 %
APM1	0.40	19.51 %
MSI1	0.25	13.84 %
MDI1	0.19	4.34 %
TRY4	0.18	4.07 %
TRY2	0.13	14.62 %
TRY3	0.12	4.26 %
TZSD		0.00 %
Total	28.42	20.68 %

WEST-02

Property	MTD Sales L	Brand Share %
Gas-Stov	9.40	39.72 %
Mixie	8.96	35.05 %
Cook-Pre	2.91	64.40 %
Grinder	1.70	24.89 %
Chimney	1.38	16.93 %
In-Stove	1.10	22.01 %
Fan	0.43	2.53 %
Small-Ap	0.42	22.86 %
Total	26.29	28.44 %

Branch *	MTD Sales L	Brand Share %
HSR2	1.23	19.91 %
EPI1	0.73	17.45 %
HSR1	0.67	12.05 %
KRI1	0.57	14.09 %
MTR1	0.47	11.47 %
APN1	0.36	11.48 %
SLM2	0.34	12.12 %
SLM1	0.27	3.88 %
WZWH		0.00 %
Total	26.29	28.44 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	6.56	26.69 %
Gas-Stov	6.54	30.94 %
Grinder	2.95	24.97 %
Chimney	2.12	24.44 %
In-Stove	1.46	29.73 %
Cook-Pre	1.36	59.69 %
Small-Ap	0.62	19.21 %
Fan	0.15	1.51 %
Total	21.78	25.13 %

Branch *	MTD Sales L	Brand Share %
CBE2	2.54	19.12 %
KMR1	1.84	20.24 %
CBE1	0.65	14.14 %
SUL1	0.59	10.52 %
PLI1	0.43	7.86 %
CBE3	0.30	16.88 %
WHCB		0.00 %
WZSD		0.00 %
Total	21.78	25.13 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	6.87	29.48 %
Gas-Stov	5.81	34.58 %
Grinder	5.24	36.62 %
Cook-Pre	1.20	60.92 %
In-Stove	0.95	22.03 %
Small-Ap	0.54	19.52 %
Chimney	0.53	16.34 %
Total	21.15	26.17 %

Branch *	MTD Sales L	Brand Share %
POY1	1.25	14.44 %
KKI2	0.88	14.76 %
VCM2	0.76	18.52 %
VPM2	0.64	17.16 %
KLM1	0.60	14.56 %
TRK1	0.41	9.05 %
ULP1	0.37	12.34 %
TVM2	0.14	12.63 %
Total	21.15	26.17 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Gas-Stov	4.78	13.31 %
Mixie	4.70	10.74 %
Grinder	3.85	15.42 %
Cook-Pre	1.88	62.94 %
In-Stove	1.54	17.23 %
Chimney	0.90	12.89 %
Small-Ap	0.59	7.06 %
Fan	0.12	0.43 %
Total	18.36	11.43 %

Branch *	MTD Sales L	Brand Share %
CH49	1.62	12.87 %
CH42	1.33	19.75 %
CH16	0.93	9.60 %
CH47	0.86	6.84 %
MRM1	0.75	17.42 %
CH30	0.72	13.14 %
AVD1	0.68	11.90 %
CH19	0.63	9.24 %
CH08	0.62	18.42 %
CH39	0.55	12.00 %
CH45	0.41	7.76 %
TKM1	0.32	17.65 %
CH05	0.29	2.98 %
CH48	0.22	2.67 %
GUD2	0.21	5.81 %
CH29	0.21	15.00 %
CH07	0.16	1.96 %
GUD1	0.11	1.52 %
CH25	0.09	1.24 %
CH14	0.03	0.55 %
CH40		0.00 %
CZWH		0.00 %
Total	18.36	11.43 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	5.40	19.06 %
Gas-Stov	4.73	22.57 %
Grinder	2.61	21.36 %
Chimney	1.17	22.93 %
Cook-Pre	1.06	58.14 %
In-Stove	1.03	19.38 %
Small-Ap	0.59	11.38 %
Fan	0.38	2.03 %
Total	16.97	17.31 %

Branch *	MTD Sales L	Brand Share %
CH15	1.51	18.16 %
CH50	1.05	20.33 %
CH03	0.67	9.14 %
CH17	0.50	11.67 %
CH27	0.43	18.22 %
CH24	0.40	8.17 %
CH46	0.36	19.75 %
CH41	0.33	13.60 %
CH36	0.30	11.96 %
CH33	0.28	7.60 %
CH06	0.26	9.38 %
CH37	0.26	14.63 %
CH31	0.15	14.25 %
CH43	0.13	2.84 %
CH35	0.13	3.78 %
CH23	0.10	9.90 %
CH21	0.09	2.11 %
CH01	0.07	17.51 %
CH51		0.00 %
MC06		0.00 %
WHC3		0.00 %
Total	16.97	17.31 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	5.87	28.64 %
Gas-Stov	5.33	28.50 %
Grinder	1.70	27.61 %
Cook-Pre	1.45	64.79 %
In-Stove	0.88	24.26 %
Chimney	0.81	12.82 %
Fan	0.50	2.86 %
Small-Ap	0.38	11.35 %
Total	16.92	21.60 %

Branch *	MTD Sales L	Brand Share %
KPM2	1.20	18.17 %
TRR1	1.02	16.45 %
VEL3	0.60	10.58 %
TRL1	0.53	10.44 %
WJD1	0.33	10.49 %
ANI1	0.24	13.12 %
VEL2	0.20	3.62 %
VEL4	0.17	2.91 %
PTU1	0.10	16.27 %
WHVL		0.00 %
Total	16.92	21.60 %

WEST-03

Property	MTD Sales L	Brand Share %
Mixie	4.41	29.78 %
Gas-Stov	4.04	34.44 %
Grinder	1.94	30.12 %
Chimney	0.89	21.90 %
Cook-Pre	0.86	74.22 %
In-Stove	0.62	21.50 %
Fan	0.31	4.13 %
Small-Ap	0.27	24.19 %
Total	13.34	26.84 %

Branch *	MTD Sales L	Brand Share %
ERD1	0.71	13.74 %
AVI1	0.67	16.76 %
TPR1	0.56	10.61 %
CMI1	0.38	20.13 %
VKL1	0.21	13.04 %
W3SD		0.00 %
WHPD		0.00 %
Total	13.34	26.84 %