

MTD Sales
361.26 L

Brand Share %
21.26 %

Information:

MTD : 01-10-2025 To 22-10-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **21.26 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	118.47	22.38 %
Gas-Stov	107.31	26.86 %
Grinder	56.12	17.04 %
Cook-Pre	28.28	38.80 %
Chimney	17.07	25.10 %
In-Stove	16.98	24.81 %
Small-Ap	14.33	33.78 %
Fan	2.68	1.42 %
Flask	0.01	100.00 %
Total	361.26	21.26 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	79.53	34.71 %
SOUTH-03	54.62	18.81 %
WEST-02	46.78	24.13 %
WEST-01	40.07	21.47 %
SOUTH-01	38.60	13.79 %
TRICHY-01	30.49	16.12 %
NORTH ARCOT	24.22	25.40 %
CHENNAI-02	23.97	19.34 %
SOUTH ARCOT	20.83	20.99 %
KL-SOUTH	2.16	19.02 %
Total	361.26	21.26 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mixie	32.72	42.57 %
Gas-Stov	30.01	44.52 %
Cook-Pre	5.36	61.55 %
Grinder	4.67	12.25 %
Chimney	3.52	48.44 %
In-Stove	1.67	26.19 %
Small-Ap	1.29	25.25 %
Fan	0.29	1.51 %
Total	79.53	34.71 %

Branch *	MTD Sales L	Brand Share %
CH42	2.30	19.17 %
CH16	1.66	12.43 %
CH28	1.63	20.95 %
CH07	1.27	15.54 %
TKM1	0.89	19.75 %
CH08	0.87	7.03 %
CH48	0.75	10.25 %
CH35	0.71	19.45 %
CH11	0.65	10.48 %
MRM1	0.64	10.82 %
CH19	0.61	8.02 %
CH22	0.55	8.88 %
CH05	0.50	4.46 %
CH37	0.49	12.17 %
CH39	0.47	11.84 %
CGL1	0.42	14.14 %
CH14	0.38	4.45 %
GUD1	0.35	4.99 %
AVD1	0.27	5.51 %
GUD2	0.08	1.45 %
CH40	0.06	18.97 %
CH29	0.03	1.75 %
MC10		0.00 %
WHC3		0.00 %
Total	79.53	34.71 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	17.13	20.48 %
Gas-Stov	12.64	21.32 %
Grinder	12.12	18.38 %
Cook-Pre	4.95	38.62 %
Small-Ap	2.74	36.67 %
In-Stove	2.49	24.86 %
Chimney	2.06	17.42 %
Fan	0.50	1.28 %
Total	54.62	18.81 %

Branch *	MTD Sales L	Brand Share %
DGL1	2.77	10.13 %
DGL2	1.41	20.15 %
PVI1	1.12	21.24 %
MLR1	1.05	21.09 %
KKD3	1.03	10.46 %
TPT1	0.94	10.91 %
MPA1	0.76	10.29 %
SGP1	0.75	20.51 %
KRR1	0.75	16.68 %
KYK1	0.68	13.05 %
MDU4	0.66	11.51 %
TMM1	0.65	5.42 %
NTM1	0.56	9.34 %
TEN2	0.51	8.90 %
USL1	0.49	8.57 %
ATG1	0.44	6.41 %
SVG1	0.39	6.55 %
PNI1	0.39	11.31 %
MDU2	0.23	1.60 %
SZSD	0.09	20.93 %
Total	54.62	18.81 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	15.44	23.71 %
Gas-Stov	13.28	29.53 %
Grinder	5.33	18.49 %
Cook-Pre	4.25	44.15 %
Chimney	3.65	25.32 %
In-Stove	2.47	27.54 %
Small-Ap	1.89	51.25 %
Fan	0.47	2.59 %
Total	46.78	24.13 %

Branch *	MTD Sales L	Brand Share %
SLM1	2.92	18.62 %
ERD1	1.39	15.54 %
SLM2	1.37	20.91 %
VPD1	1.35	16.81 %
RSP1	1.14	18.52 %
ERD2	0.97	6.99 %
HSR1	0.78	15.90 %
CMI1	0.66	15.19 %
SGG1	0.58	11.69 %
EPI1	0.56	11.28 %
PDR1	0.39	20.92 %
SLM3	0.38	4.32 %
MTR1	0.35	5.38 %
NKL2	0.35	4.74 %
KRI1	0.28	10.77 %
WZWH		0.00 %
Total	46.78	24.13 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	13.15	23.89 %
Gas-Stov	10.76	23.18 %
Grinder	7.07	20.47 %
Chimney	2.76	18.90 %
Cook-Pre	2.56	31.17 %
In-Stove	1.96	26.22 %
Small-Ap	1.50	33.71 %
Fan	0.31	1.97 %
Total	40.07	21.47 %

Branch *	MTD Sales L	Brand Share %
CBE2	4.55	20.31 %
KMR1	2.71	20.63 %
CBE4	1.88	15.31 %
AVI1	1.17	19.31 %
PLI1	1.10	10.10 %
SUL1	0.83	10.75 %
TPR1	0.78	10.33 %
TPR4	0.77	15.30 %
PDM1	0.67	16.88 %
CBE5	0.65	9.37 %
KMD1	0.56	12.99 %
KGI1	0.53	17.49 %
CBE1	0.48	10.80 %
DPM2	0.42	8.63 %
SNR1	0.42	5.84 %
ANR1	0.40	17.60 %
GDR1	0.20	12.78 %
WZSD	0.07	-5.85 %
Total	40.07	21.47 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	10.93	12.85 %
Gas-Stov	10.79	17.70 %
Grinder	7.40	12.15 %
Cook-Pre	3.56	30.98 %
In-Stove	2.23	18.41 %
Small-Ap	2.21	29.88 %
Chimney	1.14	18.89 %
Fan	0.35	0.96 %
Total	38.60	13.79 %

Branch *	MTD Sales L	Brand Share %
KVT1	2.92	13.70 %
NGR1	2.84	15.90 %
TVL1	2.36	12.21 %
TUT1	2.21	10.29 %
VNR2	1.80	11.74 %
TCN1	1.74	19.46 %
TKS1	1.67	13.75 %
MAR1	1.65	17.21 %
PKD1	1.47	20.29 %
SNL1	1.22	17.42 %
TYI1	1.06	16.53 %
MMT1	0.96	16.97 %
APK1	0.73	12.19 %
SDI1	0.61	16.95 %
TKS2	0.60	4.01 %
PDI1	0.54	11.64 %
SKD1	0.51	10.94 %
VKM1	0.40	11.78 %
VLY1	0.35	5.79 %
SVK1	0.34	4.26 %
ERL2	0.34	8.46 %
VNR1	0.33	8.47 %
APK2	0.32	6.28 %
SGT1	0.32	14.43 %
TKY1	0.31	5.36 %
KYR1	0.30	6.54 %
TUT2	0.20	2.45 %
KGL1	0.15	6.38 %
S2SD	0.14	13.26 %
TVL2	0.11	8.81 %
Total	38.60	13.79 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	9.26	16.50 %
Gas-Stov	7.66	17.77 %
Grinder	7.08	17.11 %
Cook-Pre	2.07	26.47 %
In-Stove	2.01	20.29 %
Small-Ap	1.46	30.04 %
Chimney	0.86	19.62 %
Fan	0.08	0.38 %
Flask	0.01	100.00 %
Total	30.49	16.12 %

Branch *	MTD Sales L	Brand Share %
MVM1	2.65	18.91 %
TNJ2	2.45	19.58 %
TNJ1	2.24	18.22 %
TVR2	1.52	15.63 %
TRY1	1.09	6.19 %
PBR2	1.07	9.79 %
ORU1	0.89	20.30 %
TRY4	0.86	11.06 %
MSI1	0.74	18.69 %
TTP1	0.68	17.62 %
PDK1	0.66	17.11 %
PBR1	0.58	21.13 %
KIK1	0.49	8.02 %
TVR1	0.47	16.42 %
NMM1	0.46	8.64 %
NGT1	0.45	7.56 %
TRY3	0.26	3.98 %
PTK1	0.23	2.50 %
APM1	0.17	6.77 %
TYR1	0.17	1.97 %
TZSD	0.02	-6.86 %
Total	30.49	16.12 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Gas-Stov	7.80	33.01 %
Mixie	7.30	22.01 %
Grinder	2.81	25.25 %
Cook-Pre	2.37	45.87 %
Small-Ap	1.39	50.57 %
In-Stove	1.17	31.05 %
Chimney	1.05	26.41 %
Fan	0.33	2.79 %
Total	24.22	25.40 %

Branch *	MTD Sales L	Brand Share %
VEL2	1.69	19.28 %
KPM2	1.12	12.72 %
TRL1	0.83	10.81 %
ARC2	0.66	20.30 %
WJP1	0.26	12.66 %
VEL1	0.09	2.27 %
Total	24.22	25.40 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Gas-Stov	8.32	27.94 %
Mixie	6.28	15.76 %
Grinder	4.54	18.56 %
Cook-Pre	1.46	35.26 %
In-Stove	1.45	33.08 %
Chimney	1.02	29.86 %
Small-Ap	0.80	24.30 %
Fan	0.09	0.63 %
Flask	0.01	100.00 %
Total	23.97	19.34 %

Branch *	MTD Sales L	Brand Share %
CH15	2.28	19.53 %
CH18	1.61	19.72 %
CH12	1.41	17.89 %
CH03	1.34	13.63 %
CH21	0.79	11.74 %
CH33	0.56	13.22 %
GPD1	0.54	15.72 %
CH09	0.50	16.65 %
UK11	0.47	20.12 %
CH24	0.46	7.70 %
CH43	0.46	4.74 %
CH41	0.39	11.57 %
CH46	0.39	13.67 %
CH23	0.23	11.20 %
CH27	0.22	10.28 %
CH06	0.18	3.07 %
CH31	0.13	7.79 %
MC06	0.02	3.34 %
CH01		0.00 %
MC05		0.00 %
Total	23.97	19.34 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	5.56	18.11 %
Gas-Stov	5.49	25.54 %
Grinder	4.97	22.07 %
Cook-Pre	1.45	33.02 %
In-Stove	1.21	25.49 %
Chimney	1.02	50.72 %
Small-Ap	0.99	36.66 %
Fan	0.14	1.31 %
Total	20.83	20.99 %

Branch *	MTD Sales L	Brand Share %
CUD1	2.84	19.70 %
POY1	2.25	19.76 %
POY2	1.08	13.38 %
KKI2	0.93	15.96 %
ULP1	0.52	9.61 %
NVL2	0.26	3.21 %
TVM1	0.26	15.61 %
KLM1	0.22	4.15 %
TVM2	0.11	9.48 %
Total	20.83	20.99 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Mixie	0.71	18.76 %
Gas-Stov	0.57	22.14 %
In-Stove	0.33	46.59 %
Cook-Pre	0.24	48.74 %
Grinder	0.14	9.44 %
Fan	0.11	7.56 %
Small-Ap	0.06	8.14 %
Total	2.16	19.02 %

Branch *	MTD Sales L	Brand Share %
TVP1	1.11	20.09 %
PAS1	0.42	13.61 %
TVSD		0.00 %
Total	2.16	19.02 %