

MTD Sales
253.63 L

Brand Share %
20.30 %

Information:

MTD : 01-09-2026 To 24-09-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **20.30 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	77.09	22.49 %
Gas-Stov	74.37	26.77 %
Grinder	43.56	23.96 %
Cook-Pre	19.43	66.41 %
In-Stove	16.54	24.89 %
Chimney	11.97	17.29 %
Small-Ap	5.88	14.49 %
Fan	4.79	2.00 %
Total	253.63	20.30 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	46.92	19.29 %
SOUTH-03	34.66	19.45 %
TRICHY-01	30.01	20.61 %
WEST-02	27.52	28.11 %
WEST-01	22.69	24.81 %
SOUTH ARCOT	22.25	26.29 %
CHENNAI-01	19.34	11.53 %
CHENNAI-02	18.09	17.62 %
NORTH ARCOT	17.86	21.45 %
WEST-03	14.28	26.01 %
Total	253.63	20.30 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	13.94	19.70 %
Gas-Stov	13.53	26.63 %
Grinder	9.48	23.71 %
Cook-Pre	2.97	64.38 %
In-Stove	2.94	27.55 %
Fan	1.92	3.75 %
Chimney	1.37	16.89 %
Small-Ap	0.77	12.33 %
Total	46.92	19.29 %

Branch *	MTD Sales L	Brand Share %
TVL1	1.51	10.60 %
TUT1	1.49	4.64 %
VL1	1.39	19.27 %
MAR1	1.38	18.25 %
TKS2	1.37	12.46 %
SNL1	1.26	19.47 %
TUT2	1.21	18.26 %
VKM1	0.83	19.03 %
APK2	0.72	12.96 %
PDI1	0.67	19.49 %
SKD1	0.50	16.14 %
STU2	0.39	12.71 %
KYR1	0.36	8.61 %
SVK1	0.17	3.62 %
SGT1	0.15	10.69 %
S2SD		0.00 %
WHTV		0.00 %
Total	46.92	19.29 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	9.98	23.80 %
Gas-Stov	9.79	26.70 %
Grinder	6.13	20.17 %
Cook-Pre	3.38	78.78 %
In-Stove	2.58	31.30 %
Chimney	1.18	13.30 %
Fan	0.90	2.07 %
Small-Ap	0.71	17.70 %
Total	34.66	19.45 %

Branch *	MTD Sales L	Brand Share %
MDU2	1.33	13.16 %
DGL1	1.32	9.06 %
MDU1	0.93	5.39 %
MPA1	0.71	17.92 %
TPT1	0.52	8.86 %
PNV2	0.44	18.83 %
TEN2	0.31	4.86 %
KYK1	0.22	8.91 %
CBM1	0.21	5.95 %
MLR1	0.20	5.72 %
MDU4	0.17	4.66 %
PNI1	0.16	5.06 %
ATG1	0.16	3.97 %
USL1	0.08	2.89 %
SZSD		0.00 %
WHMD		0.00 %
Total	34.66	19.45 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Gas-Stov	8.30	24.41 %
Mixie	8.13	21.68 %
Grinder	6.58	27.89 %
In-Stove	2.95	28.92 %
Cook-Pre	1.92	79.09 %
Chimney	1.27	18.18 %
Small-Ap	0.81	24.41 %
Fan	0.06	0.22 %
Total	30.01	20.61 %

Branch *	MTD Sales L	Brand Share %
TVR2	1.62	19.42 %
TNJ2	1.35	17.15 %
TRY1	1.32	11.43 %
TNJ1	1.20	17.36 %
KIK1	1.14	15.61 %
PBR2	0.90	9.78 %
NGT1	0.60	10.37 %
NMM1	0.48	15.71 %
APM1	0.40	18.93 %
MSI1	0.25	12.97 %
MDI1	0.23	4.53 %
TRY4	0.19	3.88 %
TRY3	0.16	5.28 %
TRY2	0.13	14.62 %
TZSD		0.00 %
Total	30.01	20.61 %

WEST-02

Property	MTD Sales L	Brand Share %
Gas-Stov	10.04	40.31 %
Mixie	9.22	33.28 %
Cook-Pre	2.99	64.45 %
Grinder	1.77	24.36 %
Chimney	1.38	16.62 %
In-Stove	1.23	22.40 %
Fan	0.46	2.59 %
Small-Ap	0.44	22.97 %
Total	27.52	28.11 %

Branch *	MTD Sales L	Brand Share %
HSR2	1.35	20.25 %
EPI1	0.76	17.46 %
HSR1	0.70	11.18 %
KRI1	0.62	13.35 %
KAM1	0.52	19.06 %
MTR1	0.47	11.01 %
APN1	0.39	11.52 %
SLM2	0.34	10.55 %
SLM1	0.29	3.96 %
WZWH		0.00 %
Total	27.52	28.11 %

WEST-01

Property	MTD Sales L	Brand Share %
Gas-Stov	6.82	30.94 %
Mixie	6.76	25.96 %
Grinder	3.15	24.81 %
Chimney	2.12	23.48 %
In-Stove	1.54	29.58 %
Cook-Pre	1.42	59.73 %
Small-Ap	0.72	21.28 %
Fan	0.15	1.41 %
Total	22.69	24.81 %

Branch *	MTD Sales L	Brand Share %
CBE2	2.58	18.36 %
KMR1	1.86	19.16 %
CBE1	0.76	15.74 %
SUL1	0.61	10.26 %
PLI1	0.45	8.00 %
CBE3	0.30	16.88 %
WHCB		0.00 %
WZSD		0.00 %
Total	22.69	24.81 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	7.33	30.01 %
Gas-Stov	6.01	34.13 %
Grinder	5.44	36.55 %
Cook-Pre	1.27	60.42 %
In-Stove	1.10	22.73 %
Small-Ap	0.56	19.47 %
Chimney	0.53	15.67 %
Total	22.25	26.29 %

Branch *	MTD Sales L	Brand Share %
POY1	1.37	15.50 %
KKI2	0.96	15.30 %
VCM2	0.88	19.24 %
VPM2	0.64	16.84 %
KLM1	0.60	14.06 %
TRK1	0.46	9.57 %
ULP1	0.39	12.58 %
TVM2	0.14	12.42 %
Total	22.25	26.29 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Gas-Stov	5.05	13.48 %
Mixie	4.89	10.64 %
Grinder	4.09	15.49 %
Cook-Pre	2.00	63.28 %
In-Stove	1.56	16.63 %
Chimney	1.04	14.20 %
Small-Ap	0.59	6.85 %
Fan	0.12	0.42 %
Total	19.34	11.53 %

Branch *	MTD Sales L	Brand Share %
CH49	1.72	13.21 %
CH16	0.99	9.53 %
CH47	0.90	6.95 %
MRM1	0.74	16.40 %
CH30	0.72	13.05 %
AVD1	0.68	11.29 %
CH19	0.67	9.31 %
CH08	0.62	18.42 %
CH39	0.55	11.79 %
CH45	0.51	8.94 %
TKM1	0.32	17.08 %
CH05	0.31	3.06 %
GUD2	0.23	5.92 %
CH48	0.22	2.55 %
CH29	0.21	14.85 %
CH07	0.18	2.11 %
GUD1	0.11	1.44 %
CH25	0.09	1.19 %
CH14	0.03	0.53 %
CH40		0.00 %
CZWH		0.00 %
Total	19.34	11.53 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	5.78	19.25 %
Gas-Stov	4.92	22.62 %
Grinder	2.98	22.79 %
Chimney	1.32	25.00 %
Cook-Pre	1.07	56.36 %
In-Stove	1.06	19.14 %
Small-Ap	0.59	10.62 %
Fan	0.38	1.98 %
Total	18.09	17.62 %

Branch *	MTD Sales L	Brand Share %
CH15	1.70	19.07 %
CH03	0.67	8.81 %
CH17	0.50	11.08 %
CH27	0.48	19.39 %
CH24	0.40	7.82 %
CH41	0.37	14.06 %
CH46	0.36	19.54 %
CH36	0.34	13.08 %
CH33	0.28	7.16 %
CH06	0.26	9.05 %
CH37	0.26	14.20 %
CH31	0.15	14.25 %
CH35	0.15	4.02 %
CH43	0.13	2.70 %
CH23	0.10	9.21 %
CH21	0.09	2.08 %
CH01	0.07	16.88 %
CH51		0.00 %
MC06		0.00 %
WHC3		0.00 %
Total	18.09	17.62 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	6.30	28.65 %
Gas-Stov	5.58	28.24 %
Grinder	1.86	28.62 %
Cook-Pre	1.52	63.76 %
In-Stove	0.91	24.18 %
Chimney	0.81	11.34 %
Fan	0.50	2.74 %
Small-Ap	0.38	10.61 %
Total	17.86	21.45 %

Branch *	MTD Sales L	Brand Share %
KPM2	1.24	17.79 %
TRR1	1.06	15.35 %
ABR1	0.87	19.58 %
VEL3	0.64	10.89 %
TRL1	0.53	10.06 %
WJD1	0.35	10.47 %
ANI1	0.30	15.72 %
VEL2	0.20	3.55 %
VEL4	0.17	2.67 %
PTU1	0.10	16.81 %
WHVL		0.00 %
Total	17.86	21.45 %

WEST-03

Property	MTD Sales L	Brand Share %
Mixie	4.76	28.90 %
Gas-Stov	4.34	33.74 %
Grinder	2.06	29.74 %
Chimney	0.97	19.72 %
Cook-Pre	0.89	65.37 %
In-Stove	0.65	21.37 %
Small-Ap	0.31	26.86 %
Fan	0.31	3.77 %
Total	14.28	26.01 %

Branch *	MTD Sales L	Brand Share %
ERD1	0.75	14.22 %
AVI1	0.68	16.30 %
TPR1	0.56	10.13 %
VKL1	0.21	12.39 %
W3SD		0.00 %
WHPD		0.00 %
Total	14.28	26.01 %