

MTD Sales
393.60 L

Brand Share %
21.18 %

Information:

MTD : 01-10-2025 To 25-10-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **21.18 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	127.53	22.21 %
Gas-Stov	117.24	26.79 %
Grinder	61.66	17.21 %
Cook-Pre	30.96	38.61 %
In-Stove	18.88	24.27 %
Chimney	18.48	24.84 %
Small-Ap	15.89	33.16 %
Fan	2.95	1.42 %
Flask	0.01	100.00 %
Total	393.60	21.18 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	81.88	33.43 %
SOUTH-03	58.46	18.62 %
WEST-02	52.80	24.61 %
WEST-01	44.60	21.62 %
SOUTH-01	43.26	13.99 %
TRICHY-01	33.52	16.22 %
CHENNAI-02	27.33	19.89 %
NORTH ARCOT	25.80	25.34 %
SOUTH ARCOT	23.43	21.16 %
KL-SOUTH	2.52	20.30 %
Total	393.60	21.18 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mixie	33.32	41.04 %
Gas-Stov	30.64	42.85 %
Cook-Pre	5.64	59.28 %
Grinder	5.28	12.84 %
Chimney	3.52	47.37 %
In-Stove	1.79	25.82 %
Small-Ap	1.40	24.31 %
Fan	0.29	1.36 %
Total	81.88	33.43 %

Branch *	MTD Sales L	Brand Share %
CH42	2.41	18.47 %
CH16	1.75	11.83 %
CH07	1.27	15.00 %
CH08	0.97	7.31 %
TKM1	0.95	20.24 %
CH48	0.85	10.42 %
MRM1	0.79	11.41 %
CH35	0.75	19.24 %
CH22	0.75	11.08 %
CH11	0.70	10.49 %
CH19	0.66	8.46 %
CH05	0.58	4.58 %
CH39	0.53	12.26 %
CH37	0.52	12.66 %
CGL1	0.50	15.20 %
CH14	0.44	4.50 %
GUD1	0.40	5.34 %
AVD1	0.31	5.89 %
GUD2	0.08	1.30 %
CH40	0.06	17.55 %
CH29	0.05	2.56 %
MC10		0.00 %
WHC3		0.00 %
Total	81.88	33.43 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	18.30	20.15 %
Gas-Stov	13.71	21.39 %
Grinder	12.74	18.09 %
Cook-Pre	5.29	38.43 %
Small-Ap	3.06	37.38 %
In-Stove	2.80	24.39 %
Chimney	2.06	16.97 %
Fan	0.50	1.17 %
Total	58.46	18.62 %

Branch *	MTD Sales L	Brand Share %
MDU1	8.90	20.96 %
DGL1	3.21	10.85 %
DGL2	1.53	20.29 %
KKD3	1.16	10.55 %
MLR1	1.06	20.33 %
TPT1	1.06	11.30 %
MPA1	0.85	10.58 %
SGP1	0.82	20.25 %
KRR1	0.76	15.71 %
TMM1	0.75	5.57 %
PNV1	0.70	21.18 %
KYK1	0.68	12.33 %
MDU4	0.66	10.68 %
NTM1	0.62	9.85 %
TEN2	0.57	9.44 %
USL1	0.57	9.28 %
ATG1	0.47	6.13 %
PNI1	0.42	10.25 %
SVG1	0.37	5.53 %
MDU2	0.23	1.50 %
SZSD	0.09	17.89 %
Total	58.46	18.62 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	17.31	24.19 %
Gas-Stov	15.34	30.20 %
Grinder	6.05	19.21 %
Cook-Pre	4.75	44.16 %
Chimney	3.87	24.63 %
In-Stove	2.95	28.05 %
Small-Ap	2.05	50.76 %
Fan	0.47	2.40 %
Total	52.80	24.61 %

Branch *	MTD Sales L	Brand Share %
SLM1	3.12	18.18 %
ERD1	1.95	18.96 %
ERD2	1.51	9.78 %
SLM2	1.41	19.49 %
VPD1	1.38	16.40 %
RSP1	1.23	18.44 %
VKL1	1.02	21.08 %
HSR1	0.88	16.21 %
CMI1	0.85	16.98 %
EPI1	0.68	11.94 %
SGG1	0.62	11.24 %
NKL2	0.49	5.95 %
SLM3	0.40	4.13 %
PDR1	0.39	19.56 %
MTR1	0.39	5.29 %
KRI1	0.38	13.30 %
WZWH	0.07	-23.66 %
Total	52.80	24.61 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	14.50	24.11 %
Gas-Stov	12.20	23.60 %
Grinder	7.75	20.45 %
Chimney	3.07	19.19 %
Cook-Pre	2.89	31.47 %
In-Stove	2.10	24.34 %
Small-Ap	1.65	32.49 %
Fan	0.43	2.46 %
Total	44.60	21.62 %

Branch *	MTD Sales L	Brand Share %
CBE2	5.29	20.90 %
CBE4	2.15	16.72 %
TPR2	2.07	20.35 %
AVI1	1.32	18.87 %
PLI1	1.19	10.06 %
SUL1	0.95	11.27 %
KMD1	0.84	16.77 %
TPR1	0.78	9.59 %
TPR4	0.77	14.48 %
PDM1	0.75	16.94 %
KGI1	0.71	20.82 %
CBE5	0.66	8.99 %
CBE1	0.53	10.83 %
ANR1	0.52	18.13 %
DPM2	0.46	8.68 %
SNR1	0.45	5.63 %
GDR1	0.26	15.62 %
WZSD	0.07	-5.95 %
Total	44.60	21.62 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	12.38	13.39 %
Gas-Stov	12.11	18.07 %
Grinder	8.28	12.19 %
Cook-Pre	3.85	30.71 %
In-Stove	2.55	18.46 %
Small-Ap	2.51	29.42 %
Chimney	1.21	16.79 %
Fan	0.38	0.95 %
Total	43.26	13.99 %

Branch *	MTD Sales L	Brand Share %
KVT1	3.35	14.26 %
NGR1	3.34	16.76 %
TUT1	2.50	10.39 %
TVL1	2.46	11.56 %
VNR2	2.25	12.98 %
TCN1	1.98	19.60 %
TKS1	1.87	13.72 %
MAR1	1.69	16.20 %
PKD1	1.55	19.56 %
SNL1	1.33	15.91 %
TYI1	1.12	16.62 %
MMT1	0.94	15.71 %
STU2	0.76	21.09 %
SDI1	0.75	18.60 %
APK1	0.74	11.35 %
PDI1	0.74	14.31 %
TKS2	0.62	3.69 %
SKD1	0.60	12.14 %
VKM1	0.50	13.43 %
SVK1	0.44	4.96 %
APK2	0.44	7.54 %
ERL2	0.41	8.44 %
VLY1	0.41	6.11 %
VNR1	0.41	9.47 %
KYR1	0.37	7.43 %
SGT1	0.36	14.38 %
TKY1	0.35	5.71 %
TUT2	0.23	2.59 %
TVL2	0.20	14.15 %
KGL1	0.19	7.23 %
S2SD	0.14	12.44 %
Total	43.26	13.99 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	10.07	16.48 %
Gas-Stov	8.55	18.16 %
Grinder	7.59	17.17 %
Cook-Pre	2.47	27.83 %
In-Stove	2.18	19.32 %
Small-Ap	1.68	30.34 %
Chimney	0.86	17.49 %
Fan	0.11	0.47 %
Flask	0.01	100.00 %
Total	33.52	16.22 %

Branch *	MTD Sales L	Brand Share %
MVM1	3.00	18.60 %
TNJ2	2.77	20.42 %
TNJ1	2.25	17.45 %
TVR2	1.64	15.65 %
PBR2	1.34	11.21 %
TRY1	1.20	6.28 %
ORU1	0.97	20.73 %
TRY4	0.86	9.93 %
TTP1	0.84	19.86 %
MSI1	0.83	19.80 %
PDK1	0.70	17.16 %
TVR1	0.50	15.85 %
KIK1	0.50	7.67 %
NGT1	0.49	7.00 %
NMM1	0.46	8.11 %
PTK1	0.32	3.25 %
TRY3	0.28	3.90 %
TYR1	0.21	2.23 %
APM1	0.17	6.70 %
TZSD	0.02	-8.53 %
Total	33.52	16.22 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Gas-Stov	9.61	28.54 %
Mixie	7.10	16.29 %
Grinder	4.97	18.60 %
Cook-Pre	1.68	37.29 %
In-Stove	1.57	30.89 %
Chimney	1.34	33.10 %
Small-Ap	0.93	23.90 %
Fan	0.12	0.76 %
Flask	0.01	100.00 %
Total	27.33	19.89 %

Branch *	MTD Sales L	Brand Share %
CH15	2.50	18.96 %
CH18	1.88	20.41 %
CH03	1.53	14.16 %
CH12	1.50	16.87 %
CH21	0.97	13.73 %
CH17	0.65	20.96 %
CH24	0.60	9.11 %
CH33	0.60	13.08 %
GPD1	0.57	15.23 %
CH09	0.54	15.48 %
CH43	0.53	5.06 %
UKI1	0.49	19.57 %
CH41	0.41	10.98 %
CH46	0.40	13.28 %
CH23	0.25	10.98 %
CH27	0.22	9.11 %
CH06	0.19	2.89 %
CH31	0.13	7.11 %
MC06	0.02	3.34 %
CH01		0.00 %
MC05		0.00 %
Total	27.33	19.89 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Gas-Stov	8.40	33.13 %
Mixie	7.70	22.00 %
Grinder	3.08	25.96 %
Cook-Pre	2.50	45.58 %
Small-Ap	1.48	50.02 %
In-Stove	1.26	31.31 %
Chimney	1.05	24.38 %
Fan	0.33	2.56 %
Total	25.80	25.34 %

Branch *	MTD Sales L	Brand Share %
VEL2	1.70	18.14 %
KPM2	1.23	12.96 %
TRL1	0.85	10.43 %
ARC2	0.69	20.55 %
BGR1	0.57	21.15 %
WJP1	0.26	12.17 %
VEL1	0.10	2.37 %
Total	25.80	25.34 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Gas-Stov	6.03	25.40 %
Mixie	6.00	17.50 %
Grinder	5.72	22.87 %
Cook-Pre	1.64	33.16 %
Chimney	1.50	60.27 %
In-Stove	1.34	25.23 %
Small-Ap	1.07	33.36 %
Fan	0.14	1.19 %
Total	23.43	21.16 %

Branch *	MTD Sales L	Brand Share %
CUD1	3.16	20.32 %
POY1	2.40	19.31 %
POY2	1.15	12.66 %
KKI2	1.12	16.60 %
ULP1	0.52	8.75 %
NVL2	0.31	3.28 %
TVM1	0.28	14.27 %
KLM1	0.24	4.43 %
TVM2	0.11	9.23 %
Total	23.43	21.16 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Mixie	0.84	20.42 %
Gas-Stov	0.65	24.18 %
In-Stove	0.34	46.94 %
Cook-Pre	0.25	40.35 %
Grinder	0.19	10.95 %
Fan	0.17	10.44 %
Small-Ap	0.07	9.24 %
Total	2.52	20.30 %

Branch *	MTD Sales L	Brand Share %
PAS1	0.56	16.50 %
TVSD		0.00 %
Total	2.52	20.30 %