

MTD Sales
284.09 L

Brand Share %
16.93 %

Information:

MTD : 01-04-2026 To 27-04-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **16.93 %** are only listed below

| Property | MTD Sales L | Brand Share % |
|--------------|---------------|----------------|
| Mixie | 78.27 | 20.79 % |
| Fan | 68.55 | 10.37 % |
| Gas-Stov | 63.84 | 25.16 % |
| Grinder | 34.50 | 17.04 % |
| Cook-Pre | 17.58 | 61.87 % |
| Chimney | 16.55 | 20.41 % |
| Small-Ap | 4.48 | 10.11 % |
| In-Stove | 0.30 | 0.99 % |
| Flask | 0.01 | 100.00 % |
| Total | 284.09 | 16.93 % |

| Sales Zone | MTD Sales L | Brand Share % |
|--------------|---------------|----------------|
| SOUTH-01 | 46.25 | 14.96 % |
| WEST-02 | 44.89 | 23.31 % |
| SOUTH-03 | 39.58 | 14.79 % |
| TRICHY-01 | 33.87 | 17.78 % |
| WEST-01 | 33.04 | 22.52 % |
| SOUTH ARCOT | 21.92 | 21.02 % |
| CHENNAI-01 | 21.84 | 9.80 % |
| CHENNAI-02 | 21.61 | 16.12 % |
| NORTH ARCOT | 21.08 | 19.09 % |
| Total | 284.09 | 16.93 % |

SOUTH-01

| Property | MTD Sales L | Brand Share % |
|--------------|--------------|----------------|
| Fan | 11.50 | 8.63 % |
| Mixie | 11.41 | 17.43 % |
| Gas-Stov | 9.47 | 21.12 % |
| Grinder | 7.13 | 18.42 % |
| Cook-Pre | 3.29 | 70.74 % |
| Chimney | 2.55 | 22.02 % |
| Small-Ap | 0.89 | 10.76 % |
| In-Stove | 0.02 | 0.80 % |
| Total | 46.25 | 14.96 % |

| Branch * | MTD Sales L | Brand Share % |
|--------------|--------------|----------------|
| KVT1 | 3.91 | 15.03 % |
| TVL1 | 2.88 | 13.97 % |
| NGR1 | 2.85 | 16.49 % |
| TKS2 | 1.94 | 10.14 % |
| VNR2 | 1.91 | 14.02 % |
| VLY1 | 1.41 | 16.57 % |
| TUT1 | 1.40 | 6.32 % |
| MAR1 | 1.07 | 9.90 % |
| SNL1 | 1.00 | 14.75 % |
| VNR1 | 0.97 | 15.75 % |
| STU2 | 0.93 | 16.65 % |
| VKM1 | 0.77 | 14.17 % |
| KYR1 | 0.74 | 10.64 % |
| MMT1 | 0.73 | 12.62 % |
| PDI1 | 0.67 | 13.63 % |
| APK2 | 0.67 | 12.68 % |
| SDI1 | 0.66 | 12.16 % |
| TKY1 | 0.57 | 15.62 % |
| SVK1 | 0.52 | 5.01 % |
| SKD1 | 0.39 | 7.21 % |
| TUT2 | 0.38 | 3.36 % |
| COL1 | 0.36 | 14.93 % |
| UDN1 | 0.36 | 10.22 % |
| SGT1 | 0.33 | 10.36 % |
| S2SD | | 0.00 % |
| Total | 46.25 | 14.96 % |

WEST-02

| Property | MTD Sales L | Brand Share % |
|--------------|--------------|----------------|
| Mixie | 16.98 | 33.07 % |
| Gas-Stov | 11.42 | 41.00 % |
| Fan | 6.25 | 7.90 % |
| Chimney | 4.39 | 32.30 % |
| Grinder | 3.28 | 26.11 % |
| Cook-Pre | 2.32 | 69.98 % |
| Small-Ap | 0.23 | 10.27 % |
| In-Stove | 0.01 | 0.26 % |
| Total | 44.89 | 23.31 % |

| Branch * | MTD Sales L | Brand Share % |
|--------------|--------------|----------------|
| KRI1 | 0.85 | 10.36 % |
| RSP1 | 0.78 | 16.19 % |
| NKL2 | 0.77 | 11.14 % |
| SLM2 | 0.75 | 12.40 % |
| KAM1 | 0.66 | 12.88 % |
| EPI1 | 0.64 | 12.01 % |
| SGI1 | 0.59 | 14.47 % |
| APN1 | 0.42 | 8.06 % |
| PDR1 | 0.25 | 16.11 % |
| WZWH | | 0.00 % |
| WHKP | -0.02 | -8.57 % |
| Total | 44.89 | 23.31 % |

SOUTH-03

| Property | MTD Sales L | Brand Share % |
|--------------|--------------|----------------|
| Fan | 11.60 | 9.52 % |
| Mixie | 8.16 | 16.30 % |
| Gas-Stov | 7.85 | 21.64 % |
| Grinder | 5.86 | 17.48 % |
| Cook-Pre | 3.50 | 75.52 % |
| Chimney | 1.91 | 15.45 % |
| Small-Ap | 0.71 | 9.75 % |
| Total | 39.58 | 14.79 % |

| Branch * | MTD Sales L | Brand Share % |
|--------------|--------------|----------------|
| MDU1 | 3.03 | 12.16 % |
| DGL1 | 2.37 | 11.68 % |
| MDU6 | 1.64 | 12.58 % |
| TMM1 | 1.53 | 11.17 % |
| MDU5 | 1.29 | 12.88 % |
| MPA1 | 1.06 | 13.30 % |
| KPT1 | 1.06 | 16.20 % |
| TPT1 | 0.86 | 10.09 % |
| MDU4 | 0.82 | 10.88 % |
| NKI1 | 0.77 | 15.99 % |
| PNI1 | 0.59 | 10.82 % |
| KRR1 | 0.59 | 16.88 % |
| TEN2 | 0.57 | 5.96 % |
| SVG1 | 0.50 | 14.27 % |
| NTM1 | 0.49 | 13.44 % |
| SGP1 | 0.39 | 13.20 % |
| MLR1 | 0.24 | 5.46 % |
| USL1 | 0.24 | 5.57 % |
| MDU2 | 0.23 | 1.63 % |
| ATG1 | 0.23 | 4.16 % |
| KYK1 | 0.21 | 5.55 % |
| SZSD | | 2.43 % |
| Total | 39.58 | 14.79 % |

TRICHY-01

| Property | MTD Sales L | Brand Share % |
|--------------|--------------|----------------|
| Fan | 11.03 | 13.76 % |
| Mixie | 8.79 | 19.60 % |
| Gas-Stov | 5.94 | 22.08 % |
| Grinder | 4.75 | 20.96 % |
| Chimney | 1.49 | 26.45 % |
| Cook-Pre | 1.19 | 35.86 % |
| Small-Ap | 0.68 | 13.45 % |
| Flask | 0.01 | 100.00 % |
| Total | 33.87 | 17.78 % |

| Branch * | MTD Sales L | Brand Share % |
|--------------|--------------|----------------|
| TRY1 | 2.45 | 12.80 % |
| TNJ2 | 1.35 | 15.74 % |
| PBR2 | 1.09 | 9.74 % |
| ORU1 | 0.77 | 14.59 % |
| NMM1 | 0.74 | 13.88 % |
| TRY3 | 0.73 | 14.21 % |
| TVR1 | 0.58 | 16.84 % |
| TRY4 | 0.47 | 7.18 % |
| MSI1 | 0.43 | 14.69 % |
| NGT1 | 0.40 | 5.73 % |
| KIK1 | 0.39 | 6.58 % |
| APM1 | 0.25 | 10.57 % |
| TZSD | | 0.00 % |
| Total | 33.87 | 17.78 % |

WEST-01

| Property | MTD Sales L | Brand Share % |
|--------------|--------------|----------------|
| Mixie | 9.52 | 26.76 % |
| Gas-Stov | 8.42 | 34.52 % |
| Fan | 6.96 | 13.40 % |
| Grinder | 3.74 | 23.80 % |
| Chimney | 2.68 | 25.97 % |
| Cook-Pre | 1.16 | 47.96 % |
| Small-Ap | 0.49 | 11.65 % |
| In-Stove | 0.07 | 3.20 % |
| Total | 33.04 | 22.52 % |

| Branch * | MTD Sales L | Brand Share % |
|--------------|--------------|----------------|
| PLI1 | 1.18 | 14.80 % |
| SUL1 | 0.85 | 12.01 % |
| CBE1 | 0.54 | 8.50 % |
| CBE5 | 0.47 | 11.92 % |
| DPM2 | 0.36 | 15.63 % |
| CBE3 | 0.24 | 13.73 % |
| ANR1 | 0.23 | 12.26 % |
| GDR1 | 0.11 | 9.12 % |
| KGI1 | 0.09 | 6.47 % |
| WZSD | | 0.00 % |
| Total | 33.04 | 22.52 % |

SOUTH ARCOT

| Property | MTD Sales L | Brand Share % |
|--------------|--------------|----------------|
| Mixie | 7.11 | 28.80 % |
| Gas-Stov | 4.79 | 31.50 % |
| Fan | 4.15 | 10.26 % |
| Grinder | 3.43 | 24.15 % |
| Cook-Pre | 1.19 | 58.11 % |
| Chimney | 1.01 | 30.15 % |
| Small-Ap | 0.25 | 13.94 % |
| Total | 21.92 | 21.02 % |

| Branch * | MTD Sales L | Brand Share % |
|--------------|--------------|----------------|
| POY1 | 1.82 | 16.13 % |
| PRT1 | 0.75 | 15.29 % |
| TRK1 | 0.73 | 15.87 % |
| NVL2 | 0.55 | 7.65 % |
| VPM1 | 0.33 | 15.77 % |
| STP1 | 0.28 | 10.83 % |
| Total | 21.92 | 21.02 % |

CHENNAI-01

| Property | MTD Sales L | Brand Share % |
|--------------|--------------|---------------|
| Fan | 5.68 | 8.89 % |
| Gas-Stov | 5.26 | 14.45 % |
| Mixie | 4.66 | 9.92 % |
| Grinder | 2.15 | 4.96 % |
| Cook-Pre | 2.14 | 55.34 % |
| Chimney | 1.44 | 12.64 % |
| Small-Ap | 0.46 | 5.08 % |
| In-Stove | 0.06 | 0.72 % |
| Total | 21.84 | 9.80 % |

| Branch * | MTD Sales L | Brand Share % |
|--------------|--------------|---------------|
| CH47 | 2.26 | 11.44 % |
| CH07 | 1.12 | 10.24 % |
| CH45 | 1.05 | 13.37 % |
| CH05 | 0.97 | 6.20 % |
| CH48 | 0.85 | 10.27 % |
| CH35 | 0.83 | 15.21 % |
| CH49 | 0.81 | 6.34 % |
| CGL1 | 0.76 | 16.60 % |
| CH39 | 0.72 | 13.57 % |
| MRM1 | 0.62 | 10.82 % |
| CH14 | 0.58 | 6.23 % |
| CH30 | 0.52 | 10.04 % |
| CH25 | 0.47 | 6.38 % |
| CH38 | 0.46 | 8.65 % |
| GUD2 | 0.46 | 8.92 % |
| SKL1 | 0.32 | 13.93 % |
| CZWH | 0.21 | 0.99 % |
| CH16 | 0.18 | 2.20 % |
| GUD1 | 0.18 | 2.78 % |
| CH22 | 0.15 | 4.06 % |
| CH37 | 0.13 | 9.76 % |
| AVD1 | 0.09 | 3.15 % |
| CH40 | 0.05 | 12.40 % |
| MC09 | | 0.00 % |
| WHC3 | | 0.00 % |
| Total | 21.84 | 9.80 % |

CHENNAI-02

| Property | MTD Sales L | Brand Share % |
|--------------|--------------|----------------|
| Gas-Stov | 5.58 | 23.32 % |
| Mixie | 5.46 | 16.82 % |
| Fan | 5.07 | 11.74 % |
| Grinder | 3.46 | 20.94 % |
| Cook-Pre | 1.36 | 60.56 % |
| Small-Ap | 0.43 | 10.25 % |
| Chimney | 0.16 | 3.22 % |
| In-Stove | 0.09 | 1.43 % |
| Total | 21.61 | 16.12 % |

| Branch * | MTD Sales L | Brand Share % |
|--------------|--------------|----------------|
| CH15 | 2.44 | 16.78 % |
| CH03 | 1.08 | 9.48 % |
| CH50 | 0.99 | 15.50 % |
| CH12 | 0.82 | 11.88 % |
| CH33 | 0.58 | 13.56 % |
| CH36 | 0.46 | 15.59 % |
| CH43 | 0.34 | 4.07 % |
| CH24 | 0.32 | 5.84 % |
| CH46 | 0.26 | 10.72 % |
| CH41 | 0.26 | 8.18 % |
| CH06 | 0.19 | 4.72 % |
| CH21 | 0.18 | 2.36 % |
| CH23 | 0.13 | 5.02 % |
| MC06 | 0.06 | 13.76 % |
| CH01 | 0.01 | 3.65 % |
| CH51 | | 0.00 % |
| Total | 21.61 | 16.12 % |

NORTH ARCOT

| Property | MTD Sales L | Brand Share % |
|--------------|--------------|----------------|
| Fan | 6.30 | 13.38 % |
| Mixie | 6.19 | 24.55 % |
| Gas-Stov | 5.12 | 28.44 % |
| Cook-Pre | 1.44 | 74.56 % |
| Chimney | 0.93 | 11.76 % |
| Grinder | 0.70 | 13.08 % |
| Small-Ap | 0.35 | 15.06 % |
| In-Stove | 0.06 | 2.16 % |
| Total | 21.08 | 19.09 % |

| Branch * | MTD Sales L | Brand Share % |
|--------------|--------------|----------------|
| VEL2 | 2.12 | 16.63 % |
| KPM2 | 1.27 | 15.17 % |
| ABR1 | 0.72 | 15.30 % |
| TRL1 | 0.71 | 8.29 % |
| ARC2 | 0.54 | 15.64 % |
| KPM1 | 0.27 | 9.47 % |
| Total | 21.08 | 19.09 % |