

MTD Sales
413.96 L

Brand Share %
21.12 %

Information:

MTD : 01-10-2025 To 27-10-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **21.12 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	133.12	22.00 %
Gas-Stov	123.55	26.75 %
Grinder	65.08	17.22 %
Cook-Pre	32.53	38.35 %
In-Stove	20.28	24.34 %
Chimney	19.59	25.11 %
Small-Ap	16.78	32.96 %
Fan	3.00	1.38 %
Flask	0.01	100.00 %
Total	413.96	21.12 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	83.22	32.35 %
SOUTH-03	60.80	18.59 %
WEST-02	56.79	24.94 %
WEST-01	48.20	22.02 %
SOUTH-01	46.16	14.11 %
TRICHY-01	35.40	16.30 %
CHENNAI-02	29.00	19.70 %
NORTH ARCOT	27.34	25.29 %
SOUTH ARCOT	24.41	20.95 %
KL-SOUTH	2.65	20.03 %
Total	413.96	21.12 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mixie	33.67	39.82 %
Gas-Stov	31.14	41.61 %
Cook-Pre	5.84	58.24 %
Grinder	5.42	12.38 %
Chimney	3.52	46.25 %
In-Stove	1.89	24.75 %
Small-Ap	1.45	22.47 %
Fan	0.29	1.30 %
Total	83.22	32.35 %

Branch *	MTD Sales L	Brand Share %
CH42	2.63	18.66 %
CH28	1.79	20.47 %
CH16	1.74	11.12 %
CH07	1.27	14.46 %
CH08	1.00	7.11 %
TKM1	0.95	19.74 %
MRM1	0.88	11.64 %
CH48	0.85	10.02 %
CH35	0.82	19.86 %
CH22	0.78	10.67 %
CH19	0.70	8.28 %
CH11	0.70	9.86 %
CH05	0.64	4.90 %
CH37	0.60	13.65 %
CGL1	0.54	15.97 %
CH39	0.53	11.31 %
CH14	0.46	4.54 %
GUD1	0.40	4.86 %
AVD1	0.31	5.64 %
GUD2	0.08	1.22 %
CH40	0.06	16.19 %
CH29	0.05	2.21 %
MC10		0.00 %
WCHN		0.00 %
WHC3		0.00 %
Total	83.22	32.35 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	19.08	20.12 %
Gas-Stov	14.22	21.43 %
Grinder	13.10	17.97 %
Cook-Pre	5.38	37.52 %
Small-Ap	3.19	36.96 %
In-Stove	3.07	25.14 %
Chimney	2.22	17.38 %
Fan	0.53	1.17 %
Total	60.80	18.59 %

Branch *	MTD Sales L	Brand Share %
MDU1	9.08	20.52 %
DGL1	3.47	11.29 %
DGL2	1.60	21.02 %
KKD3	1.30	10.83 %
PVI1	1.22	20.92 %
MLR1	1.06	19.62 %
TPT1	1.06	11.13 %
MPA1	0.87	10.34 %
TMM1	0.85	5.85 %
KRR1	0.85	16.37 %
SGP1	0.82	20.09 %
PNV1	0.74	20.99 %
MDU4	0.70	10.78 %
KYK1	0.68	12.17 %
NTM1	0.63	9.52 %
PNI1	0.59	12.17 %
TEN2	0.59	8.83 %
USL1	0.57	8.88 %
ATG1	0.55	6.79 %
SVG1	0.37	5.48 %
MDU2	0.23	1.46 %
SZSD	0.09	17.89 %
Total	60.80	18.59 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	18.42	24.29 %
Gas-Stov	16.55	30.72 %
Grinder	6.83	20.25 %
Cook-Pre	5.04	44.61 %
Chimney	4.18	24.75 %
In-Stove	3.12	28.36 %
Small-Ap	2.18	51.28 %
Fan	0.47	2.27 %
Total	56.79	24.94 %

Branch *	MTD Sales L	Brand Share %
SLM1	3.43	18.89 %
ERD1	2.10	19.17 %
ERD2	1.93	11.66 %
SLM2	1.56	20.20 %
VPD1	1.40	15.93 %
RSP1	1.37	19.69 %
APN1	1.22	20.52 %
HSR1	0.93	15.40 %
CMI1	0.92	17.54 %
EPI1	0.78	12.68 %
SGG1	0.62	11.02 %
NKL2	0.49	5.70 %
SLM3	0.42	4.21 %
MTR1	0.42	5.41 %
KRI1	0.40	12.35 %
PDR1	0.39	18.79 %
WZWH	0.07	-23.66 %
Total	56.79	24.94 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	15.34	24.24 %
Gas-Stov	13.64	24.66 %
Grinder	8.23	20.33 %
Chimney	3.40	20.33 %
Cook-Pre	3.21	32.41 %
In-Stove	2.22	24.03 %
Small-Ap	1.69	31.57 %
Fan	0.46	2.50 %
Total	48.20	22.02 %

Branch *	MTD Sales L	Brand Share %
CBE2	5.65	21.08 %
CBE4	2.23	16.80 %
AVI1	1.43	19.36 %
PLI1	1.23	10.02 %
SUL1	1.12	12.76 %
TPR1	0.89	9.90 %
PDM1	0.88	18.12 %
KMD1	0.86	16.36 %
TPR4	0.86	15.59 %
CBE5	0.80	10.17 %
KGI1	0.71	20.49 %
CNR1	0.57	21.09 %
CBE1	0.53	10.57 %
ANR1	0.53	17.81 %
SNR1	0.52	5.90 %
DPM2	0.48	8.60 %
GDR1	0.26	15.62 %
WZSD	0.07	-5.95 %
Total	48.20	22.02 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	13.17	13.40 %
Gas-Stov	12.90	18.28 %
Grinder	8.97	12.42 %
Cook-Pre	4.13	30.81 %
In-Stove	2.74	18.53 %
Small-Ap	2.68	29.83 %
Chimney	1.21	17.32 %
Fan	0.38	0.90 %
Total	46.16	14.11 %

Branch *	MTD Sales L	Brand Share %
KVT1	3.74	14.83 %
NGR1	3.47	16.50 %
TUT1	2.71	10.67 %
TVL1	2.49	11.08 %
VNR2	2.45	13.65 %
TCN1	2.08	19.70 %
TKS1	1.89	13.46 %
MAR1	1.82	16.40 %
PKD1	1.73	20.55 %
SNL1	1.41	16.93 %
TYI1	1.12	16.24 %
MMT1	0.97	15.60 %
SDI1	0.85	19.49 %
PDI1	0.81	14.73 %
APK1	0.74	11.07 %
TKS2	0.66	3.72 %
SKD1	0.63	11.62 %
APK2	0.58	9.31 %
VKM1	0.54	14.00 %
SVK1	0.46	5.03 %
ERL2	0.45	8.76 %
VNR1	0.42	8.60 %
VLY1	0.41	5.51 %
KYR1	0.37	6.88 %
SGT1	0.36	14.02 %
TKY1	0.35	5.39 %
TUT2	0.28	3.01 %
TVL2	0.20	11.84 %
KGL1	0.19	6.75 %
S2SD	0.14	12.44 %
Total	46.16	14.11 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	10.61	16.58 %
Gas-Stov	9.15	18.36 %
Grinder	8.03	17.42 %
Cook-Pre	2.60	27.77 %
In-Stove	2.25	18.64 %
Small-Ap	1.78	31.35 %
Chimney	0.86	16.88 %
Fan	0.11	0.45 %
Flask	0.01	100.00 %
Total	35.40	16.30 %

Branch *	MTD Sales L	Brand Share %
MVM1	3.11	18.78 %
TNJ2	2.84	20.42 %
TNJ1	2.36	17.32 %
TVR2	1.79	16.29 %
PBR2	1.54	12.17 %
TRY1	1.30	6.47 %
ORU1	1.00	20.86 %
TTP1	0.92	19.79 %
MSI1	0.91	20.27 %
TRY4	0.86	9.57 %
PDK1	0.71	16.89 %
PBR1	0.68	21.10 %
NGT1	0.52	6.96 %
TVR1	0.50	15.31 %
KIK1	0.50	7.09 %
NMM1	0.48	7.93 %
PTK1	0.32	3.21 %
TRY3	0.30	3.85 %
TYR1	0.24	2.34 %
APM1	0.18	6.66 %
TZSD	0.02	-8.53 %
WTRZ		0.00 %
Total	35.40	16.30 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Gas-Stov	10.18	28.15 %
Mixie	7.56	16.01 %
Grinder	5.23	18.45 %
Cook-Pre	1.73	36.47 %
In-Stove	1.68	30.49 %
Chimney	1.50	35.74 %
Small-Ap	0.98	22.63 %
Fan	0.12	0.73 %
Flask	0.01	100.00 %
Total	29.00	19.70 %

Branch *	MTD Sales L	Brand Share %
CH15	2.69	19.02 %
CH18	1.90	19.04 %
CH12	1.61	16.49 %
CH03	1.60	13.80 %
CH21	1.08	14.39 %
CH09	0.69	17.88 %
CH33	0.68	13.99 %
CH43	0.61	5.46 %
CH24	0.60	8.60 %
GPD1	0.57	14.66 %
UKI1	0.51	17.66 %
CH46	0.45	13.98 %
CH41	0.41	9.95 %
CH23	0.27	11.34 %
CH27	0.22	8.84 %
CH06	0.19	2.79 %
CH31	0.13	6.66 %
MC06	0.02	2.77 %
CH01		0.00 %
Total	29.00	19.70 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Gas-Stov	8.93	32.87 %
Mixie	8.11	22.06 %
Grinder	3.08	25.00 %
Cook-Pre	2.66	45.47 %
Small-Ap	1.62	51.15 %
In-Stove	1.42	31.75 %
Chimney	1.20	25.09 %
Fan	0.33	2.41 %
Total	27.34	25.29 %

Branch *	MTD Sales L	Brand Share %
VEL2	1.75	17.17 %
KPM2	1.31	13.13 %
TRL1	0.88	10.55 %
WJP1	0.26	11.41 %
VEL1	0.12	2.67 %
Total	27.34	25.29 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	6.25	17.40 %
Gas-Stov	6.20	24.81 %
Grinder	5.98	22.90 %
Cook-Pre	1.69	32.06 %
Chimney	1.50	52.99 %
In-Stove	1.49	26.77 %
Small-Ap	1.15	34.57 %
Fan	0.14	1.13 %
Total	24.41	20.95 %

Branch *	MTD Sales L	Brand Share %
CUD1	3.29	20.12 %
POY1	2.50	19.64 %
KKI2	1.20	16.48 %
POY2	1.15	12.04 %
ULP1	0.58	9.26 %
NVL2	0.31	3.05 %
TVM1	0.28	14.27 %
KLM1	0.25	4.33 %
TVM2	0.11	8.80 %
Total	24.41	20.95 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Mixie	0.92	20.67 %
Gas-Stov	0.65	22.99 %
In-Stove	0.40	48.21 %
Cook-Pre	0.25	40.35 %
Grinder	0.19	9.60 %
Fan	0.17	10.26 %
Small-Ap	0.07	9.24 %
Total	2.65	20.03 %

Branch *	MTD Sales L	Brand Share %
PAS1	0.56	15.41 %
TVSD		0.00 %
Total	2.65	20.03 %