

MTD Sales
420.04 L

Brand Share %
21.06 %

Information:

MTD : 01-10-2025 To 28-10-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **21.06 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	134.57	21.90 %
Gas-Stov	125.34	26.65 %
Grinder	66.23	17.20 %
Cook-Pre	33.16	38.41 %
In-Stove	20.76	24.36 %
Chimney	19.83	25.10 %
Small-Ap	17.14	33.00 %
Fan	3.00	1.35 %
Flask	0.01	100.00 %
Total	420.04	21.06 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	83.67	32.13 %
SOUTH-03	61.93	18.51 %
WEST-02	57.46	24.90 %
WEST-01	49.04	21.96 %
SOUTH-01	47.12	14.13 %
TRICHY-01	35.95	16.31 %
CHENNAI-02	29.29	19.67 %
NORTH ARCOT	27.94	25.39 %
SOUTH ARCOT	24.75	20.84 %
KL-SOUTH	2.90	21.30 %
Total	420.04	21.06 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mixie	33.73	39.58 %
Gas-Stov	31.19	41.39 %
Cook-Pre	6.00	58.48 %
Grinder	5.48	12.24 %
Chimney	3.60	46.79 %
In-Stove	1.91	24.47 %
Small-Ap	1.46	22.30 %
Fan	0.29	1.28 %
Total	83.67	32.13 %

Branch *	MTD Sales L	Brand Share %
CH42	2.65	18.18 %
CH28	1.79	20.25 %
CH16	1.77	11.11 %
CH07	1.27	14.34 %
CH08	1.08	7.50 %
TKM1	0.95	19.74 %
MRM1	0.94	12.00 %
CH35	0.85	20.44 %
CH48	0.85	9.88 %
CH22	0.78	10.64 %
CH19	0.72	8.40 %
CH11	0.70	9.71 %
CH05	0.67	5.07 %
CH37	0.60	13.65 %
CH39	0.57	12.05 %
CGL1	0.54	15.97 %
CH14	0.46	4.50 %
GUD1	0.40	4.77 %
AVD1	0.31	5.53 %
CH29	0.10	4.33 %
GUD2	0.09	1.48 %
CH40	0.06	16.19 %
MC10		0.00 %
WCHN		0.00 %
WHC3		0.00 %
Total	83.67	32.13 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	19.34	19.94 %
Gas-Stov	14.68	21.57 %
Grinder	13.24	17.75 %
Cook-Pre	5.53	37.85 %
Small-Ap	3.23	36.95 %
In-Stove	3.16	25.04 %
Chimney	2.22	17.38 %
Fan	0.53	1.14 %
Total	61.93	18.51 %

Branch *	MTD Sales L	Brand Share %
MDU1	9.13	20.22 %
DGL1	3.61	11.31 %
DGL2	1.61	20.64 %
KKD3	1.34	11.04 %
MLR1	1.06	19.41 %
TPT1	1.06	10.90 %
MPA1	0.90	10.67 %
SGP1	0.88	20.90 %
TMM1	0.85	5.66 %
KRR1	0.85	15.75 %
MDU4	0.75	11.35 %
NTM1	0.71	10.64 %
KYK1	0.69	12.20 %
PNI1	0.59	12.17 %
TEN2	0.59	8.60 %
USL1	0.58	8.91 %
ATG1	0.55	6.47 %
SVG1	0.37	5.41 %
MDU2	0.24	1.46 %
SZSD	0.09	17.89 %
Total	61.93	18.51 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	18.45	24.14 %
Gas-Stov	16.74	30.50 %
Grinder	7.04	20.53 %
Cook-Pre	5.07	44.67 %
Chimney	4.34	25.22 %
In-Stove	3.14	28.34 %
Small-Ap	2.20	50.16 %
Fan	0.47	2.24 %
Total	57.46	24.90 %

Branch *	MTD Sales L	Brand Share %
SLM1	3.60	19.20 %
ERD1	2.10	18.90 %
ERD2	1.98	11.65 %
SLM2	1.61	20.47 %
RSP1	1.46	20.19 %
VPD1	1.40	15.86 %
APN1	1.22	20.35 %
HSR1	0.93	15.40 %
CMI1	0.92	17.48 %
EPI1	0.78	12.68 %
SGG1	0.63	11.12 %
NKL2	0.49	5.70 %
MTR1	0.43	5.51 %
SLM3	0.42	4.21 %
KRI1	0.40	12.15 %
PDR1	0.39	18.79 %
WZWH	0.07	-23.66 %
Total	57.46	24.90 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	15.71	24.26 %
Gas-Stov	13.73	24.35 %
Grinder	8.46	20.58 %
Chimney	3.40	19.90 %
Cook-Pre	3.23	31.96 %
In-Stove	2.29	23.98 %
Small-Ap	1.76	32.24 %
Fan	0.46	2.46 %
Total	49.04	21.96 %

Branch *	MTD Sales L	Brand Share %
CBE2	5.73	20.96 %
CBE4	2.28	16.85 %
AVI1	1.43	19.15 %
PLI1	1.23	9.69 %
SUL1	1.12	12.68 %
TPR1	0.95	10.44 %
KMD1	0.92	17.07 %
PDM1	0.88	17.82 %
TPR4	0.86	15.59 %
CBE5	0.82	10.31 %
KGI1	0.71	19.84 %
ANR1	0.55	17.93 %
SNR1	0.54	6.05 %
CBE1	0.53	10.20 %
DPM2	0.48	8.38 %
GDR1	0.27	15.68 %
WZSD	0.07	-5.95 %
Total	49.04	21.96 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	13.40	13.38 %
Gas-Stov	13.21	18.30 %
Grinder	9.15	12.44 %
Cook-Pre	4.16	30.72 %
In-Stove	2.85	18.84 %
Small-Ap	2.77	29.91 %
Chimney	1.21	17.32 %
Fan	0.38	0.88 %
Total	47.12	14.13 %

Branch *	MTD Sales L	Brand Share %
KVT1	3.74	14.44 %
NGR1	3.50	16.44 %
TUT1	2.66	10.26 %
TVL1	2.54	10.99 %
VNR2	2.45	13.33 %
TCN1	2.12	19.73 %
TKS1	1.89	13.43 %
MAR1	1.85	16.49 %
PKD1	1.77	20.80 %
SNL1	1.41	16.43 %
TYI1	1.12	16.18 %
MMT1	0.97	15.36 %
SDI1	0.85	19.42 %
PDI1	0.81	13.80 %
APK1	0.74	11.07 %
TKS2	0.66	3.63 %
SKD1	0.64	11.70 %
APK2	0.59	9.29 %
VKM1	0.58	14.53 %
VNR1	0.57	10.84 %
ERL2	0.55	10.01 %
SVK1	0.46	5.01 %
VLY1	0.42	5.53 %
KYR1	0.38	6.90 %
SGT1	0.36	14.02 %
TKY1	0.35	5.34 %
TUT2	0.28	2.99 %
TVL2	0.24	13.08 %
KGL1	0.19	6.75 %
S2SD	0.14	12.44 %
Total	47.12	14.13 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	10.67	16.51 %
Gas-Stov	9.27	18.27 %
Grinder	8.21	17.51 %
Cook-Pre	2.65	27.63 %
In-Stove	2.35	19.14 %
Small-Ap	1.81	31.57 %
Chimney	0.86	16.88 %
Fan	0.11	0.44 %
Flask	0.01	100.00 %
Total	35.95	16.31 %

Branch *	MTD Sales L	Brand Share %
MVM1	3.16	18.75 %
TNJ2	2.84	20.30 %
TNJ1	2.37	17.17 %
TVR2	1.90	17.03 %
PBR2	1.59	12.33 %
TRY1	1.33	6.48 %
TTP1	0.92	19.45 %
TRY4	0.91	9.84 %
PDK1	0.71	16.89 %
PBR1	0.68	20.21 %
NGT1	0.52	6.90 %
TVR1	0.50	15.31 %
KIK1	0.50	6.99 %
NMM1	0.48	7.83 %
PTK1	0.34	3.36 %
TRY3	0.30	3.74 %
TYR1	0.27	2.59 %
APM1	0.18	6.58 %
TZSD	0.02	-8.53 %
WTRZ		0.00 %
Total	35.95	16.31 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Gas-Stov	10.30	28.15 %
Mixie	7.62	16.02 %
Grinder	5.28	18.28 %
Cook-Pre	1.76	36.62 %
In-Stove	1.70	29.96 %
Chimney	1.50	35.74 %
Small-Ap	1.00	22.76 %
Fan	0.12	0.72 %
Flask	0.01	100.00 %
Total	29.29	19.67 %

Branch *	MTD Sales L	Brand Share %
CH15	2.69	18.81 %
CH18	1.94	19.22 %
CH03	1.62	13.84 %
CH12	1.61	16.47 %
CH21	1.08	14.39 %
CH17	0.74	20.31 %
CH09	0.69	17.80 %
CH33	0.69	13.84 %
CH43	0.61	5.38 %
CH24	0.60	8.35 %
GPD1	0.57	14.66 %
UKI1	0.51	17.86 %
CH46	0.49	14.96 %
CH41	0.42	10.03 %
CH23	0.27	11.34 %
CH27	0.22	8.84 %
CH06	0.19	2.79 %
CH31	0.13	6.60 %
MC06	0.02	2.77 %
CH01		0.00 %
Total	29.29	19.67 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Gas-Stov	9.13	32.98 %
Mixie	8.32	22.18 %
Grinder	3.12	25.03 %
Cook-Pre	2.71	45.84 %
Small-Ap	1.67	51.62 %
In-Stove	1.45	31.84 %
Chimney	1.20	25.09 %
Fan	0.33	2.37 %
Total	27.94	25.39 %

Branch *	MTD Sales L	Brand Share %
VEL2	1.75	16.97 %
KPM2	1.31	13.03 %
TRL1	0.89	10.53 %
WJP1	0.26	11.70 %
VEL1	0.18	3.86 %
Total	27.94	25.39 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	6.33	17.29 %
Gas-Stov	6.33	24.87 %
Grinder	6.02	22.68 %
Cook-Pre	1.78	32.51 %
Chimney	1.50	49.52 %
In-Stove	1.49	26.14 %
Small-Ap	1.16	34.19 %
Fan	0.14	1.12 %
Total	24.75	20.84 %

Branch *	MTD Sales L	Brand Share %
CUD1	3.42	20.55 %
POY1	2.50	19.29 %
KKI2	1.24	16.70 %
POY2	1.18	12.17 %
ULP1	0.58	8.97 %
NVL2	0.31	3.01 %
KLM1	0.28	4.57 %
TVM1	0.28	14.09 %
TVM2	0.11	8.71 %
Total	24.75	20.84 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Mixie	1.00	21.68 %
Gas-Stov	0.76	25.10 %
In-Stove	0.43	49.84 %
Cook-Pre	0.25	39.24 %
Grinder	0.23	11.82 %
Fan	0.17	10.26 %
Small-Ap	0.07	9.24 %
Total	2.90	21.30 %

Branch *	MTD Sales L	Brand Share %
PAS1	0.63	16.72 %
TVSD		0.00 %
Total	2.90	21.30 %