



TN : PREETHI Sales Performance 01/04/2026 9:26 AM

MTD Sales
582.40 L

Brand Share %
47.03 %

Information:

MTD : 01-03-2026 To 31-03-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **47.03 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	220.22	57.12 %
In-Stove	127.27	66.75 %
Gas-Stov	93.53	34.75 %
Grinder	73.56	32.79 %
Chimney	43.55	61.93 %
Iron	11.01	29.33 %
Small-Ap	9.65	17.67 %
Cook-Ele	3.60	58.36 %
Total	582.40	47.03 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	102.42	50.31 %
SOUTH-03	83.22	47.68 %
CHENNAI-01	82.47	42.27 %
WEST-02	72.87	54.87 %
TRICHY-01	66.70	50.63 %
WEST-01	60.84	47.44 %
CHENNAI-02	51.83	41.97 %
NORTH ARCOT	33.46	43.83 %
SOUTH ARCOT	28.60	39.46 %
Total	582.40	47.03 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	40.16	61.32 %
In-Stove	16.58	71.61 %
Gas-Stov	16.48	36.78 %
Grinder	15.90	38.21 %
Chimney	7.69	71.62 %
Small-Ap	2.73	27.75 %
Iron	2.55	36.21 %
Cook-Ele	0.31	37.38 %
Total	102.42	50.31 %

Branch *	MTD Sales L	Brand Share %
VNR2	4.61	39.76 %
NGR1	4.42	38.88 %
RND1	3.22	43.35 %
TCN1	2.70	44.03 %
APK1	1.47	36.00 %
TYI1	1.46	37.34 %
APK2	1.36	30.29 %
SDI1	1.09	41.73 %
ERL2	1.00	21.76 %
STU2	0.89	39.25 %
TKS1	0.85	11.98 %
SGT1	0.64	41.99 %
ARM1	0.55	25.63 %
KSM1	0.27	15.94 %
S2SD	0.06	15.57 %
WHTV		0.00 %
Total	102.42	50.31 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	32.37	60.40 %
Grinder	15.11	39.31 %
Gas-Stov	12.90	33.58 %
In-Stove	11.13	63.56 %
Chimney	7.78	70.31 %
Iron	2.05	30.88 %
Small-Ap	1.64	19.94 %
Cook-Ele	0.24	35.89 %
Total	83.22	47.68 %

Branch *	MTD Sales L	Brand Share %
MDU1	8.41	46.22 %
DGL1	5.56	34.31 %
MDU2	4.80	45.08 %
KKD3	3.72	40.32 %
KPT1	1.61	42.84 %
MDU7	1.55	31.76 %
MDU3	1.39	27.92 %
KRR1	1.28	45.64 %
TDI1	1.24	39.88 %
PKM1	1.08	43.76 %
PNI1	0.94	31.00 %
BNR1	0.85	31.16 %
BTU1	0.82	37.43 %
DGL2	0.82	16.19 %
PNV2	0.81	45.77 %
TEN1	0.79	20.97 %
ADP1	0.57	17.58 %
ODM1	0.34	17.49 %
SZSD	0.14	29.89 %
Total	83.22	47.68 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mixie	27.74	58.58 %
In-Stove	27.16	60.25 %
Gas-Stov	12.35	32.95 %
Grinder	9.41	21.96 %
Chimney	3.31	42.65 %
Iron	0.95	24.86 %
Small-Ap	0.88	9.28 %
Cook-Ele	0.67	53.05 %
Total	82.47	42.27 %

Branch *	MTD Sales L	Brand Share %
CH05	7.82	46.17 %
CH49	5.33	40.71 %
CH42	3.96	42.74 %
CH25	3.71	42.34 %
CH07	3.18	29.36 %
CH28	2.35	33.95 %
CH45	2.30	35.76 %
CH38	1.98	39.54 %
CH47	1.95	33.08 %
CH30	1.30	24.51 %
CGL1	1.25	45.49 %
CH29	1.22	44.71 %
CH39	0.98	22.18 %
MRM1	0.93	21.82 %
TKM1	0.83	32.46 %
GUD2	0.73	18.43 %
KNR1	0.17	13.58 %
CZWH	0.16	1.06 %
MC09		0.00 %
MC10		0.00 %
Total	82.47	42.27 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	27.87	56.26 %
In-Stove	16.38	75.96 %
Gas-Stov	13.52	44.98 %
Chimney	7.02	66.04 %
Grinder	4.97	37.42 %
Iron	1.43	34.04 %
Small-Ap	1.15	39.32 %
Cook-Ele	0.53	88.12 %
Total	72.87	54.87 %

Branch *	MTD Sales L	Brand Share %
ERD2	4.06	41.30 %
PLC1	1.50	37.58 %
RSP1	1.43	44.86 %
TRM1	1.29	35.65 %
MCR1	1.17	32.28 %
CMI1	1.05	45.31 %
DPR1	0.97	46.37 %
OML1	0.83	25.88 %
DPR2	0.76	38.90 %
KVP1	0.65	35.04 %
HRR1	0.61	20.58 %
WZWH	0.57	27.63 %
EDP1	0.53	24.15 %
PDR1	0.28	40.82 %
WHPD		0.00 %
Total	72.87	54.87 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	24.73	57.89 %
In-Stove	15.47	76.53 %
Grinder	10.87	41.86 %
Gas-Stov	10.44	36.93 %
Chimney	3.09	69.57 %
Iron	1.15	29.88 %
Small-Ap	0.79	13.72 %
Cook-Ele	0.16	30.00 %
Total	66.70	50.63 %

Branch *	MTD Sales L	Brand Share %
MVM1	4.75	45.54 %
TVR2	3.69	42.52 %
KUM1	3.50	39.55 %
TNJ1	2.56	38.98 %
MSI1	1.08	46.76 %
TRY4	0.87	17.86 %
AYR1	0.80	45.58 %
KRN1	0.74	29.32 %
APM1	0.64	28.55 %
PBR1	0.63	41.26 %
NCK1	0.53	20.27 %
TZSD	0.37	23.04 %
Total	66.70	50.63 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	20.35	53.70 %
In-Stove	12.45	71.26 %
Gas-Stov	10.01	33.27 %
Chimney	8.69	67.63 %
Grinder	6.61	34.45 %
Small-Ap	1.18	18.31 %
Iron	0.91	26.00 %
Cook-Ele	0.64	79.13 %
Total	60.84	47.44 %

Branch *	MTD Sales L	Brand Share %
CBE2	8.81	44.59 %
TPR2	2.88	43.94 %
MPM1	2.80	46.12 %
KMR1	2.63	30.48 %
PLI1	2.02	42.12 %
CBE6	1.88	31.83 %
AVI1	1.40	29.04 %
PDM1	1.38	41.75 %
TPR3	1.25	33.60 %
DPM2	0.97	32.82 %
UMP1	0.96	46.77 %
CBE5	0.81	34.26 %
KGI1	0.79	41.96 %
KGM1	0.75	45.44 %
TPR4	0.74	44.14 %
KMD1	0.74	39.02 %
SYM2	0.71	25.81 %
ANR1	0.57	41.64 %
PPI1	0.47	19.65 %
GBM1	0.41	32.71 %
WHCB		0.00 %
WZSD		0.00 %
Total	60.84	47.44 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	21.75	55.47 %
In-Stove	15.03	60.12 %
Gas-Stov	7.97	29.62 %
Grinder	3.57	20.11 %
Chimney	2.02	40.00 %
Cook-Ele	0.57	83.22 %
Iron	0.51	18.12 %
Small-Ap	0.40	6.64 %
Total	51.83	41.97 %

Branch *	MTD Sales L	Brand Share %
CH15	5.67	39.81 %
CH50	3.21	46.86 %
CH21	1.53	28.52 %
CH34	1.31	21.12 %
CH31	1.03	46.69 %
CH27	0.97	39.35 %
CH33	0.92	33.31 %
CH24	0.91	15.51 %
CH46	0.74	29.11 %
CH41	0.73	20.80 %
CH20	0.70	15.84 %
CH23	0.67	43.26 %
GPD1	0.67	35.37 %
MJR1	0.66	14.65 %
CH44	0.62	23.42 %
CH32	0.44	38.10 %
UKI1	0.35	29.24 %
CH01	0.10	32.40 %
CH51	0.08	16.45 %
Total	51.83	41.97 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	13.56	52.21 %
In-Stove	7.78	66.89 %
Gas-Stov	5.00	27.93 %
Grinder	3.05	33.69 %
Chimney	2.58	48.53 %
Iron	0.79	26.85 %
Cook-Ele	0.35	68.23 %
Small-Ap	0.35	11.46 %
Total	33.46	43.83 %

Branch *	MTD Sales L	Brand Share %
VEL2	2.53	29.57 %
TRR1	2.40	35.18 %
KPM2	2.04	30.95 %
WJD1	1.17	38.61 %
BGR1	1.17	45.80 %
WJP1	1.07	46.87 %
ABR1	1.00	36.51 %
TRT1	0.97	43.21 %
ARC2	0.85	33.25 %
UGI1	0.74	37.68 %
CPT1	0.67	32.00 %
KPM1	0.66	43.37 %
PTU1	0.57	39.18 %
CYR1	0.56	31.77 %
PLR1	0.52	31.06 %
SLG1	0.49	30.65 %
WHVL		0.00 %
Total	33.46	43.83 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	11.69	49.26 %
In-Stove	5.29	58.43 %
Gas-Stov	4.85	31.99 %
Grinder	4.05	25.16 %
Chimney	1.37	55.50 %
Iron	0.67	24.46 %
Small-Ap	0.54	18.46 %
Cook-Ele	0.13	48.85 %
Total	28.60	39.46 %

Branch *	MTD Sales L	Brand Share %
POY1	2.77	31.75 %
CUD1	2.49	27.38 %
KLM1	1.99	44.05 %
ULP1	1.69	40.13 %
VPM2	1.45	39.65 %
KML1	1.13	41.33 %
STP1	1.04	40.38 %
TDM1	0.91	33.62 %
SJI2	0.75	27.51 %
VPM1	0.44	32.79 %
CDM1	0.44	10.95 %
TVM1	0.39	46.12 %
TVM2	0.26	24.52 %
MKM1	0.26	12.65 %
Total	28.60	39.46 %