

MTD Sales
628.00 L

Brand Share %
48.05 %

Information:

MTD : 01-08-2025 To 31-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **48.05 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	287.31	63.92 %
Gas-Stov	131.70	38.31 %
Grinder	104.71	36.79 %
Chimney	55.16	90.36 %
In-Stove	34.06	52.45 %
Iron	10.42	23.37 %
Cook-Ele	4.07	80.37 %
Small-Ap	0.56	1.06 %
Total	628.00	48.05 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	116.38	49.42 %
SOUTH-03	85.40	46.63 %
WEST-02	78.97	57.65 %
CHENNAI-01	77.83	48.56 %
TRICHY-01	76.40	48.78 %
WEST-01	65.96	45.77 %
SOUTH ARCOT	42.81	44.90 %
CHENNAI-02	40.72	38.98 %
NORTH ARCOT	36.70	49.82 %
KL-SOUTH	6.83	40.59 %
Total	628.00	48.05 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	49.34	67.01 %
Gas-Stov	25.00	39.80 %
Grinder	23.17	40.01 %
Chimney	9.19	91.24 %
In-Stove	6.68	61.22 %
Iron	2.33	26.96 %
Cook-Ele	0.57	70.78 %
Small-Ap	0.09	0.82 %
Total	116.38	49.42 %

Branch *	MTD Sales L	Brand Share %
TVL1	7.10	45.90 %
NGR1	6.74	43.11 %
VNR2	4.99	36.80 %
RND1	4.46	46.42 %
SVK1	3.29	47.05 %
MAR1	3.19	42.94 %
SKD1	2.86	47.27 %
TKS1	2.77	26.12 %
TCN1	2.62	39.30 %
APK1	2.53	47.86 %
ERL2	2.08	45.09 %
ASM1	1.39	41.90 %
APK2	1.24	43.33 %
STU2	1.11	43.66 %
KSM1	0.81	33.66 %
SDI1	0.74	34.17 %
COL1	0.55	24.42 %
ARM1	0.50	22.40 %
ERL1	0.19	35.33 %
S2SD		0.00 %
Total	116.38	49.42 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	37.64	63.35 %
Grinder	17.05	36.85 %
Gas-Stov	16.82	36.02 %
Chimney	6.58	95.57 %
In-Stove	5.19	55.77 %
Iron	1.63	25.17 %
Cook-Ele	0.44	75.88 %
Small-Ap	0.07	0.86 %
Total	85.40	46.63 %

Branch *	MTD Sales L	Brand Share %
MDU1	8.65	37.89 %
DGL1	6.59	40.81 %
MDU2	5.31	45.89 %
MDU6	3.28	38.47 %
CBM1	3.20	45.06 %
KKD2	1.83	30.33 %
DGL2	1.55	31.62 %
DKI1	1.50	46.60 %
TDI1	1.39	37.94 %
MDU3	1.37	47.11 %
BNR1	1.36	38.62 %
PNI1	1.15	35.67 %
KPT1	1.07	41.76 %
MNM1	1.06	44.12 %
NKI1	1.05	41.19 %
BTU1	0.90	37.70 %
PKM1	0.75	40.41 %
TEN1	0.70	23.70 %
ADP1	0.52	19.74 %
CMR1	0.47	38.80 %
ODM1	0.33	11.19 %
SZSD		0.00 %
Total	85.40	46.63 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	37.19	71.44 %
Gas-Stov	17.44	47.91 %
Chimney	9.85	97.52 %
Grinder	9.18	44.46 %
In-Stove	3.78	48.16 %
Iron	1.02	20.86 %
Cook-Ele	0.48	92.17 %
Small-Ap	0.03	0.59 %
Total	78.97	57.65 %

Branch *	MTD Sales L	Brand Share %
SLM1	4.37	41.94 %
ATU1	2.28	45.25 %
TRM1	2.01	42.32 %
MCR1	1.57	43.07 %
KVP1	1.40	41.00 %
RSP1	1.35	40.11 %
OML1	1.15	39.49 %
DPR2	1.06	35.82 %
HRR1	0.81	23.29 %
PDR1	0.77	45.70 %
EDP1	0.70	27.73 %
TCG1	0.55	37.34 %
WZWH		0.00 %
Total	78.97	57.65 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mixie	36.29	67.56 %
Gas-Stov	19.18	44.17 %
Grinder	12.28	32.73 %
Chimney	5.35	81.48 %
In-Stove	3.02	48.63 %
Iron	1.03	23.64 %
Cook-Ele	0.58	80.32 %
Small-Ap	0.11	1.41 %
Total	77.83	48.56 %

Branch *	MTD Sales L	Brand Share %
CH42	4.51	36.45 %
CH28	3.40	44.66 %
CH07	2.80	30.13 %
CH35	1.81	46.52 %
CH39	1.76	38.16 %
CH38	1.59	32.89 %
TKM1	1.31	40.29 %
MRM1	1.18	25.78 %
CH26	0.90	34.13 %
GUD2	0.86	21.11 %
CH29	0.72	38.70 %
KNR1	0.64	29.28 %
WHC3	0.54	43.74 %
CZWH	0.14	4.98 %
MC10		0.00 %
Total	77.83	48.56 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	33.41	62.27 %
Grinder	16.00	40.78 %
Gas-Stov	14.27	38.72 %
Chimney	5.55	96.54 %
In-Stove	5.04	53.66 %
Iron	1.23	25.92 %
Cook-Ele	0.87	88.11 %
Small-Ap	0.04	0.71 %
Total	76.40	48.78 %

Branch *	MTD Sales L	Brand Share %
TNJ2	4.95	45.77 %
MVM1	4.73	37.52 %
KUM1	4.46	38.24 %
TNJ1	3.27	32.37 %
TVR2	3.05	37.40 %
TTP1	1.14	44.87 %
MSI1	1.09	43.29 %
KRN1	0.97	44.70 %
NCK1	0.81	24.49 %
APM1	0.29	9.49 %
TZSD		0.00 %
Total	76.40	48.78 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	27.39	56.95 %
Gas-Stov	13.99	34.75 %
Chimney	11.35	88.08 %
Grinder	8.54	32.18 %
In-Stove	3.74	51.98 %
Iron	0.67	14.89 %
Cook-Ele	0.16	88.96 %
Small-Ap	0.13	2.88 %
Total	65.96	45.77 %

Branch *	MTD Sales L	Brand Share %
CBE2	8.42	41.93 %
KMR1	4.37	38.48 %
MPM1	3.18	46.59 %
TPR2	1.99	28.29 %
PLI1	1.95	22.86 %
TPR3	1.94	45.31 %
CBE6	1.64	31.11 %
SYM2	1.49	39.24 %
AVI1	1.47	32.61 %
PPI1	1.18	46.89 %
KGI1	1.04	40.39 %
TPR4	1.00	35.21 %
PDM1	1.00	39.45 %
UMP1	0.85	33.31 %
CBE5	0.83	44.38 %
DPM2	0.81	20.27 %
GDR1	0.59	45.69 %
ANR1	0.48	36.13 %
WZSD		0.00 %
Total	65.96	45.77 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	20.76	60.10 %
Grinder	8.11	35.30 %
Gas-Stov	7.79	36.11 %
Chimney	2.58	83.63 %
In-Stove	2.33	44.66 %
Iron	0.94	26.88 %
Cook-Ele	0.29	70.38 %
Total	42.81	44.90 %

Branch *	MTD Sales L	Brand Share %
POY2	5.36	47.36 %
CUD1	4.38	33.04 %
POY1	4.00	31.14 %
VPM2	1.73	31.24 %
ULP1	1.53	35.27 %
TRK1	1.47	47.12 %
CDM1	0.94	14.49 %
TVM1	0.46	38.12 %
MKM1	0.25	15.52 %
Total	42.81	44.90 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	22.30	56.77 %
Gas-Stov	7.83	27.43 %
Grinder	5.34	25.33 %
Chimney	2.04	77.88 %
In-Stove	1.97	41.33 %
Iron	0.76	22.93 %
Cook-Ele	0.45	95.67 %
Small-Ap	0.02	0.52 %
Total	40.72	38.98 %

Branch *	MTD Sales L	Brand Share %
CH15	6.16	43.41 %
CH18	3.34	39.87 %
CH03	2.95	33.30 %
CH21	2.05	39.28 %
CH33	1.56	32.48 %
MJR1	1.22	22.81 %
CH20	1.05	26.33 %
PON1	0.92	40.41 %
GPD1	0.85	38.54 %
CH44	0.84	30.67 %
CH17	0.82	47.46 %
CH34	0.81	14.78 %
CH46	0.78	30.71 %
CH09	0.76	30.44 %
CH41	0.69	25.06 %
CH24	0.64	14.49 %
CH31	0.46	34.24 %
CH32	0.37	45.40 %
CH01		0.00 %
Total	40.72	38.98 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	19.25	69.00 %
Gas-Stov	8.09	35.44 %
Grinder	4.00	41.31 %
Chimney	2.67	86.55 %
In-Stove	1.71	54.63 %
Iron	0.69	19.12 %
Cook-Ele	0.23	64.49 %
Small-Ap	0.04	1.44 %
Total	36.70	49.82 %

Branch *	MTD Sales L	Brand Share %
TRR1	2.61	39.17 %
WJD1	1.67	47.55 %
KPM1	1.35	35.63 %
ABR1	1.20	40.64 %
VSI1	1.19	41.20 %
VNB1	1.06	44.77 %
TRT1	0.75	47.46 %
CPT1	0.73	40.66 %
SLG1	0.55	28.82 %
CYR1	0.52	27.86 %
WJP1	0.42	30.26 %
UGI1	0.22	19.89 %
PTU1	0.17	25.37 %
Total	36.70	49.82 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Mixie	3.74	52.09 %
Gas-Stov	1.29	29.26 %
Grinder	1.05	37.39 %
In-Stove	0.59	63.01 %
Iron	0.12	21.17 %
Small-Ap	0.04	4.05 %
Total	6.83	40.59 %

Branch *	MTD Sales L	Brand Share %
TVP1	4.37	47.27 %
KLR1	1.42	37.08 %
PAS1	1.04	27.76 %
Total	6.83	40.59 %