

MTD Sales

445.45 L

Brand Share %

45.73 %

Information:
MTD : 01-09-2025 To 30-09-2025
 * Branch where in Brand Share % is less than Overall State's Brand Share **45.73 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	201.67	60.02 %
Gas-Stov	97.91	38.07 %
Grinder	67.45	34.19 %
Chimney	38.32	93.01 %
In-Stove	28.04	50.99 %
Iron	8.48	26.33 %
Cook-Ele	3.18	79.30 %
Small-Ap	0.38	0.75 %
Total	445.45	45.73 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	92.53	49.96 %
SOUTH-03	61.36	47.42 %
CHENNAI-01	54.20	36.13 %
WEST-02	54.12	56.04 %
WEST-01	47.22	43.68 %
TRICHY-01	46.10	48.45 %
CHENNAI-02	29.88	38.45 %
NORTH ARCOT	26.65	49.49 %
SOUTH ARCOT	26.16	43.83 %
KL-SOUTH	7.22	39.36 %
Total	445.45	45.73 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	42.49	65.93 %
Grinder	17.74	42.57 %
Gas-Stov	17.72	36.79 %
Chimney	6.34	95.30 %
In-Stove	5.46	62.44 %
Iron	2.07	32.10 %
Cook-Ele	0.66	70.86 %
Small-Ap	0.04	0.53 %
Total	92.53	49.96 %

Branch *	MTD Sales L	Brand Share %
NGR1	4.21	39.67 %
MAR1	3.31	45.40 %
TKS2	3.15	40.14 %
RND1	2.78	42.46 %
VNR2	2.44	27.11 %
TCN1	2.35	38.75 %
TKS1	1.71	23.77 %
APK1	1.38	45.09 %
ERL2	1.20	32.98 %
ASM1	0.95	42.27 %
APK2	0.56	23.01 %
ARM1	0.37	25.21 %
Total	92.53	49.96 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	26.94	65.29 %
Gas-Stov	13.37	38.81 %
Grinder	10.44	33.57 %
Chimney	5.16	95.83 %
In-Stove	3.64	54.38 %
Iron	1.40	32.31 %
Cook-Ele	0.40	91.01 %
Small-Ap	0.02	0.39 %
Total	61.36	47.42 %

Branch *	MTD Sales L	Brand Share %
MDU1	5.18	34.71 %
DGL1	5.00	42.62 %
DGL2	1.94	43.02 %
KKD3	1.45	39.37 %
KKD2	1.37	32.88 %
KPT1	1.07	38.92 %
NKI1	1.01	44.28 %
TDI1	0.89	44.70 %
MDU3	0.69	31.13 %
ODM1	0.61	26.48 %
PKM1	0.54	39.29 %
TEN1	0.53	23.06 %
PNI1	0.53	33.67 %
BTU1	0.49	39.14 %
PNV1	0.44	30.92 %
ADP1	0.22	12.49 %
SZSD	0.05	7.65 %
Total	61.36	47.42 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mixie	25.45	47.10 %
Gas-Stov	12.75	38.03 %
Grinder	8.61	27.86 %
Chimney	3.58	87.70 %
In-Stove	2.55	35.49 %
Iron	0.77	24.42 %
Cook-Ele	0.39	58.55 %
Small-Ap	0.09	0.53 %
Total	54.20	36.13 %

Branch *	MTD Sales L	Brand Share %
CH42	3.34	39.94 %
CH28	2.26	41.10 %
CH07	1.49	19.83 %
CH38	1.15	38.80 %
CH39	1.07	22.02 %
CH35	1.05	33.35 %
MRM1	1.03	22.57 %
AVD1	0.96	40.39 %
TKM1	0.69	32.68 %
CH29	0.55	37.24 %
GUD2	0.49	14.28 %
KNR1	0.38	24.90 %
CZWH	0.19	0.61 %
WHC3		0.00 %
Total	54.20	36.13 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	21.99	66.02 %
Gas-Stov	12.94	48.55 %
Chimney	8.98	96.68 %
Grinder	4.99	38.76 %
In-Stove	4.00	56.47 %
Iron	1.03	29.56 %
Cook-Ele	0.18	90.06 %
Small-Ap	0.01	0.33 %
Total	54.12	56.04 %

Branch *	MTD Sales L	Brand Share %
SLM1	2.62	43.75 %
KVP1	1.35	45.70 %
DPR2	0.67	36.95 %
RSP1	0.66	33.05 %
CM11	0.64	45.31 %
MCR1	0.63	25.32 %
HRR1	0.51	29.00 %
PLC1	0.47	25.90 %
PMP1	0.43	25.71 %
PDR1	0.33	39.17 %
EDP1	0.16	17.10 %
WZWH	0.01	6.61 %
Total	54.12	56.04 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	22.00	59.78 %
Gas-Stov	10.57	34.82 %
Grinder	5.95	30.25 %
Chimney	4.07	77.31 %
In-Stove	3.81	51.46 %
Iron	0.57	14.82 %
Cook-Ele	0.24	70.37 %
Small-Ap	0.02	0.38 %
Total	47.22	43.68 %

Branch *	MTD Sales L	Brand Share %
CBE2	3.92	30.21 %
KMR1	3.20	38.18 %
TPR2	1.82	43.23 %
CBE6	1.60	30.40 %
TPR3	1.35	36.60 %
KMD1	1.14	29.58 %
CBE5	0.94	24.26 %
PLI1	0.90	20.56 %
PPI1	0.71	41.93 %
DPM2	0.69	20.38 %
TPR4	0.51	33.01 %
ANR1	0.47	44.63 %
AVI1	0.45	17.06 %
PDM1	0.42	30.14 %
GBM1	0.40	36.89 %
WZSD	0.10	25.97 %
Total	47.22	43.68 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	18.98	60.44 %
Gas-Stov	11.24	44.54 %
Grinder	8.76	39.09 %
In-Stove	3.25	54.16 %
Chimney	2.63	92.54 %
Iron	0.74	26.48 %
Cook-Ele	0.47	96.06 %
Small-Ap	0.02	0.55 %
Total	46.10	48.45 %

Branch *	MTD Sales L	Brand Share %
MVM1	2.87	37.62 %
KUM1	2.60	36.82 %
TNJ1	2.45	38.90 %
KIK1	2.32	42.59 %
TNJ2	2.18	42.26 %
TVR2	2.09	40.60 %
TYR1	1.66	42.35 %
PDK1	0.95	45.52 %
ORU1	0.83	41.27 %
NCK1	0.66	28.12 %
MSI1	0.61	40.69 %
AYR1	0.58	41.49 %
APM1	0.24	18.12 %
KRN1	0.23	20.59 %
TZSD		0.00 %
Total	46.10	48.45 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	14.42	52.16 %
Gas-Stov	6.34	28.26 %
Grinder	3.52	25.25 %
Chimney	2.67	100.00 %
In-Stove	1.94	44.73 %
Iron	0.61	21.19 %
Cook-Ele	0.34	100.00 %
Small-Ap	0.04	1.25 %
Total	29.88	38.45 %

Branch *	MTD Sales L	Brand Share %
CH15	4.09	40.04 %
CH18	2.28	38.86 %
CH21	1.27	28.48 %
CH24	1.17	23.76 %
CH34	1.02	20.17 %
CH20	0.87	30.79 %
CH36	0.82	45.48 %
GPD1	0.66	39.03 %
PON1	0.65	31.99 %
CH41	0.61	23.19 %
CH44	0.59	25.28 %
CH09	0.59	26.29 %
UKI1	0.55	41.39 %
CH33	0.53	21.43 %
CH27	0.51	36.62 %
CH17	0.42	36.57 %
MJR1	0.41	14.08 %
CH46	0.31	29.33 %
CH01		0.00 %
Total	29.88	38.45 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	13.66	66.36 %
Gas-Stov	5.61	35.32 %
Chimney	2.51	100.00 %
Grinder	2.48	35.95 %
In-Stove	1.60	53.00 %
Iron	0.53	22.11 %
Cook-Ele	0.22	85.17 %
Small-Ap	0.04	1.84 %
Total	26.65	49.49 %

Branch *	MTD Sales L	Brand Share %
KPM2	1.82	37.20 %
TRR1	1.46	41.58 %
CGM1	0.96	37.41 %
PLR1	0.62	39.35 %
ABR1	0.59	39.31 %
ARC2	0.41	35.07 %
KPM1	0.38	22.24 %
GDM1	0.31	35.36 %
UGI1	0.05	6.57 %
Total	26.65	49.49 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	11.81	59.46 %
Gas-Stov	6.22	40.32 %
Grinder	3.60	25.78 %
Chimney	2.23	94.69 %
In-Stove	1.41	42.52 %
Iron	0.62	28.25 %
Cook-Ele	0.27	87.14 %
Total	26.16	43.83 %

Branch *	MTD Sales L	Brand Share %
CUD1	2.52	30.24 %
POY1	2.49	34.50 %
TRK1	0.97	44.71 %
ULP1	0.81	23.44 %
VPM2	0.78	24.74 %
KML1	0.64	45.62 %
TVM1	0.43	41.52 %
CDM1	0.30	9.01 %
MKM1	0.22	17.69 %
Total	26.16	43.83 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Mixie	3.93	59.09 %
Grinder	1.36	35.46 %
Gas-Stov	1.14	22.60 %
In-Stove	0.39	31.80 %
Chimney	0.17	100.00 %
Iron	0.14	20.79 %
Small-Ap	0.09	12.89 %
Total	7.22	39.36 %

Branch *	MTD Sales L	Brand Share %
PAS1	1.23	31.72 %
KLR1	1.06	27.93 %
Total	7.22	39.36 %