

MTD Sales
793.03 L

Brand Share %
40.98 %

Information:

MTD : 01-10-2025 To 31-10-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **40.98 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	360.00	55.31 %
Gas-Stov	168.11	33.74 %
Grinder	144.48	35.48 %
Chimney	56.07	67.14 %
In-Stove	48.11	52.91 %
Iron	11.24	23.24 %
Cook-Ele	4.95	79.92 %
Small-Ap	0.34	0.60 %
Acces-SA	-0.04	100.00 %
Cook-Pre	-0.22	-0.24 %
Total	793.03	40.98 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	147.80	45.72 %
SOUTH-03	132.04	42.21 %
WEST-02	106.57	47.00 %
TRICHY-01	93.05	43.98 %
WEST-01	86.09	38.78 %
CHENNAI-01	83.15	32.67 %
CHENNAI-02	52.30	35.80 %
SOUTH ARCOT	44.25	37.48 %
NORTH ARCOT	43.83	41.16 %
KL-SOUTH	3.96	29.48 %
Total	793.03	40.98 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	67.06	62.12 %
Grinder	32.90	41.92 %
Gas-Stov	29.31	37.89 %
In-Stove	9.78	60.31 %
Chimney	5.65	71.00 %
Iron	2.23	25.69 %
Cook-Ele	0.89	73.51 %
Small-Ap		-0.03 %
Acces-SA	-0.01	100.00 %
Total	147.80	45.72 %

Branch *	MTD Sales L	Brand Share %
NGR1	8.15	39.13 %
VNR2	5.09	28.51 %
MAR1	3.79	35.53 %
TKS1	3.49	24.44 %
APK1	2.60	40.66 %
TYI1	2.21	33.84 %
APK2	2.05	33.74 %
ERL2	1.93	34.25 %
ARM1	1.56	34.38 %
STU2	1.40	38.87 %
ASM1	1.20	35.63 %
UDN1	1.13	36.31 %
COL1	0.88	32.50 %
KSM1	0.70	26.47 %
S2SD	-0.29	-612.14 %
Total	147.80	45.72 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	58.47	57.44 %
Grinder	27.60	35.28 %
Gas-Stov	25.92	36.06 %
Chimney	9.99	74.38 %
In-Stove	7.13	52.91 %
Iron	2.10	25.80 %
Cook-Ele	0.78	81.84 %
Small-Ap	0.05	0.58 %
Total	132.04	42.21 %

Branch *	MTD Sales L	Brand Share %
MDU1	11.87	30.78 %
DGL1	11.07	35.24 %
MDU6	5.04	36.87 %
MDU4	2.01	34.58 %
TDI1	1.86	40.63 %
MDU3	1.81	26.44 %
NKI1	1.78	31.96 %
BTU1	1.70	40.89 %
BNR1	1.68	27.72 %
KPT1	1.63	32.72 %
PNI1	1.63	35.37 %
DGL2	1.43	19.48 %
SGP1	1.32	34.52 %
PKM1	1.31	36.38 %
TEN1	1.07	18.98 %
CMR1	0.94	32.13 %
ADP1	0.68	13.58 %
ODM1	0.60	8.77 %
KKD2	0.26	12.96 %
Total	132.04	42.21 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	49.11	60.52 %
Gas-Stov	23.50	40.65 %
Grinder	14.08	39.47 %
Chimney	12.01	68.45 %
In-Stove	6.34	53.56 %
Iron	1.37	23.12 %
Cook-Ele	0.23	100.00 %
Small-Ap	-0.01	-0.26 %
Acces-SA	-0.02	100.00 %
Cook-Pre	-0.03	-0.26 %
Total	106.57	47.00 %

Branch *	MTD Sales L	Brand Share %
SLM1	6.32	33.39 %
RSP1	2.77	39.56 %
TRM1	2.52	33.29 %
MCR1	1.94	26.82 %
VKL1	1.81	37.83 %
PLC1	1.77	25.37 %
KVP1	1.69	29.26 %
KMM1	1.66	39.56 %
SGG1	1.44	29.92 %
OML1	1.37	24.56 %
HRR1	1.29	24.37 %
DPR2	0.75	20.77 %
PMP1	0.71	20.88 %
TCG1	0.68	19.77 %
EDP1	0.63	17.15 %
Total	106.57	47.00 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	39.03	57.36 %
Gas-Stov	20.86	38.88 %
Grinder	18.92	38.21 %
In-Stove	8.03	61.69 %
Chimney	4.11	77.27 %
Iron	1.12	26.27 %
Cook-Ele	0.89	78.45 %
Small-Ap	0.09	1.40 %
Cook-Pre	-0.01	-0.12 %
Total	93.05	43.98 %

Branch *	MTD Sales L	Brand Share %
TNJ2	5.35	39.50 %
MVM1	5.18	30.84 %
TNJ1	4.77	36.32 %
KUM1	3.74	30.29 %
TVR2	3.64	34.26 %
JKM1	2.62	36.38 %
ORU1	1.68	35.29 %
MSI1	1.59	37.14 %
KRN1	1.37	27.92 %
PBR1	1.22	40.06 %
NCK1	1.12	25.62 %
TRY2	0.74	35.27 %
APM1	0.24	8.69 %
WTRZ		0.00 %
Total	93.05	43.98 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	34.37	50.43 %
Gas-Stov	18.93	31.76 %
Chimney	13.43	74.88 %
Grinder	13.38	30.95 %
In-Stove	4.99	49.40 %
Iron	0.86	14.79 %
Cook-Ele	0.28	66.75 %
Small-Ap	0.05	0.83 %
Acces-SA	-0.01	100.00 %
Cook-Pre	-0.18	-1.64 %
Total	86.09	38.78 %

Branch *	MTD Sales L	Brand Share %
CBE2	10.04	36.49 %
KMR1	6.19	40.13 %
TPR2	4.47	39.43 %
PLI1	3.15	26.73 %
KGM1	2.25	39.23 %
AVI1	2.09	27.22 %
CBE6	1.62	19.28 %
UMP1	1.46	39.92 %
TPR3	1.43	16.95 %
CBE5	1.38	17.47 %
SYM2	1.36	23.77 %
DPM2	1.31	22.80 %
PPI1	1.02	19.91 %
CNR1	0.94	32.32 %
GBM1	0.77	32.16 %
Total	86.09	38.78 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mixie	38.26	42.95 %
Gas-Stov	20.49	26.13 %
Grinder	14.90	31.37 %
In-Stove	4.06	48.43 %
Chimney	3.75	46.60 %
Iron	0.98	23.34 %
Cook-Ele	0.64	79.37 %
Small-Ap	0.07	0.93 %
Total	83.15	32.67 %

Branch *	MTD Sales L	Brand Share %
CH16	5.78	35.42 %
CH42	4.89	36.80 %
CH45	3.16	37.29 %
GUD1	2.81	34.92 %
CH28	2.38	26.76 %
CH07	2.25	25.55 %
CH30	2.05	30.59 %
TKM1	1.51	31.87 %
MRM1	1.50	20.52 %
CGL1	1.29	38.27 %
CH39	1.13	25.94 %
GUD2	0.72	12.07 %
KNR1	0.45	13.42 %
CZWH		0.00 %
MC09		0.00 %
MC10		0.00 %
WCHN		0.00 %
WHC3		0.00 %
Total	83.15	32.67 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	27.38	54.25 %
Gas-Stov	10.72	27.18 %
Grinder	8.03	26.17 %
In-Stove	2.63	42.77 %
Chimney	2.12	46.73 %
Iron	0.74	18.93 %
Cook-Ele	0.66	91.62 %
Small-Ap	0.02	0.45 %
Total	52.30	35.80 %

Branch *	MTD Sales L	Brand Share %
CH15	4.95	33.97 %
CH03	4.34	35.25 %
CH18	4.24	40.63 %
CH20	2.25	34.22 %
MJR1	1.91	23.15 %
CH24	1.58	23.28 %
GPD1	1.44	39.36 %
CH17	1.41	37.72 %
PON1	1.35	33.79 %
CH09	1.32	34.99 %
CH46	1.08	35.19 %
CH27	0.80	32.15 %
CH41	0.76	19.38 %
CH33	0.72	16.60 %
CH36	0.45	25.94 %
CH44	0.39	13.88 %
CH34	0.32	3.17 %
MC06	0.26	35.60 %
CH32	0.14	19.29 %
MC05	0.05	36.22 %
Total	52.30	35.80 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	20.74	52.97 %
Gas-Stov	9.17	33.33 %
Grinder	8.72	30.45 %
In-Stove	2.57	42.68 %
Chimney	1.72	51.11 %
Iron	0.92	28.19 %
Cook-Ele	0.36	85.90 %
Small-Ap	0.04	1.20 %
Total	44.25	37.48 %

Branch *	MTD Sales L	Brand Share %
CUD1	4.80	28.80 %
POY1	4.18	29.88 %
ULP1	1.98	30.15 %
SJI2	1.83	33.14 %
TRK1	1.64	37.77 %
KML1	1.59	39.92 %
VPM2	1.56	35.88 %
TDM1	1.45	40.64 %
STP1	1.14	40.79 %
VPM1	0.64	30.96 %
CDM1	0.62	7.31 %
TVM2	0.41	33.15 %
MKM1	0.21	8.58 %
Total	44.25	37.48 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	23.07	57.62 %
Gas-Stov	8.65	29.37 %
Grinder	5.47	41.27 %
Chimney	3.16	60.22 %
In-Stove	2.41	50.34 %
Iron	0.87	23.92 %
Cook-Ele	0.20	76.59 %
Total	43.83	41.16 %

Branch *	MTD Sales L	Brand Share %
TRR1	3.00	30.82 %
AKM1	1.80	33.82 %
SLG1	1.54	36.07 %
KPM1	1.32	38.38 %
WJD1	1.29	25.96 %
VNB1	1.16	33.63 %
CPT1	0.93	33.49 %
ABR1	0.72	22.24 %
CYR1	0.69	22.59 %
CGM1	0.68	29.99 %
PTU1	0.39	24.74 %
UGI1	0.35	15.30 %
Total	43.83	41.16 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Mixie	2.51	50.34 %
Gas-Stov	0.56	17.56 %
Grinder	0.47	23.25 %
In-Stove	0.17	18.12 %
Chimney	0.13	100.00 %
Iron	0.06	10.40 %
Small-Ap	0.03	4.10 %
Cook-Ele	0.02	53.03 %
Total	3.96	29.48 %

Branch *	MTD Sales L	Brand Share %
TVP1	1.73	26.09 %
PAS1	1.35	33.55 %
KLR1	0.88	31.65 %
Total	3.96	29.48 %