

MTD Sales
496.35 L

Brand Share %
43.50 %

Information:

MTD : 01-11-2025 To 30-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **43.50 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	219.54	57.89 %
Gas-Stov	113.93	35.47 %
Grinder	77.61	32.90 %
In-Stove	37.46	54.83 %
Chimney	34.78	64.43 %
Iron	8.44	25.92 %
Cook-Ele	3.49	73.61 %
Small-Ap	1.10	2.44 %
Total	496.35	43.50 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	90.73	45.39 %
SOUTH-03	73.17	45.10 %
CHENNAI-01	63.79	44.82 %
WEST-02	62.36	49.47 %
TRICHY-01	59.06	46.75 %
WEST-01	53.51	40.53 %
CHENNAI-02	37.99	37.57 %
SOUTH ARCOT	27.08	36.52 %
NORTH ARCOT	24.79	37.45 %
KL-SOUTH	3.88	36.10 %
Total	496.35	43.50 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	37.51	57.87 %
Gas-Stov	19.48	35.56 %
Grinder	17.81	40.21 %
In-Stove	7.10	58.63 %
Chimney	5.72	74.12 %
Iron	2.21	35.25 %
Cook-Ele	0.73	69.02 %
Small-Ap	0.17	1.93 %
Total	90.73	45.39 %

Branch *	MTD Sales L	Brand Share %
KVT1	7.02	41.63 %
NGR1	4.07	41.37 %
RPM1	3.33	42.32 %
VNR2	2.89	29.36 %
TUT2	2.86	42.84 %
MAR1	2.56	37.14 %
TCN1	2.14	36.17 %
APK2	1.70	41.62 %
TKS1	1.69	20.76 %
ERL2	1.63	37.29 %
TYI1	1.51	40.29 %
ASM1	1.22	32.83 %
STU2	1.14	41.58 %
SDI1	1.01	37.44 %
ARM1	0.71	26.29 %
KSM1	0.54	31.29 %
S2SD	0.14	16.16 %
Total	90.73	45.39 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	32.72	62.94 %
Gas-Stov	14.87	34.32 %
Grinder	13.10	33.22 %
In-Stove	5.21	54.26 %
Chimney	5.14	67.59 %
Iron	1.40	31.54 %
Cook-Ele	0.65	75.68 %
Small-Ap	0.07	1.36 %
Total	73.17	45.10 %

Branch *	MTD Sales L	Brand Share %
MDU1	6.53	35.96 %
DGL1	4.30	36.01 %
MDU6	3.52	38.40 %
MDU4	1.16	40.36 %
MDU3	1.12	28.00 %
DKI1	0.92	39.27 %
PKM1	0.86	39.48 %
PNI1	0.85	29.41 %
BNR1	0.83	35.99 %
KPT1	0.76	29.03 %
NKI1	0.74	37.41 %
ODM1	0.72	23.00 %
TDI1	0.72	39.89 %
DGL2	0.72	19.03 %
ADP1	0.62	20.82 %
MNM1	0.60	36.27 %
BTU1	0.59	29.36 %
SGP1	0.49	33.32 %
TEN1	0.34	12.15 %
SZSD	0.12	18.23 %
Total	73.17	45.10 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mixie	29.15	62.93 %
Gas-Stov	16.89	40.12 %
Grinder	9.91	29.37 %
In-Stove	3.48	53.37 %
Chimney	3.01	68.98 %
Iron	0.75	23.36 %
Cook-Ele	0.41	83.42 %
Small-Ap	0.20	3.55 %
Total	63.79	44.82 %

Branch *	MTD Sales L	Brand Share %
CH16	4.81	41.45 %
CH08	3.69	41.79 %
CH42	3.58	39.06 %
CH07	2.48	33.80 %
CH30	1.60	34.27 %
SKL1	1.02	37.19 %
CH39	0.98	20.42 %
GUD2	0.97	24.67 %
MRM1	0.96	21.97 %
CH35	0.93	36.31 %
TKM1	0.43	18.46 %
MC09		0.00 %
WHC3		0.00 %
Total	63.79	44.82 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	27.64	60.79 %
Gas-Stov	15.97	44.62 %
Chimney	6.49	64.03 %
Grinder	6.37	35.05 %
In-Stove	4.85	55.15 %
Iron	0.83	21.60 %
Cook-Ele	0.18	89.82 %
Small-Ap	0.04	1.17 %
Total	62.36	49.47 %

Branch *	MTD Sales L	Brand Share %
SLM1	3.88	36.71 %
TRM1	1.38	31.51 %
VKL1	1.15	43.44 %
OML1	1.14	28.74 %
BMD1	1.07	39.25 %
PLC1	1.06	26.56 %
MCR1	0.97	24.06 %
SGI1	0.92	38.54 %
KVP1	0.75	23.12 %
SGG1	0.64	29.30 %
DPR2	0.52	21.94 %
HRR1	0.51	17.48 %
TCG1	0.44	24.00 %
EDP1	0.35	17.29 %
WZWH	0.05	17.35 %
Total	62.36	49.47 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	24.42	59.80 %
Gas-Stov	12.92	39.37 %
Grinder	11.07	38.24 %
In-Stove	6.48	65.26 %
Chimney	2.86	77.22 %
Iron	0.86	28.35 %
Cook-Ele	0.43	61.75 %
Small-Ap	0.02	0.35 %
Total	59.06	46.75 %

Branch *	MTD Sales L	Brand Share %
MVM1	3.52	35.73 %
TNJ1	3.16	40.62 %
KUM1	3.07	35.25 %
TNJ2	2.42	36.31 %
NMM1	1.90	41.16 %
TTP1	1.09	38.76 %
MSI1	0.95	42.20 %
PDK1	0.88	40.15 %
ORU1	0.76	34.62 %
KRN1	0.76	38.83 %
TRY4	0.64	12.68 %
NCK1	0.39	16.74 %
APM1	0.28	17.30 %
TRY2	0.17	36.86 %
Total	59.06	46.75 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	22.30	54.89 %
Gas-Stov	12.45	31.73 %
Grinder	7.16	28.06 %
Chimney	6.06	63.71 %
In-Stove	4.18	53.80 %
Iron	0.67	17.16 %
Cook-Ele	0.34	84.88 %
Small-Ap	0.33	6.58 %
Total	53.51	40.53 %

Branch *	MTD Sales L	Brand Share %
CBE2	5.62	30.75 %
KMR1	3.54	42.45 %
MPM1	2.48	43.13 %
TPR2	2.11	32.09 %
PLI1	1.82	29.26 %
CBE6	1.82	32.98 %
CBE5	1.65	31.66 %
DPM2	1.14	24.51 %
AVI1	1.05	21.54 %
PDM1	0.84	31.39 %
TPR3	0.82	23.51 %
UMP1	0.81	36.16 %
TPR4	0.80	30.58 %
PPI1	0.33	12.52 %
SYM2	0.25	10.25 %
WHCB		0.00 %
WZSD		0.00 %
Total	53.51	40.53 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	19.24	52.73 %
Gas-Stov	8.02	28.25 %
Grinder	5.28	27.03 %
In-Stove	2.24	46.23 %
Chimney	2.19	47.96 %
Iron	0.55	20.63 %
Cook-Ele	0.24	78.53 %
Small-Ap	0.23	5.25 %
Total	37.99	37.57 %

Branch *	MTD Sales L	Brand Share %
CH15	4.09	34.34 %
CH18	3.90	43.43 %
CH20	1.88	39.36 %
CH24	1.57	21.58 %
CH33	1.10	24.34 %
PON1	0.81	37.22 %
MJR1	0.81	22.84 %
GPD1	0.79	36.32 %
CH09	0.78	33.00 %
CH46	0.75	34.85 %
CH36	0.63	31.38 %
CH23	0.61	34.80 %
CH41	0.60	21.03 %
CH44	0.59	23.07 %
CH32	0.47	41.07 %
CH34	0.43	7.40 %
CH31	0.43	36.42 %
Total	37.99	37.57 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	12.20	48.49 %
Gas-Stov	6.42	33.87 %
Grinder	4.48	26.51 %
In-Stove	2.17	43.31 %
Chimney	0.78	36.03 %
Iron	0.61	27.62 %
Cook-Ele	0.37	68.79 %
Small-Ap	0.04	1.40 %
Total	27.08	36.52 %

Branch *	MTD Sales L	Brand Share %
POY1	3.17	35.25 %
CUD1	2.73	27.06 %
POY2	2.10	38.75 %
TRK1	1.30	30.74 %
PRT1	1.27	40.80 %
VPM2	1.21	37.15 %
ULP1	0.89	31.16 %
TDM1	0.84	30.82 %
KML1	0.68	30.32 %
SJI2	0.59	27.05 %
VCM1	0.56	37.92 %
TVM2	0.52	36.00 %
CDM1	0.46	9.24 %
VPM1	0.36	35.26 %
STP1	0.29	25.26 %
MKM1	0.17	10.27 %
WHUT		0.00 %
Total	27.08	36.52 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	11.93	50.69 %
Gas-Stov	6.15	26.91 %
Chimney	2.47	59.52 %
Grinder	2.06	25.91 %
In-Stove	1.57	54.58 %
Iron	0.53	21.21 %
Cook-Ele	0.08	57.35 %
Total	24.79	37.45 %

Branch *	MTD Sales L	Brand Share %
KPM2	2.54	38.09 %
SBR1	1.73	41.40 %
TRR1	1.41	23.85 %
AKM1	0.95	36.14 %
VSI1	0.78	29.38 %
WJD1	0.73	32.93 %
ARC2	0.71	28.73 %
VNB1	0.63	28.81 %
TRT1	0.60	37.18 %
CPT1	0.48	27.10 %
SLG1	0.44	29.07 %
ABR1	0.44	24.04 %
PTU1	0.42	23.77 %
CYR1	0.38	28.75 %
PLR1	0.37	31.65 %
KPM1	0.34	20.70 %
CGM1	0.29	18.51 %
UGI1		0.00 %
WHVL		0.00 %
Total	24.79	37.45 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Mixie	2.42	60.94 %
Gas-Stov	0.76	26.12 %
Grinder	0.36	25.50 %
In-Stove	0.19	21.33 %
Cook-Ele	0.07	100.00 %
Chimney	0.05	100.00 %
Iron	0.03	6.22 %
Total	3.88	36.10 %

Branch *	MTD Sales L	Brand Share %
TVP1	2.10	39.19 %
KLR1	1.11	41.78 %
PAS1	0.68	24.58 %
Total	3.88	36.10 %