

MTD Sales
22.13 L

Brand Share %
49.35 %

Information:

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

* Branch where in Brand Share % is less than Overall State's Brand Share **49.35 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	9.52	59.05 %
Gas-Stov	5.22	39.75 %
Grinder	3.39	37.48 %
Chimney	1.89	88.15 %
In-Stove	1.71	58.50 %
Iron	0.22	17.93 %
Cook-Ele	0.18	74.56 %
Total	22.13	49.35 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	4.73	55.78 %
SOUTH-01	3.61	51.44 %
SOUTH-03	2.64	52.66 %
WEST-02	2.48	53.91 %
NORTH ARCOT	2.22	60.33 %
TRICHY-01	1.82	37.89 %
WEST-01	1.69	41.05 %
CHENNAI-02	1.56	37.79 %
SOUTH ARCOT	1.28	49.83 %
KL-SOUTH	0.09	22.16 %
Total	22.13	49.35 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mixie	2.09	60.13 %
Gas-Stov	1.51	56.98 %
In-Stove	0.64	79.79 %
Grinder	0.32	27.32 %
Chimney	0.16	55.38 %
Iron	0.02	17.24 %
Total	4.73	55.78 %

Branch *	MTD Sales L	Brand Share %
CH28	0.14	28.49 %
CH30	0.12	37.93 %
CH19	0.09	36.01 %
CH42	0.09	19.61 %
GUD1	0.08	20.63 %
MRM1	0.08	32.08 %
CH35	0.07	34.92 %
CH37	0.07	35.27 %
CH45	0.06	12.94 %
GUD2	0.03	10.29 %
AVD1		0.00 %
KNR1		0.00 %
SKL1		0.00 %
Total	4.73	55.78 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	1.41	62.08 %
Gas-Stov	0.97	40.28 %
Grinder	0.56	43.32 %
Chimney	0.32	100.00 %
In-Stove	0.29	58.69 %
Iron	0.04	18.04 %
Cook-Ele	0.03	100.00 %
Total	3.61	51.44 %

Branch *	MTD Sales L	Brand Share %
NGR1	0.13	24.66 %
SVK1	0.13	45.40 %
TVL1	0.12	28.10 %
TCN1	0.09	42.54 %
PKD1	0.07	40.06 %
SNL1	0.07	22.99 %
COL1	0.06	48.87 %
KGL1	0.04	24.71 %
ARM1	0.03	47.90 %
VNR2	0.03	13.75 %
MAR1	0.03	23.58 %
APK1	0.03	19.27 %
ERL2	0.03	22.59 %
MMT1	0.02	34.74 %
APK2		0.00 %
SDI1		0.00 %
TUT2		0.00 %
Total	3.61	51.44 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	1.17	67.15 %
Grinder	0.64	42.74 %
Gas-Stov	0.46	41.65 %
Chimney	0.18	100.00 %
In-Stove	0.13	52.13 %
Iron	0.06	24.97 %
Total	2.64	52.66 %

Branch *	MTD Sales L	Brand Share %
MDU1	0.19	36.59 %
MDU2	0.14	37.95 %
DGL1	0.10	30.18 %
TMM1	0.08	43.38 %
KKD3	0.05	17.99 %
PNI1	0.04	28.60 %
DKI1	0.04	26.57 %
DGL2	0.03	17.38 %
MNM1	0.03	38.49 %
BTU1	0.01	36.14 %
ADP1		0.00 %
ATG1		0.00 %
CMR1		0.00 %
MDU6		0.00 %
PKM1		0.00 %
TEN1		0.00 %
Total	2.64	52.66 %

WEST-02

Property	MTD Sales L	Brand Share %
Gas-Stov	0.85	63.08 %
Mixie	0.59	41.39 %
Chimney	0.55	100.00 %
Grinder	0.36	38.30 %
In-Stove	0.08	41.40 %
Iron	0.04	33.22 %
Total	2.48	53.91 %

Branch *	MTD Sales L	Brand Share %
HSR2	0.21	45.02 %
ATU1	0.11	46.06 %
EDP1	0.07	30.16 %
RSP1	0.07	39.11 %
ERD1	0.06	45.92 %
DPR2	0.06	41.49 %
APN1		0.00 %
CMI1		0.00 %
HRR1		0.00 %
KMM1		0.00 %
KVP1		0.00 %
MCR1		0.00 %
OML1		0.00 %
PMP1		0.00 %
TCG1		0.00 %
TRM1		0.00 %
Total	2.48	53.91 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	1.31	76.29 %
Gas-Stov	0.32	32.90 %
Grinder	0.19	67.94 %
In-Stove	0.19	65.78 %
Chimney	0.16	56.31 %
Cook-Ele	0.05	69.90 %
Total	2.22	60.33 %

Branch *	MTD Sales L	Brand Share %
TRR1	0.13	28.99 %
KPM2	0.12	31.76 %
VEL2	0.06	35.09 %
WJD1	0.04	48.94 %
WJP1	0.03	46.19 %
CGM1	0.02	37.73 %
ABR1		0.00 %
PTU1		0.00 %
SLG1		0.00 %
TRT1		0.00 %
VSI1		0.00 %
Total	2.22	60.33 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	0.79	52.02 %
Grinder	0.50	40.62 %
Gas-Stov	0.42	24.36 %
In-Stove	0.08	38.55 %
Cook-Ele	0.03	40.00 %
Iron	0.01	14.03 %
Total	1.82	37.89 %

Branch *	MTD Sales L	Brand Share %
TNJ2	0.23	31.46 %
KIK1	0.09	48.29 %
MVM1	0.09	25.15 %
TNJ1	0.08	23.35 %
TVR2	0.08	27.77 %
PDK1	0.08	42.84 %
PTK1	0.07	22.76 %
PBR2	0.05	33.80 %
NGT1	0.05	20.25 %
NCK1	0.04	44.03 %
KUM1	0.04	13.76 %
MDI1	0.04	42.51 %
TYR1	0.03	22.09 %
APM1		0.00 %
AYR1		0.00 %
JKM1		0.00 %
KRN1		0.00 %
PBR1		0.00 %
TRY2		0.00 %
Total	1.82	37.89 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	0.69	57.72 %
Chimney	0.52	100.00 %
Gas-Stov	0.20	19.51 %
Grinder	0.12	13.81 %
In-Stove	0.12	42.08 %
Iron	0.04	21.58 %
Total	1.69	41.05 %

Branch *	MTD Sales L	Brand Share %
CBE6	0.11	37.69 %
MPM1	0.08	36.39 %
CBE2	0.04	8.45 %
KMR1	0.01	2.27 %
SUL1	0.01	14.80 %
CBE5		0.00 %
CNR1		0.00 %
GDR1		0.00 %
KMD1		0.00 %
PLI1		0.00 %
SYM2		0.00 %
TPR3		0.00 %
Total	1.69	41.05 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	0.86	48.44 %
Grinder	0.30	31.17 %
Gas-Stov	0.26	25.34 %
Cook-Ele	0.08	100.00 %
In-Stove	0.05	23.03 %
Iron	0.01	17.86 %
Total	1.56	37.79 %

Branch *	MTD Sales L	Brand Share %
CH15	0.22	34.19 %
PON1	0.15	42.66 %
CH12	0.12	37.05 %
CH03	0.09	30.89 %
CH44	0.03	18.73 %
CH17		0.00 %
CH24		0.00 %
CH33		0.00 %
CH41		0.00 %
MC06		0.00 %
MJR1		0.00 %
CH34	-0.01	-3.44 %
Total	1.56	37.79 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	0.58	62.08 %
Grinder	0.40	56.13 %
Gas-Stov	0.20	30.04 %
In-Stove	0.11	72.19 %
Total	1.28	49.83 %

Branch *	MTD Sales L	Brand Share %
CUD1	0.19	41.15 %
POY1	0.12	46.50 %
NVL2	0.06	24.02 %
TVM1	0.03	43.56 %
CDM1		0.00 %
KML1		0.00 %
MKM1		0.00 %
TRK1		0.00 %
TVM2		0.00 %
VCM1		0.00 %
VPM1		0.00 %
Total	1.28	49.83 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Gas-Stov	0.04	16.38 %
Mixie	0.04	48.77 %
In-Stove	0.02	100.00 %
Total	0.09	22.16 %

Branch *	MTD Sales L	Brand Share %
KLR1	0.07	48.78 %
PAS1	0.02	15.21 %
TVP1		0.00 %
Total	0.09	22.16 %