

MTD Sales
19.06 L

Brand Share %
45.18 %

Information:

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

* Branch where in Brand Share % is less than Overall State's Brand Share **45.18 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	8.35	59.89 %
Gas-Stov	4.58	39.85 %
Grinder	3.03	36.39 %
In-Stove	1.37	60.54 %
Chimney	1.13	54.00 %
Iron	0.29	21.87 %
Cook-Ele	0.23	77.74 %
Small-Ap	0.06	2.68 %
Total	19.06	45.18 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	3.71	53.11 %
CHENNAI-01	2.92	44.89 %
WEST-02	2.60	53.77 %
WEST-01	2.49	44.88 %
TRICHY-01	2.31	54.47 %
SOUTH-03	1.71	32.68 %
CHENNAI-02	1.39	35.09 %
SOUTH ARCOT	0.95	37.06 %
NORTH ARCOT	0.78	40.27 %
KL-SOUTH	0.21	53.18 %
Total	19.06	45.18 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	1.51	62.70 %
Grinder	0.86	48.94 %
Gas-Stov	0.71	44.50 %
In-Stove	0.32	78.25 %
Chimney	0.17	100.00 %
Small-Ap	0.06	18.49 %
Cook-Ele	0.05	100.00 %
Iron	0.02	8.18 %
Total	3.71	53.11 %

Branch *	MTD Sales L	Brand Share %
TVL1	0.11	31.21 %
RND1	0.10	24.27 %
KSM1	0.09	39.55 %
TKS1	0.05	8.96 %
SDI1	0.04	42.96 %
TCN1	0.04	27.57 %
ASM1	0.03	38.42 %
COL1	0.02	36.63 %
VLY1	0.02	15.25 %
ARM1		0.00 %
SKD1		0.00 %
VNR1		0.00 %
Total	3.71	53.11 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mixie	1.20	68.62 %
Gas-Stov	0.85	47.07 %
Grinder	0.50	30.46 %
Chimney	0.20	34.99 %
In-Stove	0.11	54.51 %
Iron	0.05	32.10 %
Total	2.92	44.89 %

Branch *	MTD Sales L	Brand Share %
CH42	0.21	36.17 %
CH05	0.16	36.99 %
CH45	0.10	22.04 %
GUD1	0.10	43.46 %
CH29	0.08	43.90 %
CH39	0.08	15.25 %
AVD1	0.06	30.91 %
GUD2	0.05	37.08 %
CH35	0.05	34.57 %
CGL1	0.02	38.86 %
CH37	0.01	14.59 %
CH07		0.00 %
CH30		0.00 %
CH38		0.00 %
KNR1		0.00 %
MRM1		0.00 %
TKM1		0.00 %
Total	2.92	44.89 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	1.45	69.43 %
Gas-Stov	0.90	56.84 %
Grinder	0.24	47.57 %
In-Stove	0.17	55.54 %
Iron	0.02	11.99 %
Chimney	-0.19	100.00 %
Total	2.60	53.77 %

Branch *	MTD Sales L	Brand Share %
ERD1	0.20	43.64 %
VKL1	0.08	42.00 %
EDP1	0.06	25.10 %
KVP1	0.05	44.97 %
SLM2	0.03	41.16 %
SGG1	0.03	36.75 %
OML1	0.02	17.71 %
MCR1	0.01	9.60 %
CMI1		0.00 %
DPR2		0.00 %
HRR1		0.00 %
KMM1		0.00 %
PLC1		0.00 %
SGI1		0.00 %
SLM1	-0.16	-153.79 %
Total	2.60	53.77 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	0.85	54.60 %
Gas-Stov	0.60	37.89 %
Chimney	0.58	68.77 %
In-Stove	0.21	66.24 %
Grinder	0.20	25.29 %
Cook-Ele	0.02	100.00 %
Iron	0.01	7.40 %
Total	2.49	44.88 %

Branch *	MTD Sales L	Brand Share %
CBE2	0.27	34.09 %
TPR2	0.16	35.54 %
CBE4	0.12	39.45 %
KMD1	0.07	23.50 %
CBE6	0.06	33.19 %
PDM1	0.05	24.97 %
CBE5	0.03	37.66 %
DPM2	0.01	2.81 %
MPM1		0.00 %
SYM2		0.00 %
TPR3		0.00 %
TPR4		0.00 %
WHCB		0.00 %
Total	2.49	44.88 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	0.80	59.35 %
Grinder	0.58	69.50 %
Gas-Stov	0.41	41.00 %
In-Stove	0.25	76.25 %
Chimney	0.19	54.06 %
Iron	0.05	34.88 %
Cook-Ele	0.03	36.79 %
Total	2.31	54.47 %

Branch *	MTD Sales L	Brand Share %
KUM1	0.27	39.64 %
TNJ1	0.08	37.82 %
JKM1	0.08	36.16 %
ORU1	0.04	35.81 %
MSI1	0.02	38.02 %
NGT1	0.01	9.27 %
KRN1		0.00 %
MVM1		0.00 %
NCK1		0.00 %
TNJ2		0.00 %
TTP1		0.00 %
Total	2.31	54.47 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Grinder	0.52	38.18 %
Mixie	0.49	36.28 %
Gas-Stov	0.44	26.21 %
In-Stove	0.19	66.29 %
Iron	0.06	43.60 %
Cook-Ele	0.02	100.00 %
Total	1.71	32.68 %

Branch *	MTD Sales L	Brand Share %
MDU6	0.18	27.02 %
MDU1	0.12	14.30 %
MDU2	0.11	31.67 %
PNI1	0.07	44.85 %
DGL1	0.05	17.44 %
TEN2	0.03	20.74 %
ATG1		0.00 %
BTU1		0.00 %
CBM1		0.00 %
CMR1		0.00 %
DGL2		0.00 %
DKI1		0.00 %
MDU3		0.00 %
MDU4		0.00 %
NKI1		0.00 %
ODM1		0.00 %
SGP1		0.00 %
TDI1		0.00 %
TEN1		0.00 %
TMM1		0.00 %
KYK1		21.01 %
Total	1.71	32.68 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	0.87	63.01 %
Gas-Stov	0.33	34.25 %
Grinder	0.09	9.73 %
In-Stove	0.05	24.32 %
Cook-Ele	0.03	100.00 %
Iron	0.01	13.50 %
Total	1.39	35.09 %

Branch *	MTD Sales L	Brand Share %
CH24	0.18	44.26 %
CH44	0.05	23.60 %
CH15	0.04	9.95 %
CH27	0.03	31.47 %
CH03		0.00 %
CH09		0.00 %
CH31		0.00 %
CH32		0.00 %
CH33		0.00 %
CH34		0.00 %
CH36		0.00 %
GPD1		0.00 %
MC06		0.00 %
MJR1		0.00 %
PON1		0.00 %
UKI1		0.00 %
Total	1.39	35.09 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	0.56	51.34 %
Gas-Stov	0.21	37.33 %
Cook-Ele	0.08	100.00 %
Grinder	0.04	10.62 %
Iron	0.03	52.00 %
In-Stove	0.03	19.08 %
Total	0.95	37.06 %

Branch *	MTD Sales L	Brand Share %
CUD1	0.15	41.31 %
CDM1	0.10	23.35 %
NVL2	0.08	29.88 %
POY1	0.07	25.75 %
MKM1	0.03	31.68 %
ULP1	0.01	13.78 %
PRT1		0.00 %
SJI2		0.00 %
TDM1		0.00 %
TRK1		0.00 %
TVM2		0.00 %
Total	0.95	37.06 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	0.40	54.14 %
Chimney	0.18	100.00 %
Gas-Stov	0.12	18.48 %
Iron	0.04	22.90 %
In-Stove	0.03	65.17 %
Total	0.78	40.27 %

Branch *	MTD Sales L	Brand Share %
TRR1	0.16	34.41 %
AKM1	0.02	21.26 %
SBR1	0.01	32.09 %
TRL1	0.01	19.77 %
ABR1		0.00 %
BGR1		0.00 %
CGM1		0.00 %
CPT1		0.00 %
CYR1		0.00 %
PLR1		0.00 %
UGI1		0.00 %
VEL2		0.00 %
VNB1		0.00 %
VSI1		0.00 %
WHVL		0.00 %
Total	0.78	40.27 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Mixie	0.21	97.01 %
Total	0.21	53.18 %

Branch *	MTD Sales L	Brand Share %
Total	0.21	53.18 %