

MTD Sales
12.23 L

Brand Share %
41.27 %

Information:

MTD : 01-12-2025 To 01-12-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **41.27 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	5.17	52.22 %
Grinder	2.47	43.84 %
Gas-Stov	2.37	26.76 %
In-Stove	1.41	55.30 %
Chimney	0.51	27.80 %
Iron	0.20	27.74 %
Cook-Ele	0.10	68.14 %
Total	12.23	41.27 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-03	2.57	46.55 %
SOUTH-01	2.11	39.31 %
TRICHY-01	2.06	55.59 %
WEST-02	1.88	42.88 %
WEST-01	1.67	35.42 %
NORTH ARCOT	0.62	49.32 %
SOUTH ARCOT	0.58	37.16 %
CHENNAI-01	0.48	23.04 %
KL-SOUTH	0.15	45.45 %
CHENNAI-02	0.11	15.70 %
Total	12.23	41.27 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	1.52	72.27 %
Grinder	0.37	31.73 %
In-Stove	0.28	49.54 %
Gas-Stov	0.17	14.15 %
Chimney	0.17	51.58 %
Iron	0.03	28.25 %
Cook-Ele	0.03	100.00 %
Total	2.57	46.55 %

Branch *	MTD Sales L	Brand Share %
KKD3	0.16	34.13 %
KYK1	0.07	32.19 %
MDU1	0.03	9.41 %
BTU1	0.03	40.08 %
BNR1	0.03	14.82 %
CBM1	0.03	11.18 %
ADP1		0.00 %
DGL1		0.00 %
DKI1		0.00 %
MDU4		0.00 %
PNI1		0.00 %
PVI1		0.00 %
TDI1		0.00 %
TEN1		0.00 %
Total	2.57	46.55 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	0.83	46.57 %
Grinder	0.74	46.57 %
Gas-Stov	0.50	28.58 %
In-Stove	0.16	56.56 %
Iron	0.04	45.04 %
Chimney	-0.17	100.00 %
Total	2.11	39.31 %

Branch *	MTD Sales L	Brand Share %
RND1	0.11	21.12 %
TKS2	0.09	31.77 %
TKS1	0.08	27.50 %
TVL1	0.07	19.39 %
TCN1	0.06	34.15 %
NGR1	0.03	7.43 %
KVT1	0.02	33.74 %
PKD1	0.01	9.13 %
VKM1	0.01	7.08 %
COL1		0.00 %
MAR1		0.00 %
STU2		0.00 %
TUT2		0.00 %
TVL2		0.00 %
TYI1		0.00 %
Total	2.11	39.31 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	0.77	62.40 %
Gas-Stov	0.54	54.47 %
In-Stove	0.29	67.56 %
Grinder	0.19	33.38 %
Chimney	0.18	52.28 %
Cook-Ele	0.05	100.00 %
Iron	0.04	43.33 %
Total	2.06	55.59 %

Branch *	MTD Sales L	Brand Share %
KUM1	0.13	38.60 %
TNJ1	0.10	37.62 %
KIK1	0.09	24.05 %
PTK1	0.08	40.51 %
APM1		0.00 %
AYR1		0.00 %
MSI1		0.00 %
NCK1		0.00 %
TVR2		0.00 %
Total	2.06	55.59 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	0.79	60.05 %
Gas-Stov	0.49	32.35 %
In-Stove	0.43	80.16 %
Grinder	0.14	37.97 %
Cook-Ele	0.02	100.00 %
Iron	0.01	9.50 %
Total	1.88	42.88 %

Branch *	MTD Sales L	Brand Share %
TRM1	0.18	35.43 %
HSR1	0.09	39.66 %
SLM1	0.05	21.66 %
VKL1	0.03	15.53 %
KMM1	0.02	17.45 %
DPR2		0.00 %
EDP1		0.00 %
ERD1		0.00 %
ERD2		0.00 %
KVP1		0.00 %
OML1		0.00 %
PLC1		0.00 %
SLM2		0.00 %
SLM3		0.00 %
Total	1.88	42.88 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	0.48	31.99 %
Grinder	0.42	50.16 %
Chimney	0.32	66.43 %
Gas-Stov	0.30	21.65 %
In-Stove	0.14	41.72 %
Total	1.67	35.42 %

Branch *	MTD Sales L	Brand Share %
SUL1	0.13	35.62 %
AVI1	0.05	21.34 %
TPR1	0.03	18.59 %
CNR1	0.03	36.24 %
ANR1		0.00 %
CBE2		0.00 %
CBE5		0.00 %
DPM2		0.00 %
KGI1		0.00 %
KMR1		0.00 %
PDM1		0.00 %
PLI1		0.00 %
PPI1		0.00 %
SYM2		0.00 %
TPR2		0.00 %
TPR3		0.00 %
TPR4		0.00 %
UMP1		0.00 %
Total	1.67	35.42 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	0.30	60.90 %
Gas-Stov	0.21	47.44 %
Grinder	0.06	31.38 %
Iron	0.03	61.94 %
In-Stove	0.02	22.62 %
Total	0.62	49.32 %

Branch *	MTD Sales L	Brand Share %
KPM2	0.05	39.99 %
VNB1	0.02	28.21 %
WJD1	0.01	16.81 %
BGR1		0.00 %
CGM1		0.00 %
PLR1		0.00 %
SLG1		0.00 %
TRR1		0.00 %
UGI1		0.00 %
WJP1		0.00 %
Total	0.62	49.32 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	0.25	35.09 %
Grinder	0.14	44.09 %
Gas-Stov	0.11	30.44 %
In-Stove	0.06	38.27 %
Iron	0.03	69.73 %
Total	0.58	37.16 %

Branch *	MTD Sales L	Brand Share %
CUD1	0.05	16.42 %
STP1	0.04	37.94 %
VPM2	0.03	16.01 %
KKI2	0.01	14.30 %
POY1		0.00 %
POY2		0.00 %
PRT1		0.00 %
TDM1		0.00 %
TRK1		0.00 %
ULP1		0.00 %
VCM1		0.00 %
Total	0.58	37.16 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Grinder	0.37	63.19 %
Mixie	0.04	10.34 %
Gas-Stov	0.02	3.57 %
In-Stove	0.02	100.00 %
Iron	0.02	32.57 %
Total	0.48	23.04 %

Branch *	MTD Sales L	Brand Share %
CH07	0.09	30.69 %
CH05	0.09	29.21 %
CGL1	0.07	34.73 %
CH08		0.00 %
CH11		0.00 %
CH16		0.00 %
CH28		0.00 %
CH29		0.00 %
CH30		0.00 %
CH35		0.00 %
GUD2		0.00 %
KNR1		0.00 %
MRM1		0.00 %
SKL1		0.00 %
TKM1		0.00 %
Total	0.48	23.04 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Mixie	0.10	100.00 %
Grinder	0.04	54.86 %
Total	0.15	45.45 %

Branch *	MTD Sales L	Brand Share %
KLR1		0.00 %
Total	0.15	45.45 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	0.09	35.54 %
Gas-Stov	0.02	5.82 %
Total	0.11	15.70 %

Branch *	MTD Sales L	Brand Share %
CH09		0.00 %
CH17		0.00 %
CH18		0.00 %
CH20		0.00 %
CH24		0.00 %
CH32		0.00 %
CH33		0.00 %
CH34		0.00 %
CH36		0.00 %
MJR1		0.00 %
Total	0.11	15.70 %