

MTD Sales
51.12 L

Brand Share %
49.52 %

Information:

MTD : 01-10-2025 To 02-10-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **49.52 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	21.70	60.33 %
Gas-Stov	11.73	39.43 %
Grinder	8.98	37.68 %
Chimney	4.76	92.01 %
In-Stove	2.90	55.63 %
Iron	0.65	22.86 %
Cook-Ele	0.40	86.80 %
Total	51.12	49.52 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	8.56	50.06 %
SOUTH-01	7.89	52.72 %
SOUTH-03	6.39	53.54 %
WEST-02	6.10	56.50 %
WEST-01	5.71	46.67 %
TRICHY-01	5.09	43.17 %
NORTH ARCOT	4.56	57.19 %
CHENNAI-02	3.38	36.78 %
SOUTH ARCOT	3.31	50.72 %
KL-SOUTH	0.13	18.22 %
Total	51.12	49.52 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mixie	3.81	63.44 %
Gas-Stov	2.34	39.40 %
Grinder	1.14	34.89 %
In-Stove	0.76	70.85 %
Chimney	0.34	72.37 %
Cook-Ele	0.10	100.00 %
Iron	0.07	29.24 %
Total	8.56	50.06 %

Branch *	MTD Sales L	Brand Share %
CH07	0.48	36.34 %
CH45	0.30	41.13 %
MRM1	0.25	35.19 %
GUD1	0.23	24.25 %
TKM1	0.21	42.77 %
CH30	0.19	26.50 %
CH37	0.17	43.57 %
CH42	0.16	25.61 %
CH28	0.15	20.33 %
CH35	0.13	32.48 %
CH38	0.07	43.23 %
AVD1	0.05	41.99 %
GUD2	0.03	5.44 %
KNR1		0.00 %
SKL1		0.00 %
Total	8.56	50.06 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	3.38	63.94 %
Gas-Stov	1.60	36.55 %
Grinder	1.59	48.85 %
Chimney	0.63	100.00 %
In-Stove	0.48	56.78 %
Iron	0.15	29.78 %
Cook-Ele	0.05	100.00 %
Total	7.89	52.72 %

Branch *	MTD Sales L	Brand Share %
TVL1	0.60	47.57 %
TUT1	0.57	39.77 %
VNR2	0.35	30.28 %
TKS1	0.26	37.72 %
SNL1	0.24	46.12 %
NGR1	0.22	29.07 %
PKD1	0.11	42.12 %
COL1	0.10	35.16 %
MAR1	0.08	34.10 %
ARM1	0.07	43.16 %
RND1	0.06	24.19 %
APK1	0.06	35.20 %
APK2	0.04	17.07 %
KGL1	0.04	24.71 %
TUT2	0.03	23.47 %
ASM1		0.00 %
SDI1		0.00 %
Total	7.89	52.72 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	2.80	66.64 %
Gas-Stov	1.44	51.55 %
Grinder	1.10	32.88 %
Chimney	0.72	100.00 %
In-Stove	0.21	48.59 %
Iron	0.10	23.58 %
Cook-Ele	0.02	100.00 %
Total	6.39	53.54 %

Branch *	MTD Sales L	Brand Share %
DGL1	0.45	41.71 %
MDU1	0.33	31.60 %
KKD3	0.23	44.87 %
TEN1	0.20	38.02 %
MDU2	0.20	39.07 %
ATG1	0.16	47.49 %
NKI1	0.08	41.91 %
KYK1	0.07	37.63 %
CBM1	0.07	23.30 %
CMR1	0.03	8.64 %
MDU6	0.03	48.13 %
DGL2	0.03	9.99 %
MNM1	0.03	28.83 %
ADP1		0.00 %
KKD2		0.00 %
KPT1		0.00 %
MDU4		0.00 %
ODM1		0.00 %
PKM1		0.00 %
Total	6.39	53.54 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	2.08	54.51 %
Gas-Stov	1.77	59.93 %
Chimney	0.94	100.00 %
Grinder	0.91	39.39 %
In-Stove	0.31	64.79 %
Iron	0.08	28.17 %
Total	6.10	56.50 %

Branch *	MTD Sales L	Brand Share %
SLM1	0.28	34.12 %
ERD1	0.21	45.11 %
PLC1	0.10	30.71 %
KMM1	0.09	48.00 %
RSP1	0.09	45.53 %
EDP1	0.07	21.68 %
DPR2	0.07	22.47 %
TRM1	0.06	29.92 %
KVP1	0.06	23.53 %
CMI1	0.05	32.83 %
MCR1	0.04	11.29 %
PMP1	0.02	21.61 %
HRR1		0.00 %
TCG1		0.00 %
Total	6.10	56.50 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	2.17	58.58 %
Chimney	1.19	88.22 %
Gas-Stov	1.16	40.34 %
Grinder	0.83	26.31 %
In-Stove	0.29	40.25 %
Iron	0.07	16.83 %
Total	5.71	46.67 %

Branch *	MTD Sales L	Brand Share %
CBE2	0.61	27.74 %
KMR1	0.39	33.26 %
MPM1	0.31	42.50 %
PLI1	0.20	36.55 %
DPM2	0.18	34.29 %
CBE6	0.11	18.89 %
SUL1	0.08	45.84 %
SYM2	0.07	18.26 %
TPR3	0.03	15.57 %
CBE5		0.00 %
CNR1		0.00 %
GBM1		0.00 %
KGI1		0.00 %
Total	5.71	46.67 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	1.79	52.49 %
Grinder	1.55	43.69 %
Gas-Stov	1.32	34.26 %
In-Stove	0.31	46.65 %
Cook-Ele	0.07	63.50 %
Iron	0.05	24.81 %
Total	5.09	43.17 %

Branch *	MTD Sales L	Brand Share %
TNJ2	0.83	48.09 %
MVM1	0.40	31.73 %
PTK1	0.27	38.31 %
TNJ1	0.23	28.67 %
TVR2	0.18	20.72 %
NGT1	0.15	38.28 %
KUM1	0.14	19.66 %
JKM1	0.10	30.42 %
TTP1	0.10	39.53 %
KRN1	0.05	36.07 %
NCK1	0.04	19.72 %
ORU1	0.04	18.74 %
TRY2	0.03	24.18 %
APM1		0.00 %
MSI1		0.00 %
Total	5.09	43.17 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	2.47	69.66 %
Gas-Stov	0.76	32.72 %
Chimney	0.54	81.17 %
Grinder	0.50	59.50 %
In-Stove	0.19	55.36 %
Cook-Ele	0.07	78.64 %
Iron	0.03	17.36 %
Total	4.56	57.19 %

Branch *	MTD Sales L	Brand Share %
TRR1	0.19	27.29 %
VEL1	0.13	41.16 %
CYR1	0.07	44.78 %
SLG1	0.05	18.35 %
WJD1	0.04	11.41 %
CGM1	0.03	29.15 %
ABR1		0.00 %
ANI1		0.00 %
PTU1		0.00 %
TRT1		0.00 %
VSI1		0.00 %
Total	4.56	57.19 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	1.72	47.80 %
Grinder	0.69	29.79 %
Gas-Stov	0.63	24.69 %
In-Stove	0.22	51.26 %
Cook-Ele	0.08	100.00 %
Iron	0.04	19.35 %
Total	3.38	36.78 %

Branch *	MTD Sales L	Brand Share %
CH15	0.30	20.83 %
CH03	0.23	32.43 %
PON1	0.15	26.77 %
CH24	0.15	25.58 %
CH21	0.14	48.78 %
MJR1	0.05	8.66 %
CH41	0.05	18.80 %
CH20	0.04	27.14 %
CH44	0.03	12.74 %
CH34		0.29 %
CH17		0.00 %
CH27		0.00 %
CH33		0.00 %
CH46		0.00 %
MC06		0.00 %
Total	3.38	36.78 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	1.45	63.14 %
Grinder	0.66	42.17 %
Gas-Stov	0.63	36.56 %
Chimney	0.41	100.00 %
In-Stove	0.11	52.79 %
Iron	0.05	16.06 %
Total	3.31	50.72 %

Branch *	MTD Sales L	Brand Share %
POY1	0.50	49.45 %
CUD1	0.23	27.10 %
POY2	0.15	39.41 %
KML1	0.08	27.57 %
CDM1	0.04	19.25 %
TRK1	0.03	28.79 %
MKM1		0.00 %
VCM1		0.00 %
VPM2		0.00 %
Total	3.31	50.72 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Gas-Stov	0.08	21.43 %
Mixie	0.04	32.17 %
In-Stove	0.02	100.00 %
Total	0.13	18.22 %

Branch *	MTD Sales L	Brand Share %
KLR1	0.07	25.94 %
PAS1	0.06	34.12 %
TVP1		0.00 %
Total	0.13	18.22 %