

MTD Sales
39.41 L

Brand Share %
44.51 %

Information:

MTD : 01-11-2025 To 02-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **44.51 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	16.60	59.06 %
Gas-Stov	9.22	36.92 %
Grinder	7.01	37.50 %
In-Stove	3.13	57.68 %
Chimney	2.21	59.96 %
Iron	0.75	26.50 %
Cook-Ele	0.42	70.73 %
Small-Ap	0.06	1.53 %
Total	39.41	44.51 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	7.42	51.78 %
CHENNAI-01	6.03	45.00 %
WEST-02	5.52	50.47 %
WEST-01	4.74	42.69 %
SOUTH-03	4.15	37.21 %
TRICHY-01	4.15	50.22 %
CHENNAI-02	3.36	36.19 %
SOUTH ARCOT	1.91	40.20 %
NORTH ARCOT	1.67	38.58 %
KL-SOUTH	0.46	46.53 %
Total	39.41	44.51 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	2.93	63.49 %
Grinder	1.83	50.05 %
Gas-Stov	1.66	43.84 %
In-Stove	0.56	73.23 %
Chimney	0.17	50.48 %
Iron	0.13	24.99 %
Cook-Ele	0.08	55.23 %
Small-Ap	0.06	12.57 %
Total	7.42	51.78 %

Branch *	MTD Sales L	Brand Share %
TKS2	0.28	38.67 %
TVL1	0.23	24.57 %
NGR1	0.18	32.11 %
RND1	0.14	27.99 %
TCN1	0.11	31.44 %
SDI1	0.09	29.47 %
KSM1	0.09	26.78 %
TYI1	0.08	33.14 %
MAR1	0.05	31.32 %
TKS1	0.05	8.61 %
ASM1	0.03	36.23 %
APK2	0.03	16.19 %
ARM1		0.00 %
Total	7.42	51.78 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mixie	2.46	62.15 %
Gas-Stov	1.70	44.91 %
Grinder	1.00	30.33 %
Chimney	0.39	51.00 %
In-Stove	0.29	47.47 %
Iron	0.13	33.05 %
Cook-Ele	0.05	71.56 %
Total	6.03	45.00 %

Branch *	MTD Sales L	Brand Share %
CH39	0.21	24.71 %
CH28	0.17	42.95 %
CH45	0.15	24.05 %
GUD2	0.14	31.48 %
CH29	0.13	43.76 %
AVD1	0.10	24.30 %
CH30	0.10	24.62 %
CH35	0.07	24.03 %
CH07	0.06	18.72 %
CH26	0.05	33.53 %
CGL1	0.05	30.64 %
CH40		0.00 %
MRM1		0.00 %
TKM1		0.00 %
Total	6.03	45.00 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	2.75	68.52 %
Gas-Stov	1.50	46.88 %
Grinder	0.56	30.82 %
In-Stove	0.50	66.18 %
Chimney	0.17	52.79 %
Iron	0.04	14.04 %
Total	5.52	50.47 %

Branch *	MTD Sales L	Brand Share %
OML1	0.17	29.33 %
VKL1	0.13	36.13 %
HSR1	0.11	36.33 %
MCR1	0.07	31.52 %
EDP1	0.06	23.52 %
TCG1	0.06	20.78 %
DPR2	0.04	20.12 %
SGG1	0.03	25.23 %
DPR1		0.00 %
HRR1		0.00 %
PLC1		0.00 %
SLM1	-0.11	-15.93 %
Total	5.52	50.47 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	1.60	55.37 %
Gas-Stov	1.09	32.68 %
Grinder	0.78	34.68 %
In-Stove	0.62	71.61 %
Chimney	0.58	68.77 %
Iron	0.05	14.27 %
Cook-Ele	0.02	100.00 %
Total	4.74	42.69 %

Branch *	MTD Sales L	Brand Share %
CBE4	0.31	33.39 %
CBE2	0.27	32.51 %
TPR2	0.24	43.24 %
CBE6	0.23	33.86 %
TPR3	0.19	40.47 %
KMD1	0.11	33.62 %
DPM2	0.09	16.54 %
MPM1	0.09	12.33 %
PLI1	0.08	23.20 %
CBE5	0.06	21.24 %
PDM1	0.05	14.27 %
PPI1	0.05	19.56 %
TPR4	0.03	11.23 %
SYM2	0.03	16.99 %
WHCB		0.00 %
Total	4.74	42.69 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	1.24	44.68 %
Grinder	1.13	39.72 %
Gas-Stov	0.98	27.75 %
In-Stove	0.41	53.53 %
Chimney	0.18	51.15 %
Iron	0.15	52.52 %
Cook-Ele	0.05	71.03 %
Total	4.15	37.21 %

Branch *	MTD Sales L	Brand Share %
MDU1	0.60	29.09 %
MDU6	0.35	30.96 %
DGL1	0.22	36.76 %
CBM1	0.06	30.14 %
TDI1	0.04	22.87 %
MLR1	0.03	24.75 %
DKI1	0.03	12.04 %
MNM1	0.01	27.48 %
ODM1	0.01	3.62 %
ATG1		0.00 %
BTU1		0.00 %
CMR1		0.00 %
DGL2		0.00 %
MDU3		0.00 %
MDU4		0.00 %
NKI1		0.00 %
PKM1		0.00 %
SGP1		0.00 %
TEN1		0.00 %
KYK1		-30.67 %
Total	4.15	37.21 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	1.58	62.27 %
Grinder	1.01	54.91 %
Gas-Stov	0.82	40.07 %
In-Stove	0.41	63.34 %
Chimney	0.19	54.06 %
Cook-Ele	0.08	62.43 %
Iron	0.07	28.24 %
Total	4.15	50.22 %

Branch *	MTD Sales L	Brand Share %
KUM1	0.27	24.29 %
TNJ1	0.21	36.73 %
MVM1	0.19	24.10 %
JKM1	0.08	35.06 %
PTK1	0.07	31.29 %
ORU1	0.07	41.02 %
TNJ2	0.06	31.16 %
NGT1	0.01	4.78 %
KRN1		0.00 %
NCK1		0.00 %
TTP1		0.00 %
Total	4.15	50.22 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	1.65	50.73 %
Gas-Stov	0.76	31.30 %
Grinder	0.37	18.95 %
Chimney	0.35	82.02 %
In-Stove	0.13	30.65 %
Cook-Ele	0.06	100.00 %
Iron	0.04	19.93 %
Total	3.36	36.19 %

Branch *	MTD Sales L	Brand Share %
CH15	0.29	24.72 %
CH24	0.18	22.60 %
CH21	0.14	43.38 %
CH34	0.13	16.18 %
CH17	0.10	41.32 %
CH33	0.05	11.89 %
CH44	0.05	16.84 %
CH36	0.04	30.38 %
CH32	0.04	35.11 %
CH23	0.04	31.89 %
CH46	0.03	26.44 %
UKI1	0.02	34.49 %
PON1	0.02	13.94 %
CH09		0.00 %
CH31		0.00 %
CH41		0.00 %
GPD1		0.00 %
MC06		0.00 %
Total	3.36	36.19 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	1.16	62.12 %
Gas-Stov	0.33	22.94 %
Grinder	0.19	29.94 %
In-Stove	0.10	26.58 %
Cook-Ele	0.08	100.00 %
Iron	0.07	50.40 %
Total	1.91	40.20 %

Branch *	MTD Sales L	Brand Share %
CDM1	0.18	29.91 %
CUD1	0.15	35.59 %
POY1	0.12	23.36 %
NVL2	0.08	20.25 %
TDM1	0.08	30.65 %
VPM1	0.05	43.78 %
MKM1	0.03	17.23 %
PRT1	0.03	21.03 %
ULP1	0.01	7.03 %
STP1		0.00 %
TRK1		0.00 %
TVM2		0.00 %
Total	1.91	40.20 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	0.77	47.84 %
Gas-Stov	0.39	28.04 %
Chimney	0.18	61.25 %
Grinder	0.14	42.90 %
In-Stove	0.13	49.11 %
Iron	0.06	21.11 %
Total	1.67	38.58 %

Branch *	MTD Sales L	Brand Share %
KPM2	0.35	44.07 %
TRR1	0.16	25.84 %
VEL1	0.14	34.17 %
CGM1	0.04	29.87 %
ARC2	0.04	34.99 %
VSI1	0.03	16.41 %
CYR1	0.03	17.87 %
SLG1	0.03	12.61 %
VEL2	0.02	13.67 %
AKM1	0.02	21.26 %
PLR1	0.02	35.40 %
BGR1	0.01	20.78 %
ABR1		0.00 %
TRT1		0.00 %
UGI1		0.00 %
VNB1		0.00 %
WHVL		0.00 %
Total	1.67	38.58 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Mixie	0.46	78.84 %
Total	0.46	46.53 %

Branch *	MTD Sales L	Brand Share %
PAS1	-0.04	-77.92 %
Total	0.46	46.53 %