

MTD Sales
22.06 L

Brand Share %
41.15 %

Information:

MTD : 01-12-2025 To 02-12-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **41.15 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	9.50	54.36 %
Gas-Stov	4.86	30.14 %
Grinder	3.53	39.20 %
In-Stove	2.78	59.39 %
Chimney	0.67	31.41 %
Iron	0.43	31.24 %
Cook-Ele	0.20	80.76 %
Small-Ap	0.08	3.14 %
Total	22.06	41.15 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-03	4.90	48.58 %
SOUTH-01	3.84	39.48 %
WEST-01	2.97	37.10 %
WEST-02	2.91	42.81 %
TRICHY-01	2.79	50.93 %
NORTH ARCOT	1.61	44.56 %
CHENNAI-01	1.00	25.26 %
SOUTH ARCOT	0.98	32.02 %
CHENNAI-02	0.89	36.07 %
KL-SOUTH	0.17	42.10 %
Total	22.06	41.15 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	2.46	72.05 %
Gas-Stov	1.08	37.93 %
Grinder	0.64	31.11 %
In-Stove	0.45	53.57 %
Chimney	0.17	51.58 %
Iron	0.06	23.92 %
Cook-Ele	0.03	100.00 %
Total	4.90	48.58 %

Branch *	MTD Sales L	Brand Share %
DGL1	0.18	16.93 %
ODM1	0.15	38.71 %
KPT1	0.10	37.99 %
TPT1	0.09	36.54 %
KYK1	0.07	29.93 %
BTU1	0.06	38.30 %
DKI1	0.03	20.33 %
MDU1	0.03	8.51 %
CMR1	0.03	23.42 %
BNR1	0.03	14.17 %
CBM1	0.03	9.74 %
TEN1	0.03	27.60 %
ADP1		0.00 %
MDU4		0.00 %
MNM1		0.00 %
PNI1		0.00 %
TDI1		0.00 %
Total	4.90	48.58 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	1.50	49.53 %
Grinder	1.11	48.43 %
Gas-Stov	0.88	30.10 %
In-Stove	0.39	56.09 %
Iron	0.08	41.83 %
Cook-Ele	0.05	62.56 %
Chimney	-0.17	100.00 %
Total	3.84	39.48 %

Branch *	MTD Sales L	Brand Share %
TVL1	0.25	27.57 %
RND1	0.20	30.52 %
TKS2	0.19	33.43 %
NGR1	0.14	19.97 %
APK2	0.14	40.37 %
TKS1	0.13	29.95 %
MAR1	0.10	34.33 %
KVT1	0.08	30.54 %
ASM1	0.07	37.40 %
SNL1	0.06	32.71 %
APK1	0.02	18.97 %
VKM1	0.02	11.94 %
PKD1	0.01	4.80 %
COL1		0.00 %
STU2		0.00 %
TUT2		0.00 %
TVL2		0.00 %
TYI1		0.00 %
UDN1		0.00 %
Total	3.84	39.48 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	1.13	42.59 %
Gas-Stov	0.51	22.14 %
Grinder	0.48	37.66 %
In-Stove	0.46	64.08 %
Chimney	0.32	66.43 %
Small-Ap	0.04	12.68 %
Cook-Ele	0.03	100.00 %
Total	2.97	37.10 %

Branch *	MTD Sales L	Brand Share %
PLI1	0.13	23.28 %
KMR1	0.09	25.85 %
CBE2	0.09	18.49 %
TPR3	0.06	22.34 %
TPR1	0.06	22.74 %
CBE6	0.05	20.40 %
AVI1	0.05	21.34 %
DPM2	0.04	18.21 %
KGI1	0.04	18.79 %
CNR1	0.03	27.88 %
PPI1	0.03	12.13 %
UMP1	0.03	11.60 %
CBE5	0.03	7.09 %
GDR1		0.00 %
PDM1		0.00 %
SYM2		0.00 %
TPR2		0.00 %
TPR4		0.00 %
Total	2.97	37.10 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	1.23	56.81 %
Gas-Stov	0.71	31.18 %
In-Stove	0.67	82.74 %
Grinder	0.24	40.49 %
Iron	0.04	22.84 %
Cook-Ele	0.02	100.00 %
Total	2.91	42.81 %

Branch *	MTD Sales L	Brand Share %
TRM1	0.21	34.25 %
SGI1	0.07	18.17 %
PLC1	0.07	15.01 %
VKL1	0.06	22.75 %
SLM1	0.05	20.15 %
SLM3	0.05	22.08 %
SGG1	0.04	30.24 %
ERD2	0.04	21.36 %
OML1	0.03	11.61 %
EDP1	0.03	9.11 %
KMM1	0.02	16.51 %
SLM2	0.02	15.73 %
DPR2	0.01	7.18 %
KVP1		0.00 %
Total	2.91	42.81 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	1.07	61.07 %
Gas-Stov	0.63	40.14 %
Grinder	0.38	43.87 %
In-Stove	0.33	68.34 %
Chimney	0.18	52.28 %
Iron	0.09	55.60 %
Cook-Ele	0.05	100.00 %
Small-Ap	0.04	18.45 %
Total	2.79	50.93 %

Branch *	MTD Sales L	Brand Share %
TNJ1	0.13	38.21 %
KUM1	0.13	38.60 %
TNJ2	0.13	40.11 %
NMM1	0.10	39.84 %
KIK1	0.10	24.72 %
PTK1	0.10	39.14 %
TVR2	0.06	36.06 %
TYR1	0.05	35.19 %
AYR1	0.03	36.32 %
TTP1	0.01	16.05 %
APM1		0.00 %
KRN1		0.00 %
MSI1		0.00 %
NCK1		0.00 %
Total	2.79	50.93 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	0.77	58.32 %
Gas-Stov	0.41	40.02 %
Chimney	0.17	51.90 %
In-Stove	0.11	40.85 %
Grinder	0.09	23.30 %
Iron	0.07	47.95 %
Total	1.61	44.56 %

Branch *	MTD Sales L	Brand Share %
SBR1	0.07	39.42 %
TRL1	0.04	28.07 %
SLG1	0.03	29.76 %
BGR1	0.02	13.20 %
VNB1	0.02	15.61 %
WJD1	0.01	6.04 %
ANI1		0.00 %
CGM1		0.00 %
PTU1		0.00 %
TRR1		0.00 %
UGI1		0.00 %
VEL1		0.00 %
VSI1		0.00 %
Total	1.61	44.56 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Grinder	0.37	40.75 %
Mixie	0.28	26.61 %
Gas-Stov	0.22	16.64 %
In-Stove	0.11	54.75 %
Iron	0.03	28.15 %
Total	1.00	25.26 %

Branch *	MTD Sales L	Brand Share %
CH07	0.09	28.84 %
CGL1	0.07	25.99 %
CH08	0.06	16.78 %
GUD2	0.04	20.89 %
CH28	0.04	15.28 %
CH48	0.03	25.43 %
CH19	0.03	29.68 %
CH42	0.03	14.47 %
CH29	0.02	26.94 %
AVD1		0.00 %
CH11		0.00 %
CH16		0.00 %
CH22		0.00 %
CH30		0.00 %
CH35		0.00 %
CH38		0.00 %
KNR1		0.00 %
MRM1		0.00 %
SKL1		0.00 %
TKM1		0.00 %
WHC3		0.00 %
Total	1.00	25.26 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	0.42	40.49 %
Gas-Stov	0.25	26.55 %
Grinder	0.18	35.75 %
In-Stove	0.09	29.25 %
Iron	0.05	65.95 %
Total	0.98	32.02 %

Branch *	MTD Sales L	Brand Share %
POY1	0.07	34.63 %
CUD1	0.06	10.57 %
TRK1	0.05	38.66 %
STP1	0.04	37.94 %
VPM2	0.03	13.20 %
MKM1		0.00 %
POY2		0.00 %
PRT1		0.00 %
SJI2		0.00 %
TVM1		0.00 %
TVM2		0.00 %
ULP1		0.00 %
VCM1		0.00 %
Total	0.98	32.02 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	0.54	56.35 %
In-Stove	0.16	49.79 %
Gas-Stov	0.15	18.75 %
Cook-Ele	0.02	100.00 %
Iron	0.01	100.00 %
Total	0.89	36.07 %

Branch *	MTD Sales L	Brand Share %
CH15	0.13	22.06 %
MJR1	0.03	30.12 %
CH17	0.03	21.35 %
CH32	0.03	30.24 %
CH24	0.03	21.75 %
CH18		0.00 %
CH20		0.00 %
CH33		0.00 %
CH34		0.00 %
CH36		0.00 %
CH41		0.00 %
GPD1		0.00 %
UKI1		0.00 %
Total	0.89	36.07 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Mixie	0.10	100.00 %
Grinder	0.04	54.86 %
Gas-Stov	0.02	18.09 %
Total	0.17	42.10 %

Branch *	MTD Sales L	Brand Share %
KLR1		0.00 %
Total	0.17	42.10 %