

MTD Sales
56.55 L

Brand Share %
48.57 %

Information:

MTD : 01-09-2025 To 03-09-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **48.57 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	25.24	66.92 %
Gas-Stov	13.14	37.81 %
Grinder	8.34	35.45 %
Chimney	4.91	97.40 %
In-Stove	3.33	54.93 %
Iron	1.20	30.60 %
Cook-Ele	0.34	62.80 %
Small-Ap	0.07	1.35 %
Total	56.55	48.57 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	11.45	52.63 %
SOUTH-03	10.57	54.91 %
TRICHY-01	7.04	50.95 %
WEST-01	6.65	46.50 %
WEST-02	6.19	57.88 %
CHENNAI-01	5.30	42.39 %
NORTH ARCOT	3.01	50.50 %
SOUTH ARCOT	2.51	39.56 %
CHENNAI-02	2.37	33.14 %
KL-SOUTH	1.45	31.33 %
Total	56.55	48.57 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	5.50	72.35 %
Gas-Stov	2.30	39.15 %
Grinder	2.12	45.01 %
In-Stove	0.86	65.82 %
Chimney	0.37	100.00 %
Iron	0.29	35.47 %
Small-Ap	0.02	2.00 %
Total	11.45	52.63 %

Branch *	MTD Sales L	Brand Share %
TVL1	0.62	47.06 %
TUT1	0.49	33.59 %
VNR2	0.37	39.37 %
VLY1	0.31	45.11 %
SNL1	0.28	37.89 %
TYI1	0.27	45.93 %
MAR1	0.25	40.15 %
TKS1	0.25	25.32 %
SKD1	0.12	28.82 %
APK2	0.11	33.93 %
KSM1	0.08	45.02 %
TKY1	0.07	46.05 %
ARM1	0.04	27.55 %
ASM1		0.00 %
Total	11.45	52.63 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	4.51	77.14 %
Gas-Stov	2.76	41.95 %
Grinder	1.69	41.62 %
Chimney	0.74	100.00 %
In-Stove	0.58	72.14 %
Iron	0.22	46.04 %
Cook-Ele	0.07	100.00 %
Total	10.57	54.91 %

Branch *	MTD Sales L	Brand Share %
MDU1	0.89	38.37 %
KYK1	0.46	46.20 %
ATG1	0.27	48.04 %
MDU4	0.23	41.63 %
KPT1	0.22	38.32 %
DGL2	0.21	47.18 %
MNM1	0.19	45.08 %
KKD2	0.18	22.27 %
BNR1	0.16	48.32 %
MDU3	0.12	44.44 %
PNV1	0.09	39.37 %
ADP1	0.04	27.05 %
NKI1	0.03	17.08 %
TEN1	0.01	9.92 %
CMR1		0.00 %
ODM1		0.00 %
Total	10.57	54.91 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	2.70	67.25 %
Grinder	1.69	47.64 %
Gas-Stov	1.67	42.97 %
Chimney	0.39	100.00 %
In-Stove	0.35	60.33 %
Iron	0.17	34.15 %
Cook-Ele	0.05	100.00 %
Total	7.04	50.95 %

Branch *	MTD Sales L	Brand Share %
TNJ2	0.36	37.56 %
TVR2	0.28	43.34 %
TNJ1	0.20	35.01 %
PTK1	0.17	36.44 %
AYR1	0.16	48.40 %
KUM1	0.14	26.24 %
PDK1	0.11	19.28 %
ORU1	0.10	34.65 %
MSI1	0.04	14.16 %
KRN1	0.02	21.87 %
APM1		0.00 %
NCK1		0.00 %
Total	7.04	50.95 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	2.56	62.45 %
Gas-Stov	1.74	38.56 %
Chimney	1.33	91.00 %
Grinder	0.61	23.81 %
In-Stove	0.28	37.65 %
Cook-Ele	0.07	78.20 %
Iron	0.07	14.78 %
Total	6.65	46.50 %

Branch *	MTD Sales L	Brand Share %
CBE2	0.54	28.08 %
CBE6	0.41	44.13 %
KMR1	0.32	38.94 %
KMD1	0.32	25.07 %
SYM2	0.21	46.52 %
CBE5	0.20	40.46 %
DPM2	0.18	39.24 %
TPR3	0.14	26.98 %
SUL1	0.14	29.50 %
ANR1	0.13	40.25 %
TPR1	0.10	33.89 %
AVI1	0.03	8.65 %
TPR4	0.03	39.27 %
PLI1	0.01	3.34 %
CBE3		0.00 %
PDM1		0.00 %
Total	6.65	46.50 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	2.73	68.27 %
Gas-Stov	1.40	46.16 %
Chimney	0.72	100.00 %
Grinder	0.67	56.43 %
In-Stove	0.56	60.37 %
Iron	0.09	28.84 %
Cook-Ele	0.03	57.37 %
Total	6.19	57.88 %

Branch *	MTD Sales L	Brand Share %
SLM1	0.26	37.27 %
ERD2	0.25	30.59 %
KVP1	0.20	44.60 %
ATU1	0.18	45.53 %
VKL1	0.13	38.92 %
OML1	0.13	38.49 %
RSP1	0.12	35.00 %
HSR2	0.11	38.46 %
ERD1	0.05	37.78 %
MCR1	0.03	16.65 %
EDP1		0.00 %
HRR1		0.00 %
PLC1		0.00 %
PMP1		0.00 %
SGG1		0.00 %
Total	6.19	57.88 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mixie	2.58	70.25 %
Gas-Stov	1.59	35.78 %
Grinder	0.48	17.95 %
Chimney	0.33	100.00 %
In-Stove	0.17	40.89 %
Iron	0.13	34.11 %
Small-Ap	0.02	4.48 %
Total	5.30	42.39 %

Branch *	MTD Sales L	Brand Share %
CH08	0.47	45.46 %
CH42	0.32	39.28 %
CH39	0.24	36.90 %
CH19	0.18	38.12 %
CH28	0.16	28.32 %
CH11	0.13	35.69 %
CH07	0.12	25.15 %
KNR1	0.08	23.25 %
CH35	0.05	13.31 %
CGL1	0.04	15.48 %
MRM1	0.04	9.09 %
SKL1	0.04	22.06 %
TKM1	0.03	17.41 %
GUD2	0.01	2.52 %
CH29		0.00 %
CH45		0.00 %
Total	5.30	42.39 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	1.41	68.39 %
Gas-Stov	0.58	28.99 %
Chimney	0.53	100.00 %
In-Stove	0.21	65.10 %
Grinder	0.20	33.41 %
Iron	0.06	31.00 %
Cook-Ele	0.02	100.00 %
Total	3.01	50.50 %

Branch *	MTD Sales L	Brand Share %
KPM2	0.39	47.13 %
VEL2	0.18	38.50 %
TRR1	0.10	25.12 %
TRL1	0.07	24.64 %
AKM1	0.07	37.22 %
WJD1	0.07	27.23 %
GDM1	0.06	23.08 %
SBR1	0.06	28.23 %
CGM1	0.03	41.84 %
ARC2	0.01	6.30 %
ABR1		0.00 %
UGI1		0.00 %
Total	3.01	50.50 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	1.12	56.10 %
Grinder	0.46	28.02 %
Gas-Stov	0.39	23.92 %
Chimney	0.32	100.00 %
Cook-Ele	0.09	100.00 %
Iron	0.07	26.54 %
In-Stove	0.06	28.47 %
Total	2.51	39.56 %

Branch *	MTD Sales L	Brand Share %
POY1	0.30	31.93 %
CUD1	0.24	33.85 %
NVL2	0.19	34.71 %
VPM2	0.16	28.32 %
POY2	0.15	37.36 %
KML1	0.08	27.79 %
TVM1	0.05	35.37 %
ULP1	0.04	12.89 %
MKM1	0.04	21.48 %
TDM1	0.02	44.01 %
CDM1		0.00 %
TVM2		0.00 %
Total	2.51	39.56 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	1.22	49.91 %
Gas-Stov	0.44	25.10 %
In-Stove	0.24	44.50 %
Grinder	0.19	12.80 %
Chimney	0.19	100.00 %
Iron	0.06	21.11 %
Small-Ap	0.02	5.41 %
Total	2.37	33.14 %

Branch *	MTD Sales L	Brand Share %
CH34	0.35	33.31 %
CH03	0.19	43.12 %
CH18	0.18	21.51 %
CH41	0.12	41.59 %
MJR1	0.08	16.84 %
CH15	0.08	12.56 %
CH33	0.06	18.10 %
CH36	0.06	25.32 %
CH44	0.03	36.00 %
CH20	0.03	7.13 %
CH46	0.01	32.38 %
CH21		0.00 %
CH24		0.00 %
CH32		0.00 %
PON1		0.00 %
Total	2.37	33.14 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Mixie	0.90	45.97 %
Gas-Stov	0.28	26.28 %
Grinder	0.22	21.59 %
In-Stove	0.03	10.79 %
Iron	0.02	12.46 %
Total	1.45	31.33 %

Branch *	MTD Sales L	Brand Share %
TVP1	1.01	44.53 %
PAS1	0.27	27.10 %
KLR1	0.17	12.22 %
Total	1.45	31.33 %