

MTD Sales  
65.79 L

Brand Share %  
43.80 %

Information:

MTD : 01-10-2025 To 03-10-2025

\* Branch where in Brand Share % is less than Overall State's Brand Share **43.80 %** are only listed below

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Mixie    | 28.04       | 58.15 %       |
| Gas-Stov | 15.18       | 38.34 %       |
| Grinder  | 11.22       | 36.09 %       |
| Chimney  | 6.38        | 90.56 %       |
| In-Stove | 3.42        | 48.24 %       |
| Iron     | 0.98        | 25.18 %       |
| Cook-Ele | 0.59        | 85.34 %       |
| Small-Ap | 0.01        | 0.14 %        |
| Acces-SA | -0.01       | 100.00 %      |
| Cook-Pre | -0.01       | -0.15 %       |
| Total    | 65.79       | 43.80 %       |

| Sales Zone  | MTD Sales L | Brand Share % |
|-------------|-------------|---------------|
| CHENNAI-01  | 11.43       | 47.60 %       |
| SOUTH-01    | 10.16       | 45.10 %       |
| SOUTH-03    | 8.90        | 47.46 %       |
| WEST-02     | 8.44        | 49.99 %       |
| WEST-01     | 6.96        | 40.21 %       |
| TRICHY-01   | 5.78        | 35.47 %       |
| NORTH ARCOT | 5.65        | 50.82 %       |
| CHENNAI-02  | 4.12        | 33.33 %       |
| SOUTH ARCOT | 4.08        | 42.31 %       |
| KL-SOUTH    | 0.26        | 20.51 %       |
| Total       | 65.79       | 43.80 %       |

## CHENNAI-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Mixie    | 4.81        | 64.16 %       |
| Gas-Stov | 3.19        | 43.29 %       |
| Grinder  | 1.41        | 33.12 %       |
| Chimney  | 0.88        | 87.19 %       |
| In-Stove | 0.81        | 62.30 %       |
| Iron     | 0.17        | 39.73 %       |
| Cook-Ele | 0.16        | 100.00 %      |
| Total    | 11.43       | 47.60 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CH16     | 0.82        | 43.32 %       |
| CH07     | 0.52        | 30.82 %       |
| CH45     | 0.51        | 38.41 %       |
| MRM1     | 0.32        | 32.93 %       |
| CH28     | 0.31        | 27.79 %       |
| CH42     | 0.23        | 22.56 %       |
| GUD1     | 0.23        | 20.46 %       |
| CH37     | 0.22        | 42.14 %       |
| TKM1     | 0.21        | 39.00 %       |
| CH30     | 0.19        | 24.11 %       |
| CH35     | 0.13        | 27.61 %       |
| AVD1     | 0.09        | 40.88 %       |
| GUD2     | 0.06        | 11.46 %       |
| KNR1     | 0.04        | 19.48 %       |
| SKL1     | 0.02        | 7.25 %        |
| Total    | 11.43       | 47.60 %       |

## SOUTH-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Mixie    | 4.50        | 62.66 %       |
| Grinder  | 2.17        | 46.97 %       |
| Gas-Stov | 2.00        | 33.35 %       |
| Chimney  | 0.63        | 87.95 %       |
| In-Stove | 0.60        | 50.88 %       |
| Iron     | 0.16        | 22.66 %       |
| Cook-Ele | 0.14        | 100.00 %      |
| Acces-SA | -0.01       | 100.00 %      |
| Small-Ap | -0.02       | -3.54 %       |
| Total    | 10.16       | 45.10 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| TUT1     | 0.79        | 38.85 %       |
| TVL1     | 0.67        | 35.98 %       |
| VNR2     | 0.35        | 20.71 %       |
| NGR1     | 0.31        | 30.30 %       |
| TKS1     | 0.29        | 23.95 %       |
| TYI1     | 0.22        | 30.03 %       |
| RND1     | 0.14        | 36.44 %       |
| APK1     | 0.13        | 32.18 %       |
| ARM1     | 0.12        | 38.05 %       |
| COL1     | 0.10        | 29.89 %       |
| MAR1     | 0.08        | 23.06 %       |
| KGL1     | 0.06        | 23.11 %       |
| APK2     | 0.04        | 12.97 %       |
| ASM1     | 0.03        | 13.61 %       |
| SDI1     |             | 0.00 %        |
| Total    | 10.16       | 45.10 %       |

## SOUTH-03

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Mixie    | 3.98        | 65.11 %       |
| Grinder  | 1.79        | 38.65 %       |
| Gas-Stov | 1.76        | 43.07 %       |
| Chimney  | 0.94        | 100.00 %      |
| In-Stove | 0.20        | 32.00 %       |
| Iron     | 0.15        | 26.96 %       |
| Cook-Ele | 0.05        | 100.00 %      |
| Small-Ap | 0.03        | 4.76 %        |
| Total    | 8.90        | 47.46 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| DGL1     | 1.01        | 34.91 %       |
| MDU1     | 0.48        | 31.02 %       |
| TEN1     | 0.28        | 43.80 %       |
| NKI1     | 0.08        | 33.58 %       |
| CBM1     | 0.07        | 18.99 %       |
| MLR1     | 0.06        | 24.94 %       |
| CMR1     | 0.03        | 8.64 %        |
| DGL2     | 0.03        | 5.63 %        |
| MNM1     | 0.03        | 28.83 %       |
| ADP1     |             | 0.00 %        |
| KKD2     |             | 0.00 %        |
| KPT1     |             | 0.00 %        |
| MDU4     |             | 0.00 %        |
| ODM1     |             | 0.00 %        |
| PKM1     |             | 0.00 %        |
| Total    | 8.90        | 47.46 %       |

## WEST-02

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Mixie    | 3.10        | 55.92 %       |
| Gas-Stov | 2.28        | 53.61 %       |
| Chimney  | 1.54        | 90.24 %       |
| Grinder  | 1.06        | 40.06 %       |
| In-Stove | 0.36        | 47.61 %       |
| Iron     | 0.10        | 29.07 %       |
| Total    | 8.44        | 49.99 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| SLM1     | 0.43        | 34.35 %       |
| ERD1     | 0.21        | 34.01 %       |
| OML1     | 0.15        | 26.02 %       |
| PLC1     | 0.10        | 26.95 %       |
| RSP1     | 0.09        | 38.98 %       |
| SGG1     | 0.09        | 33.07 %       |
| EDP1     | 0.07        | 19.47 %       |
| DPR2     | 0.07        | 19.84 %       |
| PMP1     | 0.07        | 25.98 %       |
| TRM1     | 0.06        | 14.55 %       |
| KVP1     | 0.06        | 12.70 %       |
| CMI1     | 0.05        | 25.97 %       |
| MCR1     | 0.04        | 6.69 %        |
| HRR1     |             | 0.00 %        |
| Total    | 8.44        | 49.99 %       |

## WEST-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Mixie    | 2.56        | 49.39 %       |
| Gas-Stov | 1.52        | 39.02 %       |
| Chimney  | 1.37        | 89.62 %       |
| Grinder  | 0.98        | 24.70 %       |
| In-Stove | 0.40        | 42.38 %       |
| Iron     | 0.11        | 20.82 %       |
| Cook-Ele | 0.02        | 100.00 %      |
| Total    | 6.96        | 40.21 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CBE2     | 0.72        | 23.85 %       |
| KMR1     | 0.53        | 31.58 %       |
| MPM1     | 0.31        | 36.20 %       |
| PLI1     | 0.22        | 27.96 %       |
| AVI1     | 0.21        | 33.23 %       |
| DPM2     | 0.18        | 27.50 %       |
| CBE3     | 0.16        | 40.16 %       |
| CBE6     | 0.16        | 20.45 %       |
| TPR1     | 0.12        | 40.15 %       |
| SYM2     | 0.07        | 13.41 %       |
| CBE5     | 0.06        | 9.44 %        |
| TPR3     | 0.03        | 8.89 %        |
| CNR1     |             | 0.00 %        |
| GBM1     |             | 0.00 %        |
| KGI1     |             | 0.00 %        |
| WZSD     |             | 0.00 %        |
| Total    | 6.96        | 40.21 %       |

## TRICHY-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Mixie    | 2.18        | 48.01 %       |
| Grinder  | 1.69        | 37.56 %       |
| Gas-Stov | 1.68        | 34.99 %       |
| In-Stove | 0.38        | 41.00 %       |
| Iron     | 0.08        | 23.81 %       |
| Cook-Ele | 0.07        | 54.04 %       |
| Small-Ap |             | -0.24 %       |
| Cook-Pre | -0.01       | -1.25 %       |
| Chimney  | -0.30       | 100.00 %      |
| Total    | 5.78        | 35.47 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| TNJ2     | 0.83        | 42.35 %       |
| MVM1     | 0.52        | 27.03 %       |
| TNJ1     | 0.47        | 29.81 %       |
| PBR2     | 0.31        | 42.58 %       |
| PTK1     | 0.27        | 35.18 %       |
| KUM1     | 0.24        | 25.18 %       |
| TVR2     | 0.24        | 18.72 %       |
| JKM1     | 0.20        | 33.02 %       |
| MDI1     | 0.17        | 37.29 %       |
| TTP1     | 0.15        | 39.66 %       |
| PDK1     | 0.11        | 43.49 %       |
| ORU1     | 0.08        | 28.85 %       |
| KRN1     | 0.05        | 19.97 %       |
| NCK1     | 0.04        | 19.00 %       |
| TRY2     | 0.03        | 20.46 %       |
| APM1     |             | 0.00 %        |
| MSI1     |             | 0.00 %        |
| Total    | 5.78        | 35.47 %       |

## NORTH ARCOT

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Mixie    | 2.86        | 67.27 %       |
| Gas-Stov | 0.95        | 30.50 %       |
| Chimney  | 0.91        | 87.96 %       |
| Grinder  | 0.58        | 52.74 %       |
| In-Stove | 0.22        | 59.15 %       |
| Cook-Ele | 0.07        | 78.64 %       |
| Iron     | 0.05        | 21.78 %       |
| Total    | 5.65        | 50.82 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| VEL1     | 0.20        | 30.57 %       |
| TRR1     | 0.19        | 21.23 %       |
| CPT1     | 0.13        | 38.99 %       |
| CGM1     | 0.09        | 43.04 %       |
| VSI1     | 0.08        | 33.13 %       |
| PLR1     | 0.07        | 40.49 %       |
| SLG1     | 0.06        | 18.57 %       |
| WJD1     | 0.04        | 8.53 %        |
| TRT1     | 0.03        | 36.17 %       |
| ABR1     |             | 0.00 %        |
| PTU1     |             | 0.00 %        |
| Total    | 5.65        | 50.82 %       |

## CHENNAI-02

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Mixie    | 2.11        | 44.59 %       |
| Gas-Stov | 0.91        | 26.54 %       |
| Grinder  | 0.69        | 26.22 %       |
| In-Stove | 0.27        | 47.60 %       |
| Cook-Ele | 0.08        | 100.00 %      |
| Iron     | 0.06        | 26.35 %       |
| Total    | 4.12        | 33.33 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CH15     | 0.42        | 22.38 %       |
| CH03     | 0.34        | 31.31 %       |
| PON1     | 0.19        | 26.19 %       |
| CH24     | 0.15        | 19.61 %       |
| MJR1     | 0.05        | 6.62 %        |
| CH41     | 0.05        | 17.92 %       |
| GPD1     | 0.04        | 27.92 %       |
| CH20     | 0.04        | 16.81 %       |
| CH44     | 0.03        | 12.04 %       |
| CH34     |             | 0.19 %        |
| CH32     |             | 0.00 %        |
| CH33     |             | 0.00 %        |
| CH46     |             | 0.00 %        |
| MC06     |             | 0.00 %        |
| Total    | 4.12        | 33.33 %       |

## SOUTH ARCOT

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Mixie    | 1.84        | 62.93 %       |
| Gas-Stov | 0.82        | 36.47 %       |
| Grinder  | 0.79        | 32.94 %       |
| Chimney  | 0.41        | 100.00 %      |
| In-Stove | 0.16        | 43.33 %       |
| Iron     | 0.07        | 17.89 %       |
| Total    | 4.08        | 42.31 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| POY1     | 0.57        | 34.08 %       |
| CUD1     | 0.26        | 23.39 %       |
| POY2     | 0.15        | 28.99 %       |
| ULP1     | 0.12        | 33.40 %       |
| STP1     | 0.09        | 31.37 %       |
| KML1     | 0.08        | 21.94 %       |
| TRK1     | 0.07        | 24.44 %       |
| VPM2     | 0.06        | 28.51 %       |
| CDM1     | 0.04        | 19.25 %       |
| TVM2     | 0.04        | 36.14 %       |
| MKM1     |             | 0.00 %        |
| VCM1     |             | 0.00 %        |
| Total    | 4.08        | 42.31 %       |

## KL-SOUTH

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Mixie    | 0.11        | 41.00 %       |
| Gas-Stov | 0.06        | 16.14 %       |
| Grinder  | 0.06        | 16.88 %       |
| In-Stove | 0.02        | 39.01 %       |
| Iron     | 0.01        | 15.08 %       |
| Total    | 0.26        | 20.51 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| KLR1     | 0.08        | 19.78 %       |
| TVP1     | 0.03        | 5.38 %        |
| Total    | 0.26        | 20.51 %       |