

MTD Sales
52.48 L

Brand Share %
44.01 %

Information:

MTD : 01-11-2025 To 03-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **44.01 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	22.57	58.19 %
Gas-Stov	12.54	37.96 %
Grinder	8.96	35.28 %
In-Stove	4.05	55.64 %
Chimney	2.69	57.85 %
Iron	1.05	27.05 %
Cook-Ele	0.54	73.72 %
Small-Ap	0.09	1.57 %
Total	52.48	44.01 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	9.92	50.25 %
CHENNAI-01	7.75	45.77 %
WEST-01	6.69	43.41 %
WEST-02	6.61	47.80 %
SOUTH-03	6.35	40.00 %
TRICHY-01	5.93	50.12 %
CHENNAI-02	4.11	34.38 %
SOUTH ARCOT	2.35	36.71 %
NORTH ARCOT	2.27	38.69 %
KL-SOUTH	0.50	35.99 %
Total	52.48	44.01 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	3.99	58.69 %
Grinder	2.42	51.79 %
Gas-Stov	2.22	44.01 %
In-Stove	0.71	61.13 %
Iron	0.22	27.01 %
Chimney	0.17	50.48 %
Cook-Ele	0.10	61.21 %
Small-Ap	0.09	11.63 %
Total	9.92	50.25 %

Branch *	MTD Sales L	Brand Share %
TVL1	0.26	27.36 %
NGR1	0.25	32.69 %
TCN1	0.22	29.52 %
RND1	0.19	25.49 %
KSM1	0.13	27.28 %
SDI1	0.10	31.25 %
TYI1	0.08	24.32 %
TKS1	0.06	7.57 %
APK2	0.04	13.69 %
ASM1	0.03	21.45 %
ARM1		0.00 %
KGL1		0.00 %
Total	9.92	50.25 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mixie	3.34	66.63 %
Gas-Stov	2.24	49.69 %
Grinder	1.19	25.05 %
Chimney	0.39	51.00 %
In-Stove	0.37	50.09 %
Iron	0.15	32.25 %
Cook-Ele	0.08	79.61 %
Total	7.75	45.77 %

Branch *	MTD Sales L	Brand Share %
CH42	0.50	41.92 %
CH05	0.35	43.50 %
CH45	0.23	31.33 %
CH39	0.21	20.65 %
AVD1	0.19	34.15 %
CH29	0.19	42.14 %
CH07	0.18	34.28 %
CH30	0.15	25.39 %
GUD2	0.14	25.22 %
CH35	0.07	24.03 %
CH26	0.05	24.65 %
CH40		0.00 %
MRM1		0.00 %
TKM1		0.00 %
Total	7.75	45.77 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	2.55	57.28 %
Gas-Stov	1.68	34.72 %
Grinder	0.87	32.86 %
Chimney	0.77	64.18 %
In-Stove	0.70	67.20 %
Iron	0.07	14.07 %
Cook-Ele	0.05	100.00 %
Total	6.69	43.41 %

Branch *	MTD Sales L	Brand Share %
CBE2	1.05	41.24 %
TPR2	0.27	42.36 %
CBE6	0.27	32.94 %
TPR3	0.19	40.47 %
CBE5	0.16	33.64 %
PPI1	0.16	37.00 %
KMD1	0.15	37.95 %
AVI1	0.14	36.45 %
PDM1	0.11	25.37 %
UMP1	0.11	34.45 %
DPM2	0.09	14.38 %
MPM1	0.09	12.03 %
CNR1	0.09	38.27 %
PLI1	0.08	14.41 %
TPR4	0.03	10.63 %
SYM2	0.03	16.99 %
ANR1		0.00 %
WHCB		0.00 %
Total	6.69	43.41 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	3.31	64.70 %
Gas-Stov	1.83	44.73 %
Grinder	0.66	28.01 %
In-Stove	0.56	60.83 %
Chimney	0.17	52.79 %
Iron	0.09	21.36 %
Total	6.61	47.80 %

Branch *	MTD Sales L	Brand Share %
OML1	0.20	26.51 %
VKL1	0.18	39.83 %
HSR1	0.11	31.79 %
MCR1	0.10	22.51 %
EDP1	0.09	30.74 %
PLC1	0.08	14.84 %
RSP1	0.07	23.00 %
TCG1	0.06	20.31 %
PMP1	0.06	40.69 %
DPR2	0.04	19.49 %
SGI1	0.04	40.31 %
HRR1	0.03	14.78 %
SGG1	0.03	25.23 %
DPR1		0.00 %
SLM1	-0.10	-9.87 %
Total	6.61	47.80 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	2.53	52.62 %
Grinder	1.41	38.09 %
Gas-Stov	1.32	27.86 %
In-Stove	0.49	50.27 %
Chimney	0.35	67.05 %
Iron	0.21	52.18 %
Cook-Ele	0.05	71.03 %
Total	6.35	40.00 %

Branch *	MTD Sales L	Brand Share %
MDU1	0.97	35.49 %
MDU6	0.60	31.94 %
DGL1	0.25	32.41 %
TDI1	0.11	39.08 %
CMR1	0.11	41.83 %
MDU3	0.09	16.26 %
BNR1	0.07	38.11 %
KPT1	0.06	29.75 %
CBM1	0.06	24.07 %
NKI1	0.06	30.31 %
ADP1	0.05	33.08 %
MDU4	0.05	20.69 %
BTU1	0.05	32.05 %
ATG1	0.03	12.80 %
DKI1	0.03	10.92 %
ODM1	0.01	5.00 %
MNM1	0.01	24.21 %
DGL2		0.00 %
PKM1		0.00 %
SGP1		0.00 %
TEN1		0.00 %
Total	6.35	40.00 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	2.05	62.18 %
Grinder	1.53	48.56 %
Gas-Stov	1.19	43.92 %
In-Stove	0.66	67.10 %
Chimney	0.31	66.39 %
Cook-Ele	0.10	59.98 %
Iron	0.08	24.17 %
Total	5.93	50.12 %

Branch *	MTD Sales L	Brand Share %
KUM1	0.48	33.22 %
TNJ1	0.25	29.57 %
MVM1	0.24	25.62 %
TNJ2	0.12	32.69 %
JKM1	0.10	28.74 %
ORU1	0.07	33.77 %
TTP1	0.04	26.69 %
NGT1	0.01	3.98 %
KRN1		0.00 %
NCK1		0.00 %
Total	5.93	50.12 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	2.07	47.57 %
Gas-Stov	0.78	28.38 %
Grinder	0.56	21.31 %
Chimney	0.35	59.94 %
In-Stove	0.25	38.12 %
Cook-Ele	0.06	100.00 %
Iron	0.04	16.99 %
Total	4.11	34.38 %

Branch *	MTD Sales L	Brand Share %
CH24	0.32	33.36 %
CH15	0.29	22.38 %
CH20	0.19	42.09 %
CH21	0.14	35.31 %
CH34	0.13	15.33 %
CH17	0.10	19.91 %
CH41	0.08	29.40 %
CH09	0.06	38.30 %
CH33	0.05	9.91 %
CH46	0.05	23.69 %
CH44	0.05	12.77 %
CH36	0.04	17.70 %
CH32	0.04	33.72 %
CH23	0.04	31.89 %
PON1	0.02	11.24 %
CH31		0.00 %
GPD1		0.00 %
MC06		0.00 %
Total	4.11	34.38 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	1.34	58.74 %
Gas-Stov	0.57	29.31 %
Grinder	0.19	19.71 %
In-Stove	0.10	21.70 %
Iron	0.08	41.70 %
Cook-Ele	0.08	100.00 %
Total	2.35	36.71 %

Branch *	MTD Sales L	Brand Share %
CUD1	0.19	35.73 %
CDM1	0.19	26.51 %
POY1	0.14	17.88 %
VPM2	0.12	39.20 %
NVL2	0.08	17.08 %
TDM1	0.08	26.67 %
TRK1	0.06	22.04 %
PRT1	0.06	25.65 %
VPM1	0.05	35.31 %
ULP1	0.04	18.40 %
MKM1	0.03	13.16 %
STP1		0.00 %
TVM2		0.00 %
Total	2.35	36.71 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	0.93	45.86 %
Gas-Stov	0.72	33.39 %
In-Stove	0.21	61.53 %
Chimney	0.18	61.25 %
Grinder	0.14	27.91 %
Iron	0.09	25.17 %
Total	2.27	38.69 %

Branch *	MTD Sales L	Brand Share %
VEL1	0.18	38.16 %
TRR1	0.16	25.84 %
PTU1	0.09	41.64 %
WJD1	0.06	41.35 %
VSI1	0.05	25.11 %
CGM1	0.04	10.88 %
ARC2	0.04	31.99 %
VEL2	0.03	15.13 %
CYR1	0.03	9.66 %
SLG1	0.03	10.51 %
AKM1	0.02	21.26 %
PLR1	0.02	24.59 %
KPM1		0.00 %
TRT1		0.00 %
UGI1		0.00 %
VNB1		0.00 %
WHVL		0.00 %
Total	2.27	38.69 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Mixie	0.46	72.40 %
In-Stove	0.02	41.13 %
Cook-Ele	0.02	100.00 %
Total	0.50	35.99 %

Branch *	MTD Sales L	Brand Share %
TVP1	0.27	40.24 %
PAS1	-0.02	-9.01 %
Total	0.50	35.99 %