

MTD Sales
80.58 L

Brand Share %
46.40 %

Information:

MTD : 01-08-2025 To 04-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **46.40 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	37.32	60.66 %
Gas-Stov	16.55	38.24 %
Grinder	14.23	36.92 %
Chimney	6.10	83.66 %
In-Stove	4.24	54.28 %
Iron	1.44	23.44 %
Cook-Ele	0.64	82.23 %
Small-Ap	0.06	0.76 %
Total	80.58	46.40 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	15.78	51.20 %
WEST-02	11.68	58.04 %
SOUTH-03	11.10	43.99 %
WEST-01	10.12	43.05 %
TRICHY-01	8.85	44.98 %
CHENNAI-01	8.21	40.01 %
CHENNAI-02	6.29	40.57 %
SOUTH ARCOT	4.39	45.86 %
NORTH ARCOT	3.87	48.30 %
KL-SOUTH	0.29	42.02 %
Total	80.58	46.40 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	6.55	66.25 %
Gas-Stov	3.67	45.50 %
Grinder	2.77	36.53 %
Chimney	1.16	91.61 %
In-Stove	1.02	70.17 %
Iron	0.44	35.87 %
Cook-Ele	0.18	100.00 %
Total	15.78	51.20 %

Branch *	MTD Sales L	Brand Share %
TVL1	0.87	40.26 %
TKS2	0.63	43.58 %
MAR1	0.47	41.79 %
RND1	0.40	37.09 %
TKS1	0.39	28.60 %
PKD1	0.39	39.24 %
APK1	0.37	40.37 %
SVK1	0.35	34.92 %
TCN1	0.28	33.61 %
MMT1	0.22	41.57 %
TYI1	0.15	21.18 %
ASM1	0.13	30.32 %
SDI1	0.10	28.06 %
ERL1	0.06	27.23 %
TVL2	0.05	32.11 %
ARM1	0.04	15.06 %
COL1	0.04	14.86 %
Total	15.78	51.20 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	6.02	72.00 %
Gas-Stov	2.22	48.30 %
Chimney	1.51	93.43 %
Grinder	1.17	41.18 %
In-Stove	0.42	50.78 %
Cook-Ele	0.18	100.00 %
Iron	0.13	17.69 %
Small-Ap	0.02	2.27 %
Total	11.68	58.04 %

Branch *	MTD Sales L	Brand Share %
SLM1	0.46	37.57 %
ERD1	0.37	44.06 %
ATU1	0.21	24.86 %
DPR2	0.15	23.84 %
MCR1	0.14	23.47 %
RSP1	0.12	44.55 %
HRR1	0.09	18.64 %
KVP1	0.07	16.44 %
EDP1	0.04	23.31 %
OML1		0.00 %
PDR1		0.00 %
TCG1		0.00 %
Total	11.68	58.04 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	5.19	60.60 %
Grinder	2.43	37.68 %
Gas-Stov	2.09	32.20 %
In-Stove	0.63	55.56 %
Chimney	0.54	83.64 %
Iron	0.17	16.77 %
Cook-Ele	0.02	54.00 %
Small-Ap	0.02	2.30 %
Total	11.10	43.99 %

Branch *	MTD Sales L	Brand Share %
DGL1	0.97	41.76 %
MDU1	0.92	26.99 %
MDU6	0.76	45.84 %
TMM1	0.57	44.88 %
MDU5	0.49	46.12 %
CBM1	0.32	39.51 %
SGP1	0.28	37.26 %
TDI1	0.26	40.70 %
DKI1	0.24	43.94 %
KKD2	0.15	23.70 %
NKI1	0.15	35.80 %
PNI1	0.13	25.75 %
CMR1	0.11	40.05 %
NTM1	0.11	45.33 %
BNR1	0.10	23.25 %
PNV1	0.07	40.96 %
TEN1	0.07	16.42 %
BTU1	0.07	21.05 %
ADP1		0.00 %
ODM1		0.00 %
PKM1		0.00 %
Total	11.10	43.99 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	4.51	51.70 %
Grinder	1.88	38.31 %
Gas-Stov	1.83	31.37 %
Chimney	1.15	83.92 %
In-Stove	0.57	48.94 %
Iron	0.13	16.98 %
Cook-Ele	0.03	55.56 %
Small-Ap	0.02	3.15 %
Total	10.12	43.05 %

Branch *	MTD Sales L	Brand Share %
KMR1	1.27	38.39 %
CBE2	1.16	42.54 %
UAM1	0.54	34.86 %
CBE4	0.41	29.20 %
PPI1	0.29	43.20 %
SYM2	0.25	43.22 %
AVI1	0.22	26.27 %
DPM2	0.21	29.68 %
CBE6	0.19	23.12 %
TPR3	0.17	30.80 %
UMP1	0.16	24.83 %
KMD1	0.16	41.93 %
TPR2	0.14	14.74 %
PLI1	0.13	15.69 %
KGI1	0.07	22.67 %
GBM1		0.00 %
Total	10.12	43.05 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	3.60	55.32 %
Grinder	2.65	44.83 %
Gas-Stov	1.28	32.08 %
In-Stove	0.60	45.97 %
Chimney	0.45	81.02 %
Iron	0.19	32.82 %
Cook-Ele	0.08	68.16 %
Total	8.85	44.98 %

Branch *	MTD Sales L	Brand Share %
KUM1	0.50	42.51 %
MVM1	0.48	25.35 %
KIK1	0.39	43.07 %
TNJ1	0.36	28.43 %
JKM1	0.33	42.71 %
NCK1	0.20	29.51 %
PDK1	0.15	32.51 %
TVR2	0.14	38.98 %
AYR1	0.13	36.89 %
NMM1	0.13	32.47 %
MSI1	0.07	26.60 %
TTP1	0.06	20.99 %
APM1	0.05	9.95 %
TRY2	0.05	33.72 %
KRN1	0.04	31.05 %
Total	8.85	44.98 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mixie	3.56	59.04 %
Gas-Stov	2.41	46.64 %
Grinder	1.01	21.96 %
Chimney	0.74	69.53 %
In-Stove	0.34	57.95 %
Iron	0.09	16.69 %
Cook-Ele	0.05	55.68 %
Total	8.21	40.01 %

Branch *	MTD Sales L	Brand Share %
CH16	0.48	32.76 %
CH05	0.46	40.61 %
CH42	0.45	36.79 %
CH07	0.39	30.10 %
CH28	0.37	37.49 %
CH48	0.19	28.24 %
CH38	0.13	13.81 %
CH35	0.12	34.97 %
CZWH	0.09	5.05 %
GUD2	0.04	12.76 %
CH29	0.03	12.28 %
CH26		0.00 %
CH40		0.00 %
KNR1		0.00 %
MC10		0.00 %
Total	8.21	40.01 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	3.18	52.86 %
Gas-Stov	1.49	33.54 %
Grinder	0.86	29.22 %
Chimney	0.36	76.61 %
In-Stove	0.21	40.97 %
Iron	0.12	29.61 %
Cook-Ele	0.07	100.00 %
Total	6.29	40.57 %

Branch *	MTD Sales L	Brand Share %
CH18	0.71	42.95 %
CH03	0.62	35.37 %
CH12	0.36	43.74 %
CH44	0.17	41.28 %
CH09	0.17	35.40 %
CH24	0.14	17.47 %
CH33	0.09	16.09 %
CH17	0.08	42.95 %
CH21	0.08	20.09 %
MJR1	0.08	19.64 %
PON1	0.07	26.42 %
CH46	0.05	26.74 %
CH31	0.03	15.07 %
CH34	0.03	4.58 %
UKI1	0.01	-65.62 %
CH20		0.00 %
Total	6.29	40.57 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	2.23	64.14 %
Grinder	1.00	40.75 %
Gas-Stov	0.82	32.82 %
In-Stove	0.20	49.57 %
Iron	0.13	39.81 %
Total	4.39	45.86 %

Branch *	MTD Sales L	Brand Share %
POY1	0.39	29.01 %
CUD1	0.36	28.75 %
POY2	0.34	40.34 %
ULP1	0.22	33.90 %
TRK1	0.21	35.95 %
VPM2	0.05	17.61 %
TVM1	0.03	28.81 %
CDM1	0.01	1.86 %
MKM1	0.01	5.90 %
TVM2	0.01	17.17 %
Total	4.39	45.86 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	2.38	63.93 %
Gas-Stov	0.70	34.67 %
Grinder	0.37	47.89 %
Chimney	0.19	62.70 %
In-Stove	0.17	57.72 %
Iron	0.03	6.51 %
Cook-Ele	0.03	100.00 %
Total	3.87	48.30 %

Branch *	MTD Sales L	Brand Share %
KPM2	0.27	35.43 %
TRR1	0.20	35.70 %
VEL1	0.19	36.94 %
AKM1	0.13	39.21 %
KPM1	0.11	19.22 %
VNB1	0.09	35.96 %
SLG1	0.08	31.13 %
PLR1	0.05	23.86 %
VSI1	0.05	28.17 %
ABR1	0.04	15.14 %
GDM1	0.04	44.87 %
PTU1	0.03	29.25 %
TRT1		0.00 %
Total	3.87	48.30 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Grinder	0.09	100.00 %
Mixie	0.09	40.64 %
In-Stove	0.08	61.43 %
Gas-Stov	0.04	22.18 %
Total	0.29	42.02 %

Branch *	MTD Sales L	Brand Share %
TVP1	0.22	40.54 %
Total	0.29	42.02 %