

MTD Sales
71.93 L

Brand Share %
48.26 %

Information:
MTD : 01-09-2025 To 04-09-2025
 * Branch where in Brand Share % is less than Overall State's Brand Share **48.26 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	31.67	65.43 %
Gas-Stov	17.05	37.73 %
Grinder	10.95	37.32 %
Chimney	6.09	97.89 %
In-Stove	4.22	53.45 %
Iron	1.45	28.25 %
Cook-Ele	0.42	67.84 %
Small-Ap	0.07	1.06 %
Total	71.93	48.26 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	15.55	51.43 %
SOUTH-03	12.64	53.10 %
WEST-01	8.73	46.99 %
TRICHY-01	7.90	48.76 %
WEST-02	7.46	57.20 %
CHENNAI-01	6.94	43.53 %
NORTH ARCOT	3.97	49.37 %
SOUTH ARCOT	3.39	42.09 %
CHENNAI-02	2.89	34.14 %
KL-SOUTH	2.46	36.85 %
Total	71.93	48.26 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	7.05	69.74 %
Gas-Stov	3.37	38.44 %
Grinder	2.76	43.98 %
In-Stove	1.07	66.51 %
Chimney	0.92	100.00 %
Iron	0.36	30.40 %
Small-Ap	0.02	1.57 %
Total	15.55	51.43 %

Branch *	MTD Sales L	Brand Share %
TUT1	0.72	37.16 %
TUT2	0.52	47.71 %
TKS2	0.44	45.56 %
TCN1	0.43	43.26 %
MAR1	0.37	44.24 %
VLY1	0.33	33.33 %
ERL2	0.33	43.48 %
STU2	0.29	47.60 %
TKS1	0.28	21.67 %
TYI1	0.27	37.76 %
APK1	0.18	37.98 %
SKD1	0.15	26.48 %
ASM1	0.14	41.13 %
APK2	0.11	25.92 %
KSM1	0.08	28.58 %
ARM1	0.05	25.53 %
Total	15.55	51.43 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	5.36	73.18 %
Gas-Stov	3.40	42.29 %
Grinder	2.14	43.20 %
Chimney	0.74	100.00 %
In-Stove	0.63	61.16 %
Iron	0.24	39.89 %
Cook-Ele	0.13	100.00 %
Total	12.64	53.10 %

Branch *	MTD Sales L	Brand Share %
MDU1	1.07	34.06 %
DGL1	1.00	46.38 %
KKD2	0.39	34.37 %
ATG1	0.32	41.29 %
KPT1	0.25	39.72 %
MDU4	0.23	36.33 %
DGL2	0.21	36.51 %
MNM1	0.19	45.08 %
BNR1	0.16	40.10 %
PNV1	0.11	42.90 %
ADP1	0.04	16.29 %
NKI1	0.03	13.44 %
TEN1	0.01	9.92 %
CMR1		0.00 %
ODM1		0.00 %
Total	12.64	53.10 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	3.32	58.73 %
Gas-Stov	2.33	38.76 %
Chimney	1.50	91.97 %
Grinder	0.94	30.99 %
In-Stove	0.47	41.32 %
Iron	0.11	18.43 %
Cook-Ele	0.07	78.20 %
Total	8.73	46.99 %

Branch *	MTD Sales L	Brand Share %
CBE2	0.54	24.01 %
KMD1	0.41	29.40 %
CBE5	0.30	35.99 %
DPM2	0.26	33.98 %
UAM1	0.22	41.93 %
SYM2	0.21	41.44 %
SUL1	0.21	30.33 %
TPR3	0.14	26.98 %
ANR1	0.13	40.25 %
TPR2	0.10	46.37 %
AVI1	0.05	12.86 %
TPR4	0.03	39.27 %
PLI1	0.01	1.70 %
CBE3		0.00 %
PDM1		0.00 %
Total	8.73	46.99 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	3.11	63.89 %
Grinder	2.01	49.38 %
Gas-Stov	1.72	37.99 %
Chimney	0.39	100.00 %
In-Stove	0.39	53.72 %
Iron	0.22	38.75 %
Cook-Ele	0.05	100.00 %
Total	7.90	48.76 %

Branch *	MTD Sales L	Brand Share %
TNJ2	0.36	34.96 %
TNJ1	0.31	35.17 %
KIK1	0.30	40.00 %
KUM1	0.21	24.77 %
PTK1	0.17	27.84 %
PDK1	0.11	19.04 %
ORU1	0.10	32.29 %
MSI1	0.07	22.04 %
NCK1	0.03	11.48 %
KRN1	0.02	16.86 %
APM1		0.00 %
Total	7.90	48.76 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	3.32	67.18 %
Gas-Stov	1.51	44.32 %
Chimney	0.93	100.00 %
Grinder	0.92	61.51 %
In-Stove	0.63	55.59 %
Iron	0.12	29.48 %
Cook-Ele	0.03	57.37 %
Total	7.46	57.20 %

Branch *	MTD Sales L	Brand Share %
SLM1	0.26	30.43 %
ERD2	0.25	29.74 %
KVP1	0.24	44.57 %
VKL1	0.21	44.22 %
OML1	0.15	38.64 %
RSP1	0.15	37.49 %
HSR2	0.11	35.04 %
ERD1	0.08	34.40 %
BMD1	0.07	39.95 %
MCR1	0.03	11.98 %
EDP1		0.00 %
HRR1		0.00 %
PLC1		0.00 %
PMP1		0.00 %
SGG1		0.00 %
Total	7.46	57.20 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mixie	3.34	70.87 %
Gas-Stov	2.16	38.69 %
Grinder	0.63	18.18 %
Chimney	0.33	100.00 %
In-Stove	0.27	45.44 %
Iron	0.15	27.93 %
Cook-Ele	0.03	21.72 %
Small-Ap	0.02	4.08 %
Total	6.94	43.53 %

Branch *	MTD Sales L	Brand Share %
CH08	0.62	43.64 %
CH42	0.37	36.84 %
CH22	0.32	47.07 %
CH39	0.24	35.85 %
CH28	0.22	27.82 %
CH11	0.13	35.69 %
CH07	0.12	23.20 %
CH35	0.09	18.06 %
KNR1	0.08	23.25 %
CGL1	0.06	19.54 %
CH26	0.05	23.27 %
MRM1	0.04	8.28 %
SKL1	0.04	22.06 %
TKM1	0.03	13.97 %
GUD2	0.02	4.11 %
CH45		0.00 %
Total	6.94	43.53 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	1.72	64.30 %
Chimney	0.77	100.00 %
Gas-Stov	0.75	27.80 %
Grinder	0.39	46.70 %
In-Stove	0.25	54.94 %
Iron	0.06	22.26 %
Cook-Ele	0.02	100.00 %
Total	3.97	49.37 %

Branch *	MTD Sales L	Brand Share %
KPM2	0.45	47.00 %
VEL2	0.29	48.24 %
TRL1	0.14	30.26 %
VNB1	0.14	33.83 %
SBR1	0.12	44.55 %
TRR1	0.10	21.22 %
AKM1	0.07	37.22 %
WJD1	0.07	20.86 %
CPT1	0.07	38.58 %
GDM1	0.06	23.08 %
ABR1	0.05	28.57 %
CGM1	0.03	35.09 %
UGI1		0.00 %
Total	3.97	49.37 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	1.56	59.36 %
Gas-Stov	0.61	28.28 %
Grinder	0.60	30.13 %
Chimney	0.32	100.00 %
In-Stove	0.13	48.15 %
Cook-Ele	0.09	100.00 %
Iron	0.08	22.67 %
Total	3.39	42.09 %

Branch *	MTD Sales L	Brand Share %
POY1	0.48	39.20 %
CUD1	0.32	33.85 %
NVL2	0.27	43.11 %
VPM2	0.26	37.35 %
POY2	0.15	37.36 %
KML1	0.11	28.30 %
ULP1	0.09	17.32 %
VPM1	0.08	47.85 %
TVM2	0.06	47.20 %
TVM1	0.05	29.28 %
TDM1	0.05	29.58 %
MKM1	0.04	20.30 %
CDM1		0.00 %
Total	3.39	42.09 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	1.48	51.57 %
Gas-Stov	0.66	30.03 %
In-Stove	0.29	46.05 %
Grinder	0.19	11.12 %
Chimney	0.19	100.00 %
Iron	0.07	17.99 %
Small-Ap	0.02	4.64 %
Total	2.89	34.14 %

Branch *	MTD Sales L	Brand Share %
CH34	0.38	30.86 %
CH18	0.25	23.14 %
MJR1	0.08	16.84 %
CH15	0.08	12.56 %
CH20	0.07	16.53 %
CH17	0.06	42.57 %
CH33	0.06	16.25 %
CH36	0.06	25.32 %
CH44	0.03	25.08 %
CH24	0.03	10.17 %
CH21		0.00 %
CH32		0.00 %
PON1		0.00 %
Total	2.89	34.14 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Mixie	1.41	53.77 %
Gas-Stov	0.56	30.17 %
Grinder	0.37	24.99 %
In-Stove	0.09	28.32 %
Iron	0.03	15.67 %
Total	2.46	36.85 %

Branch *	MTD Sales L	Brand Share %
PAS1	0.41	26.06 %
KLR1	0.17	11.23 %
Total	2.46	36.85 %