

MTD Sales
80.79 L

Brand Share %
43.78 %

Information:

MTD : 01-10-2025 To 04-10-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **43.78 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	35.25	58.75 %
Gas-Stov	18.75	38.49 %
Grinder	13.46	35.49 %
Chimney	7.34	91.70 %
In-Stove	4.11	48.74 %
Iron	1.26	25.29 %
Cook-Ele	0.69	81.46 %
Small-Ap	-0.01	-0.09 %
Acces-SA	-0.03	100.00 %
Cook-Pre	-0.04	-0.45 %
Total	80.79	43.78 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	13.69	48.42 %
SOUTH-01	13.04	45.89 %
SOUTH-03	12.20	48.39 %
WEST-02	9.02	46.77 %
WEST-01	7.98	37.72 %
TRICHY-01	7.52	37.24 %
NORTH ARCOT	6.40	50.19 %
CHENNAI-02	5.76	36.07 %
SOUTH ARCOT	4.78	40.62 %
KL-SOUTH	0.41	26.32 %
Total	80.79	43.78 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mixie	5.60	64.21 %
Gas-Stov	3.93	45.47 %
Grinder	1.68	32.66 %
Chimney	1.13	89.69 %
In-Stove	0.94	63.23 %
Cook-Ele	0.23	100.00 %
Iron	0.18	35.56 %
Total	13.69	48.42 %

Branch *	MTD Sales L	Brand Share %
CH16	0.86	38.77 %
CH45	0.60	41.43 %
CH42	0.59	36.28 %
CH07	0.52	28.21 %
GUD1	0.40	31.01 %
MRM1	0.39	36.94 %
CH28	0.34	29.77 %
CH30	0.26	26.42 %
CH35	0.26	42.87 %
TKM1	0.21	36.00 %
AVD1	0.09	40.88 %
GUD2	0.06	11.14 %
CGL1	0.04	36.86 %
KNR1	0.04	19.48 %
SKL1	0.02	5.61 %
Total	13.69	48.42 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	6.11	63.82 %
Grinder	2.71	47.08 %
Gas-Stov	2.42	33.87 %
In-Stove	0.79	53.77 %
Chimney	0.63	87.95 %
Iron	0.22	23.96 %
Cook-Ele	0.18	85.81 %
Acces-SA	-0.01	100.00 %
Small-Ap	-0.02	-2.66 %
Total	13.04	45.89 %

Branch *	MTD Sales L	Brand Share %
TUT1	0.97	41.15 %
TVL1	0.91	40.58 %
VNR2	0.58	27.94 %
TCN1	0.43	43.60 %
TKS1	0.39	25.71 %
NGR1	0.36	30.52 %
TYI1	0.29	26.42 %
APK1	0.20	40.67 %
TUT2	0.19	42.69 %
MAR1	0.16	30.90 %
RND1	0.14	28.60 %
ARM1	0.12	37.21 %
COL1	0.10	29.89 %
KGL1	0.09	26.85 %
APK2	0.07	18.55 %
ASM1	0.07	30.31 %
SDI1		0.00 %
Total	13.04	45.89 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	5.40	64.27 %
Grinder	2.36	39.21 %
Gas-Stov	2.29	42.67 %
Chimney	1.47	100.00 %
In-Stove	0.31	38.33 %
Iron	0.26	30.67 %
Cook-Ele	0.07	72.86 %
Small-Ap	0.03	3.54 %
Total	12.20	48.39 %

Branch *	MTD Sales L	Brand Share %
DGL1	1.20	35.90 %
MDU1	0.75	34.20 %
PNI1	0.32	42.84 %
MDU3	0.28	41.71 %
NKI1	0.16	40.91 %
CBM1	0.15	26.20 %
MLR1	0.07	27.99 %
MNM1	0.07	34.04 %
CMR1	0.03	7.45 %
DGL2	0.03	5.11 %
KKD2	0.03	8.37 %
ADP1		0.00 %
KPT1		0.00 %
MDU4		0.00 %
ODM1		0.00 %
PKM1		0.00 %
Total	12.20	48.39 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	3.71	56.59 %
Gas-Stov	2.66	50.26 %
Chimney	1.40	89.39 %
Grinder	0.98	34.32 %
In-Stove	0.27	34.55 %
Iron	0.11	26.47 %
Small-Ap	-0.01	-2.37 %
Acces-SA	-0.02	100.00 %
Cook-Pre	-0.03	-2.28 %
Cook-Ele	-0.03	100.00 %
Total	9.02	46.77 %

Branch *	MTD Sales L	Brand Share %
SLM1	0.58	37.26 %
ERD1	0.31	42.75 %
OML1	0.15	22.82 %
PLC1	0.14	26.51 %
DPR2	0.13	25.91 %
KVP1	0.12	22.82 %
SGG1	0.11	22.29 %
TRM1	0.10	16.35 %
PMP1	0.09	32.43 %
RSP1	0.09	32.05 %
EDP1	0.07	19.47 %
MCR1	0.04	7.11 %
HRR1	0.03	16.74 %
Total	9.02	46.77 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	3.10	50.11 %
Gas-Stov	1.71	34.54 %
Chimney	1.37	89.62 %
Grinder	1.19	24.02 %
In-Stove	0.46	44.92 %
Iron	0.12	18.45 %
Cook-Ele	0.02	100.00 %
Total	7.98	37.72 %

Branch *	MTD Sales L	Brand Share %
CBE2	0.77	22.87 %
KMR1	0.60	28.50 %
MPM1	0.42	30.46 %
PLI1	0.32	29.84 %
AVI1	0.21	31.06 %
DPM2	0.18	25.03 %
CBE3	0.16	31.36 %
CBE6	0.16	14.19 %
SYM2	0.07	13.41 %
CBE5	0.06	7.80 %
GBM1	0.04	37.32 %
TPR3	0.03	6.94 %
CNR1		0.00 %
WZSD		0.00 %
Total	7.98	37.72 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	2.82	47.77 %
Grinder	2.17	39.87 %
Gas-Stov	2.14	36.74 %
In-Stove	0.51	42.38 %
Iron	0.12	28.44 %
Cook-Ele	0.07	54.04 %
Small-Ap		-0.19 %
Cook-Pre	-0.01	-1.08 %
Chimney	-0.30	100.00 %
Total	7.52	37.24 %

Branch *	MTD Sales L	Brand Share %
MVM1	0.62	28.86 %
TNJ1	0.59	34.06 %
TYR1	0.52	42.73 %
PTK1	0.43	37.74 %
TVR2	0.34	19.37 %
KUM1	0.28	23.82 %
JKM1	0.28	38.60 %
PDK1	0.18	33.63 %
TTP1	0.15	36.93 %
ORU1	0.11	26.29 %
AYR1	0.10	36.07 %
KRN1	0.05	18.42 %
NCK1	0.04	17.41 %
TRY2	0.03	17.87 %
APM1		0.00 %
MSI1		0.00 %
Total	7.52	37.24 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	3.42	67.60 %
Gas-Stov	1.04	29.74 %
Chimney	0.91	87.96 %
Grinder	0.66	53.94 %
In-Stove	0.24	54.78 %
Cook-Ele	0.07	78.64 %
Iron	0.05	16.47 %
Total	6.40	50.19 %

Branch *	MTD Sales L	Brand Share %
VEL1	0.20	29.34 %
TRR1	0.19	17.96 %
CGM1	0.09	43.04 %
VSI1	0.08	33.13 %
SLG1	0.08	22.39 %
WJD1	0.08	10.51 %
ABR1		0.00 %
PTU1		0.00 %
Total	6.40	50.19 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	2.79	49.30 %
Gas-Stov	1.40	29.97 %
Grinder	0.74	22.41 %
In-Stove	0.35	52.65 %
Chimney	0.33	100.00 %
Cook-Ele	0.08	100.00 %
Iron	0.07	24.02 %
Total	5.76	36.07 %

Branch *	MTD Sales L	Brand Share %
CH15	0.99	37.73 %
CH03	0.38	30.21 %
CH24	0.25	26.70 %
PON1	0.19	23.50 %
CH21	0.18	37.72 %
CH27	0.11	39.54 %
CH20	0.07	14.50 %
MJR1	0.05	5.93 %
CH41	0.05	11.79 %
GPD1	0.04	27.92 %
CH44	0.03	12.04 %
CH33	0.01	1.95 %
CH34		0.16 %
CH32		0.00 %
CH46		0.00 %
MC06		0.00 %
Total	5.76	36.07 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	2.19	59.72 %
Gas-Stov	1.00	35.74 %
Grinder	0.91	32.06 %
Chimney	0.41	100.00 %
In-Stove	0.18	39.47 %
Iron	0.10	20.81 %
Total	4.78	40.62 %

Branch *	MTD Sales L	Brand Share %
POY1	0.62	34.51 %
CUD1	0.31	22.45 %
POY2	0.23	35.19 %
ULP1	0.15	30.57 %
TRK1	0.11	27.38 %
STP1	0.09	25.11 %
KML1	0.09	19.55 %
CDM1	0.09	15.22 %
VPM2	0.08	36.40 %
VPM1	0.06	42.55 %
TVM2	0.04	36.14 %
MKM1		0.00 %
VCM1		0.00 %
Total	4.78	40.62 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Gas-Stov	0.18	30.86 %
Mixie	0.11	41.00 %
Grinder	0.06	14.73 %
In-Stove	0.05	61.27 %
Iron	0.01	15.08 %
Total	0.41	26.32 %

Branch *	MTD Sales L	Brand Share %
TVP1	0.15	20.93 %
PAS1	0.15	36.98 %
KLR1	0.11	25.33 %
Total	0.41	26.32 %