

MTD Sales
62.83 L

Brand Share %
44.05 %

Information:

MTD : 01-11-2025 To 04-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **44.05 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	26.68	58.05 %
Gas-Stov	14.95	37.76 %
Grinder	10.96	36.01 %
In-Stove	4.97	53.09 %
Chimney	3.23	59.82 %
Iron	1.19	25.84 %
Cook-Ele	0.75	77.89 %
Small-Ap	0.11	1.70 %
Total	62.83	44.05 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	11.90	49.45 %
SOUTH-03	8.79	42.74 %
CHENNAI-01	8.73	44.08 %
WEST-01	7.73	42.93 %
WEST-02	7.56	46.54 %
TRICHY-01	7.11	50.76 %
CHENNAI-02	4.74	34.71 %
SOUTH ARCOT	3.04	39.27 %
NORTH ARCOT	2.70	38.21 %
KL-SOUTH	0.55	35.80 %
Total	62.83	44.05 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	4.85	59.60 %
Grinder	2.98	52.53 %
Gas-Stov	2.65	41.31 %
In-Stove	0.78	55.81 %
Iron	0.25	26.77 %
Chimney	0.17	50.48 %
Cook-Ele	0.13	65.79 %
Small-Ap	0.09	8.97 %
Total	11.90	49.45 %

Branch *	MTD Sales L	Brand Share %
TVL1	0.47	34.14 %
TKS2	0.42	41.83 %
NGR1	0.41	36.68 %
TCN1	0.32	32.86 %
RND1	0.19	24.83 %
KSM1	0.13	27.28 %
SDI1	0.12	32.72 %
TYI1	0.10	25.76 %
TKS1	0.08	10.52 %
APK2	0.04	13.69 %
ASM1	0.03	13.25 %
KGL1	0.02	37.72 %
ARM1		0.00 %
Total	11.90	49.45 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	3.46	54.27 %
Grinder	2.04	41.61 %
Gas-Stov	1.73	29.83 %
In-Stove	0.67	48.65 %
Chimney	0.53	90.70 %
Iron	0.22	44.90 %
Cook-Ele	0.13	86.68 %
Total	8.79	42.74 %

Branch *	MTD Sales L	Brand Share %
MDU1	1.18	35.88 %
MDU6	0.83	33.65 %
SGP1	0.12	39.96 %
TDI1	0.11	39.08 %
MDU3	0.11	19.21 %
ATG1	0.11	26.51 %
CBM1	0.10	33.95 %
NKI1	0.10	35.38 %
MDU4	0.09	21.19 %
BTU1	0.08	42.22 %
DKI1	0.08	27.50 %
BNR1	0.07	38.11 %
ADP1	0.07	22.38 %
KPT1	0.06	23.95 %
DGL2	0.06	12.28 %
PKM1	0.06	27.06 %
MNM1	0.05	26.49 %
ODM1	0.01	3.91 %
TEN1	0.01	2.12 %
Total	8.79	42.74 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mixie	3.53	62.57 %
Gas-Stov	2.60	48.89 %
Grinder	1.43	24.97 %
In-Stove	0.48	46.66 %
Chimney	0.39	51.00 %
Iron	0.17	32.43 %
Cook-Ele	0.10	83.30 %
Small-Ap	0.02	3.36 %
Total	8.73	44.08 %

Branch *	MTD Sales L	Brand Share %
CH42	0.50	39.08 %
CH05	0.42	39.73 %
CH28	0.35	40.11 %
CH45	0.28	34.43 %
CH39	0.21	20.18 %
AVD1	0.19	34.15 %
CH29	0.19	36.59 %
CH07	0.18	26.42 %
CH30	0.15	25.39 %
CGL1	0.15	41.41 %
GUD2	0.14	23.07 %
CH35	0.07	18.21 %
CH26	0.05	19.32 %
TKM1	0.02	26.39 %
CH40		0.00 %
MRM1		0.00 %
WHC3		0.00 %
Total	8.73	44.08 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	3.02	59.16 %
Gas-Stov	1.91	33.23 %
Grinder	0.96	30.39 %
Chimney	0.94	68.68 %
In-Stove	0.77	64.16 %
Iron	0.07	12.63 %
Cook-Ele	0.05	100.00 %
Total	7.73	42.93 %

Branch *	MTD Sales L	Brand Share %
CBE2	1.15	41.23 %
CBE6	0.30	33.61 %
DPM2	0.20	26.19 %
TPR3	0.19	31.84 %
AVI1	0.16	40.53 %
CBE5	0.16	27.84 %
PPI1	0.16	31.45 %
KMD1	0.15	31.10 %
MPM1	0.13	16.87 %
PDM1	0.11	18.00 %
UMP1	0.11	34.45 %
CNR1	0.09	35.47 %
PLI1	0.08	11.84 %
TPR4	0.06	15.20 %
SYM2	0.03	11.80 %
ANR1		0.00 %
WHCB		0.00 %
Total	7.73	42.93 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	3.71	64.29 %
Gas-Stov	2.11	44.67 %
Grinder	0.85	29.77 %
In-Stove	0.61	58.68 %
Chimney	0.17	26.36 %
Iron	0.10	20.88 %
Total	7.56	46.54 %

Branch *	MTD Sales L	Brand Share %
TRM1	0.24	37.18 %
OML1	0.22	28.54 %
VKL1	0.18	39.83 %
APN1	0.12	40.35 %
HSR1	0.11	26.95 %
MCR1	0.10	20.86 %
RSP1	0.10	28.85 %
EDP1	0.09	27.63 %
PLC1	0.08	14.62 %
SGI1	0.07	37.15 %
TCG1	0.06	20.31 %
PMP1	0.06	40.69 %
DPR2	0.04	16.23 %
DPR1	0.04	38.68 %
HRR1	0.03	14.78 %
SGG1	0.03	25.23 %
SLM1	-0.02	-1.68 %
Total	7.56	46.54 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	2.51	63.01 %
Grinder	1.76	49.85 %
Gas-Stov	1.46	44.63 %
In-Stove	0.85	63.36 %
Chimney	0.31	66.39 %
Iron	0.11	24.68 %
Cook-Ele	0.10	59.98 %
Total	7.11	50.76 %

Branch *	MTD Sales L	Brand Share %
KUM1	0.63	35.89 %
TNJ1	0.36	33.24 %
MVM1	0.29	26.91 %
TRY4	0.18	39.35 %
JKM1	0.14	34.71 %
TNJ2	0.12	32.69 %
ORU1	0.07	28.09 %
TTP1	0.04	21.35 %
APM1	0.03	19.45 %
NGT1	0.01	3.98 %
KRN1		0.00 %
NCK1		0.00 %
Total	7.11	50.76 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	2.42	47.45 %
Gas-Stov	0.95	30.21 %
Grinder	0.56	19.32 %
Chimney	0.35	59.94 %
In-Stove	0.32	40.74 %
Cook-Ele	0.09	100.00 %
Iron	0.06	18.27 %
Total	4.74	34.71 %

Branch *	MTD Sales L	Brand Share %
CH18	0.39	42.23 %
CH15	0.38	26.89 %
CH24	0.32	33.36 %
CH17	0.22	30.77 %
MJR1	0.16	43.64 %
CH34	0.16	14.13 %
CH27	0.13	38.89 %
CH41	0.08	24.01 %
CH33	0.08	11.38 %
CH09	0.06	38.30 %
CH46	0.05	23.69 %
CH44	0.05	12.77 %
CH36	0.04	17.70 %
CH32	0.04	26.14 %
CH23	0.04	28.10 %
PON1	0.02	7.43 %
GPD1	0.01	2.46 %
CH31		0.00 %
MC06		0.00 %
Total	4.74	34.71 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	1.61	58.88 %
Gas-Stov	0.64	29.65 %
Grinder	0.23	21.36 %
Chimney	0.19	54.61 %
In-Stove	0.17	26.62 %
Cook-Ele	0.11	83.78 %
Iron	0.08	34.16 %
Total	3.04	39.27 %

Branch *	MTD Sales L	Brand Share %
POY1	0.40	31.16 %
CUD1	0.23	35.95 %
CDM1	0.19	24.68 %
NVL2	0.16	26.79 %
VPM2	0.15	39.55 %
TDM1	0.12	36.34 %
TRK1	0.11	32.47 %
PRT1	0.06	22.91 %
ULP1	0.04	18.40 %
MKM1	0.03	12.16 %
TVM2	0.03	17.82 %
STP1		0.00 %
Total	3.04	39.27 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	1.11	44.83 %
Gas-Stov	0.85	32.58 %
In-Stove	0.29	59.33 %
Chimney	0.18	61.12 %
Grinder	0.14	27.91 %
Iron	0.11	25.63 %
Cook-Ele	0.03	58.31 %
Total	2.70	38.21 %

Branch *	MTD Sales L	Brand Share %
KPM2	0.52	38.99 %
TRR1	0.18	27.61 %
VEL2	0.14	31.82 %
PTU1	0.09	41.64 %
BGR1	0.07	29.10 %
WJD1	0.06	26.19 %
SLG1	0.05	18.95 %
VSI1	0.05	23.17 %
CGM1	0.04	10.88 %
ARC2	0.04	31.99 %
CYR1	0.03	8.99 %
PLR1	0.02	24.59 %
KPM1		0.00 %
TRT1		0.00 %
UGI1		0.00 %
VNB1		0.00 %
WHVL		0.00 %
Total	2.70	38.21 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Mixie	0.46	72.40 %
Gas-Stov	0.04	10.96 %
In-Stove	0.02	41.13 %
Cook-Ele	0.02	100.00 %
Total	0.55	35.80 %

Branch *	MTD Sales L	Brand Share %
TVP1	0.29	41.28 %
PAS1	-0.02	-8.20 %
Total	0.55	35.80 %