

MTD Sales
73.51 L

Brand Share %
45.64 %

Information:

MTD : 01-12-2025 To 04-12-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **45.64 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	32.15	58.51 %
Gas-Stov	16.86	37.20 %
Grinder	11.84	40.46 %
In-Stove	6.33	60.06 %
Chimney	4.24	44.17 %
Iron	1.04	28.51 %
Small-Ap	0.60	8.34 %
Cook-Ele	0.45	80.42 %
Total	73.51	45.64 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-03	12.92	52.97 %
SOUTH-01	12.52	44.37 %
TRICHY-01	11.63	50.87 %
WEST-02	10.70	51.33 %
CHENNAI-01	7.26	44.65 %
WEST-01	6.71	37.36 %
CHENNAI-02	4.15	43.60 %
NORTH ARCOT	3.79	41.86 %
SOUTH ARCOT	3.49	33.11 %
KL-SOUTH	0.34	24.19 %
Total	73.51	45.64 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	5.97	70.21 %
Gas-Stov	2.76	42.88 %
Grinder	2.41	42.29 %
In-Stove	1.09	61.67 %
Chimney	0.35	48.84 %
Iron	0.24	38.50 %
Small-Ap	0.06	9.91 %
Cook-Ele	0.04	100.00 %
Total	12.92	52.97 %

Branch *	MTD Sales L	Brand Share %
DGL1	0.70	32.37 %
MDU1	0.55	35.36 %
SGP1	0.16	27.18 %
ODM1	0.15	37.74 %
BNR1	0.15	27.18 %
MDU4	0.11	21.66 %
TDI1	0.07	24.41 %
CMR1	0.06	31.56 %
MNM1	0.05	35.29 %
PNI1	0.04	23.52 %
ADP1	0.03	5.80 %
SZSD		0.00 %
Total	12.92	52.97 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	4.91	55.56 %
Grinder	2.90	43.48 %
Gas-Stov	2.90	37.45 %
In-Stove	0.91	59.91 %
Chimney	0.50	49.79 %
Iron	0.23	38.53 %
Cook-Ele	0.12	79.96 %
Small-Ap	0.04	2.32 %
Total	12.52	44.37 %

Branch *	MTD Sales L	Brand Share %
TVL1	1.12	44.09 %
VNR2	0.43	39.63 %
MAR1	0.41	39.53 %
TUT2	0.39	31.25 %
NGR1	0.37	29.56 %
RND1	0.36	23.85 %
SVK1	0.27	40.19 %
TKS1	0.21	24.29 %
APK1	0.19	37.26 %
ASM1	0.18	39.31 %
APK2	0.16	32.28 %
PKD1	0.14	30.35 %
TYI1	0.14	16.33 %
SDI1	0.13	40.10 %
ERL2	0.11	45.19 %
STU2	0.11	29.22 %
VKM1	0.09	27.37 %
TVL2	0.07	39.81 %
ARM1	0.07	29.57 %
COL1	0.04	31.28 %
KSM1		0.00 %
S2SD		0.00 %
Total	12.52	44.37 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	4.33	60.35 %
Grinder	2.36	47.51 %
Gas-Stov	2.21	36.97 %
In-Stove	1.16	72.06 %
Chimney	1.13	75.56 %
Small-Ap	0.22	20.18 %
Iron	0.17	35.54 %
Cook-Ele	0.05	62.73 %
Total	11.63	50.87 %

Branch *	MTD Sales L	Brand Share %
TNJ1	0.89	36.24 %
KUM1	0.58	37.20 %
TVR2	0.42	42.92 %
TRY4	0.20	22.62 %
AYR1	0.16	35.18 %
KIK1	0.13	18.64 %
KRN1	0.12	28.26 %
PBR1	0.09	45.50 %
NCK1	0.08	18.48 %
APM1	0.06	26.85 %
MSI1	0.05	12.08 %
TZSD	0.05	31.83 %
Total	11.63	50.87 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	4.80	61.77 %
Gas-Stov	2.69	46.60 %
In-Stove	1.24	74.21 %
Chimney	1.06	45.10 %
Grinder	0.76	33.86 %
Iron	0.09	23.49 %
Cook-Ele	0.05	64.07 %
Small-Ap	0.02	3.33 %
Total	10.70	51.33 %

Branch *	MTD Sales L	Brand Share %
SLM1	0.50	42.48 %
TRM1	0.40	42.02 %
ERD1	0.33	42.08 %
ERD2	0.31	42.47 %
DPR2	0.30	40.08 %
MCR1	0.28	25.14 %
SGI1	0.24	32.61 %
RSP1	0.22	41.98 %
VKL1	0.21	31.64 %
PLC1	0.13	15.48 %
HRR1	0.13	25.85 %
KVP1	0.08	25.44 %
EDP1	0.06	11.76 %
KMM1	0.06	18.83 %
WZWH	0.05	36.17 %
SGG1	0.04	21.30 %
OML1	0.03	8.87 %
Total	10.70	51.33 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mixie	3.16	59.62 %
Gas-Stov	1.81	37.84 %
Grinder	1.22	41.65 %
Chimney	0.53	43.78 %
In-Stove	0.41	51.45 %
Small-Ap	0.06	6.47 %
Iron	0.06	23.13 %
Total	7.26	44.65 %

Branch *	MTD Sales L	Brand Share %
CH07	0.31	32.26 %
CH08	0.29	41.59 %
CH22	0.23	31.30 %
GUD2	0.21	28.04 %
CH30	0.19	32.65 %
CH28	0.16	28.48 %
CH35	0.14	25.01 %
MRM1	0.11	18.74 %
CH16	0.10	16.47 %
CGL1	0.10	22.62 %
CH39	0.08	14.33 %
CH38	0.07	22.21 %
TKM1	0.06	16.33 %
SKL1	0.04	11.28 %
KNR1	0.02	14.85 %
CH26		0.00 %
MC09		0.00 %
WHC3		0.00 %
Total	7.26	44.65 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	2.78	45.04 %
Gas-Stov	1.57	30.37 %
Grinder	1.11	41.76 %
In-Stove	0.63	52.65 %
Chimney	0.50	33.03 %
Small-Ap	0.10	13.69 %
Cook-Ele	0.03	100.00 %
Total	6.71	37.36 %

Branch *	MTD Sales L	Brand Share %
MPM1	0.58	44.48 %
KMR1	0.50	44.37 %
PLI1	0.40	37.30 %
CBE2	0.39	27.58 %
TPR1	0.38	43.47 %
DPM2	0.24	36.84 %
AVI1	0.18	29.24 %
CBE6	0.12	16.07 %
KMD1	0.12	45.34 %
CBE5	0.12	17.19 %
UMP1	0.12	21.01 %
TPR2	0.11	12.44 %
TPR4	0.11	31.75 %
PDM1	0.07	19.76 %
PPI1	0.06	17.04 %
TPR3	0.06	10.04 %
CNR1	0.06	30.60 %
KGM1	0.06	19.78 %
KGI1	0.04	10.07 %
SYM2	0.04	7.78 %
Total	6.71	37.36 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	2.37	61.02 %
Gas-Stov	0.86	27.61 %
In-Stove	0.42	68.18 %
Grinder	0.27	27.48 %
Small-Ap	0.10	17.69 %
Cook-Ele	0.09	100.00 %
Iron	0.03	17.62 %
Total	4.15	43.60 %

Branch *	MTD Sales L	Brand Share %
CH15	0.59	37.95 %
CH24	0.17	24.62 %
MJR1	0.17	40.04 %
CH17	0.12	21.98 %
CH44	0.08	18.18 %
PON1	0.07	37.35 %
CH21	0.05	13.95 %
CH41	0.05	27.18 %
CH46	0.04	21.93 %
UKI1	0.03	14.05 %
CH33	0.03	17.74 %
CH36	0.03	12.91 %
CH34		0.00 %
GPD1		0.00 %
MC06		0.00 %
Total	4.15	43.60 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	2.11	63.26 %
Gas-Stov	0.94	33.93 %
Grinder	0.25	25.05 %
In-Stove	0.19	36.65 %
Chimney	0.17	24.21 %
Iron	0.11	33.18 %
Cook-Ele	0.03	100.00 %
Total	3.79	41.86 %

Branch *	MTD Sales L	Brand Share %
ABR1	0.20	41.37 %
PLR1	0.11	29.91 %
VNB1	0.10	24.60 %
WJD1	0.10	24.07 %
ANI1	0.08	42.19 %
CYR1	0.06	45.01 %
ARC2	0.03	23.97 %
VSI1	0.03	13.74 %
PTU1	0.03	22.50 %
SLG1	0.03	8.18 %
CGM1		0.00 %
TRR1		0.00 %
UGI1		0.00 %
Total	3.79	41.86 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	1.49	40.90 %
Gas-Stov	1.06	35.18 %
Grinder	0.51	26.91 %
In-Stove	0.30	36.18 %
Iron	0.10	45.82 %
Cook-Ele	0.03	100.00 %
Total	3.49	33.11 %

Branch *	MTD Sales L	Brand Share %
POY1	0.34	28.31 %
CDM1	0.26	16.45 %
POY2	0.22	26.50 %
VPM2	0.18	32.33 %
CUD1	0.18	12.35 %
SJI2	0.14	37.56 %
VPM1	0.10	37.56 %
TRK1	0.09	44.81 %
PRT1	0.07	39.36 %
STP1	0.05	25.89 %
ULP1	0.03	12.54 %
TVM2	0.03	10.87 %
MKM1		0.00 %
TVM1		0.00 %
Total	3.49	33.11 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Mixie	0.24	70.35 %
Gas-Stov	0.06	11.29 %
Grinder	0.04	21.54 %
Total	0.34	24.19 %

Branch *	MTD Sales L	Brand Share %
KLR1	0.13	32.74 %
TVP1	0.13	22.60 %
PAS1	0.08	18.37 %
Total	0.34	24.19 %