

MTD Sales
92.58 L

Brand Share %
45.95 %

Information:

MTD : 01-08-2025 To 05-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **45.95 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	42.85	60.33 %
Gas-Stov	19.20	37.75 %
Grinder	16.51	36.70 %
Chimney	6.64	84.80 %
In-Stove	4.86	52.98 %
Iron	1.69	23.33 %
Cook-Ele	0.75	80.72 %
Small-Ap	0.09	0.90 %
Total	92.58	45.95 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	18.19	50.07 %
WEST-02	13.24	55.71 %
SOUTH-03	12.59	43.50 %
WEST-01	12.02	42.86 %
TRICHY-01	9.89	43.27 %
CHENNAI-01	9.43	41.56 %
CHENNAI-02	6.78	39.96 %
SOUTH ARCOT	5.36	47.66 %
NORTH ARCOT	4.69	48.68 %
KL-SOUTH	0.39	38.57 %
Total	92.58	45.95 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	7.40	64.40 %
Gas-Stov	4.27	44.36 %
Grinder	3.38	37.33 %
Chimney	1.34	92.69 %
In-Stove	1.06	63.28 %
Iron	0.50	34.73 %
Cook-Ele	0.21	100.00 %
Small-Ap	0.02	1.63 %
Total	18.19	50.07 %

Branch *	MTD Sales L	Brand Share %
TVL1	0.92	37.32 %
NGR1	0.78	44.26 %
MAR1	0.64	40.17 %
TKS1	0.49	28.16 %
RND1	0.44	33.65 %
PKD1	0.39	39.24 %
APK1	0.37	33.49 %
SVK1	0.35	34.14 %
TCN1	0.35	30.81 %
TYI1	0.34	37.44 %
SDI1	0.15	37.85 %
ASM1	0.13	29.08 %
KSM1	0.13	37.61 %
COL1	0.07	20.78 %
ERL1	0.06	27.23 %
ARM1	0.04	13.53 %
S2SD		0.00 %
Total	18.19	50.07 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	6.83	70.54 %
Gas-Stov	2.54	45.23 %
Chimney	1.51	93.43 %
Grinder	1.50	40.64 %
In-Stove	0.48	46.09 %
Cook-Ele	0.18	100.00 %
Iron	0.18	19.70 %
Small-Ap	0.02	2.08 %
Total	13.24	55.71 %

Branch *	MTD Sales L	Brand Share %
SLM1	0.46	34.22 %
ATU1	0.21	21.32 %
DPR2	0.16	20.83 %
RSP1	0.16	35.46 %
MCR1	0.14	22.94 %
HRR1	0.09	16.46 %
TCG1	0.08	28.58 %
KVP1	0.07	11.86 %
PDR1	0.06	31.11 %
EDP1	0.04	19.77 %
OML1	0.03	9.60 %
WZWH		0.00 %
Total	13.24	55.71 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	5.77	60.28 %
Grinder	2.78	38.05 %
Gas-Stov	2.55	32.77 %
In-Stove	0.70	52.59 %
Chimney	0.54	83.64 %
Iron	0.19	17.11 %
Cook-Ele	0.02	54.00 %
Small-Ap	0.02	1.83 %
Total	12.59	43.50 %

Branch *	MTD Sales L	Brand Share %
DGL1	1.14	44.36 %
MDU1	0.98	24.81 %
MDU6	0.76	42.69 %
MDU5	0.52	41.17 %
CBM1	0.43	44.31 %
SGP1	0.35	42.69 %
TDI1	0.29	41.03 %
DKI1	0.24	40.79 %
KKD2	0.15	18.74 %
BNR1	0.15	26.30 %
NKI1	0.15	32.86 %
PNI1	0.13	25.75 %
CMR1	0.11	36.70 %
BTU1	0.11	26.48 %
NTM1	0.11	39.13 %
PNV1	0.07	40.96 %
TEN1	0.07	16.42 %
ADP1		0.00 %
ODM1		0.00 %
PKM1		0.00 %
SZSD		0.00 %
Total	12.59	43.50 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	5.45	51.77 %
Gas-Stov	2.18	31.44 %
Grinder	2.17	36.80 %
Chimney	1.32	85.69 %
In-Stove	0.71	50.74 %
Iron	0.14	16.17 %
Cook-Ele	0.03	55.56 %
Small-Ap	0.02	2.61 %
Total	12.02	42.86 %

Branch *	MTD Sales L	Brand Share %
KMR1	1.47	35.74 %
UAM1	0.63	38.12 %
CBE4	0.56	34.22 %
PPI1	0.29	41.78 %
TPR3	0.27	40.39 %
DPM2	0.24	27.64 %
AVI1	0.22	25.14 %
UMP1	0.20	29.20 %
TPR2	0.20	20.16 %
CBE6	0.19	23.12 %
KMD1	0.16	41.13 %
PLI1	0.13	13.22 %
KGI1	0.10	29.92 %
GBM1		0.00 %
WZSD		0.00 %
Total	12.02	42.86 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	4.16	54.00 %
Grinder	2.78	41.67 %
Gas-Stov	1.54	31.89 %
In-Stove	0.65	46.88 %
Chimney	0.45	81.02 %
Iron	0.24	31.96 %
Cook-Ele	0.08	68.16 %
Total	9.89	43.27 %

Branch *	MTD Sales L	Brand Share %
TRY1	1.14	41.04 %
KUM1	0.58	40.36 %
MVM1	0.48	23.66 %
TNJ1	0.43	26.55 %
JKM1	0.38	41.88 %
NCK1	0.23	32.57 %
TTP1	0.17	45.34 %
AYR1	0.16	39.32 %
PDK1	0.15	31.69 %
TVR2	0.14	28.69 %
NMM1	0.13	32.47 %
MSI1	0.13	34.31 %
APM1	0.05	9.39 %
TRY2	0.05	33.72 %
TZSD		0.00 %
Total	9.89	43.27 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mixie	4.25	62.50 %
Gas-Stov	2.63	46.08 %
Grinder	1.24	24.36 %
Chimney	0.74	69.53 %
In-Stove	0.36	54.89 %
Iron	0.15	22.01 %
Cook-Ele	0.05	55.68 %
Total	9.43	41.56 %

Branch *	MTD Sales L	Brand Share %
CH42	0.55	39.37 %
CH05	0.49	37.77 %
CH16	0.49	31.86 %
CH07	0.39	28.72 %
CH28	0.37	34.05 %
MRM1	0.21	40.60 %
CH35	0.20	42.06 %
CH38	0.13	13.81 %
CZWH	0.09	5.05 %
GUD2	0.06	15.92 %
CH29	0.03	10.54 %
CH26		0.00 %
CH40		0.00 %
KNR1		0.00 %
MC10		0.00 %
Total	9.43	41.56 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	3.58	54.04 %
Gas-Stov	1.49	32.04 %
Grinder	0.86	25.79 %
Chimney	0.36	76.61 %
In-Stove	0.28	45.76 %
Iron	0.12	27.21 %
Cook-Ele	0.09	100.00 %
Total	6.78	39.96 %

Branch *	MTD Sales L	Brand Share %
CH18	0.86	44.49 %
CH03	0.62	32.03 %
CH44	0.17	33.29 %
CH09	0.17	34.64 %
CH33	0.15	24.09 %
CH24	0.14	17.47 %
CH17	0.08	42.95 %
CH21	0.08	13.83 %
MJR1	0.08	16.89 %
PON1	0.07	26.42 %
CH34	0.05	7.63 %
CH46	0.05	26.74 %
CH31	0.03	12.23 %
CH20		0.00 %
Total	6.78	39.96 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	2.53	63.49 %
Grinder	1.25	43.89 %
Gas-Stov	0.95	33.50 %
In-Stove	0.25	51.49 %
Chimney	0.19	100.00 %
Iron	0.13	34.03 %
Cook-Ele	0.06	57.71 %
Total	5.36	47.66 %

Branch *	MTD Sales L	Brand Share %
CUD1	0.55	36.96 %
POY1	0.43	26.98 %
ULP1	0.22	29.77 %
TRK1	0.21	35.17 %
CDM1	0.13	17.54 %
MKM1	0.06	24.50 %
VPM2	0.05	13.50 %
TVM1	0.03	28.81 %
TVM2	0.01	17.17 %
Total	5.36	47.66 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	2.75	63.18 %
Gas-Stov	0.98	37.87 %
Grinder	0.47	48.76 %
In-Stove	0.25	61.78 %
Chimney	0.19	62.70 %
Iron	0.03	5.53 %
Cook-Ele	0.03	58.12 %
Total	4.69	48.68 %

Branch *	MTD Sales L	Brand Share %
TRR1	0.36	39.10 %
KPM2	0.29	32.23 %
WJD1	0.19	41.97 %
AKM1	0.13	39.21 %
VNB1	0.12	43.93 %
SLG1	0.11	38.88 %
KPM1	0.11	19.22 %
VSI1	0.11	39.36 %
PLR1	0.08	31.73 %
ABR1	0.04	13.42 %
GDM1	0.04	41.46 %
PTU1	0.03	20.15 %
TRT1		0.00 %
Total	4.69	48.68 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Mixie	0.12	44.83 %
In-Stove	0.11	67.59 %
Grinder	0.09	59.25 %
Gas-Stov	0.08	24.31 %
Total	0.39	38.57 %

Branch *	MTD Sales L	Brand Share %
TVP1	0.32	42.33 %
PAS1	0.08	28.05 %
Total	0.39	38.57 %