

MTD Sales
85.62 L

Brand Share %
45.53 %

Information:

MTD : 01-09-2025 To 05-09-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **45.53 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	37.46	63.93 %
Gas-Stov	21.27	38.43 %
Grinder	12.86	35.88 %
Chimney	6.46	94.44 %
In-Stove	5.21	51.61 %
Iron	1.76	28.08 %
Cook-Ele	0.52	72.06 %
Small-Ap	0.09	0.61 %
Total	85.62	45.53 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	18.51	50.53 %
SOUTH-03	14.24	50.96 %
WEST-01	10.93	44.62 %
CHENNAI-01	9.49	35.11 %
TRICHY-01	9.20	46.70 %
WEST-02	8.49	55.36 %
NORTH ARCOT	4.85	48.30 %
SOUTH ARCOT	3.97	40.94 %
CHENNAI-02	3.40	33.39 %
KL-SOUTH	2.55	36.45 %
Total	85.62	45.53 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	8.19	67.80 %
Gas-Stov	4.18	39.84 %
Grinder	3.49	42.51 %
In-Stove	1.40	67.28 %
Chimney	0.75	100.00 %
Iron	0.45	32.43 %
Small-Ap	0.04	2.71 %
Total	18.51	50.53 %

Branch *	MTD Sales L	Brand Share %
TVL1	0.93	45.24 %
TUT1	0.91	40.34 %
VLY1	0.47	41.20 %
MAR1	0.42	34.23 %
TKS1	0.37	24.19 %
TYI1	0.37	38.44 %
ERL2	0.34	37.96 %
APK1	0.21	35.40 %
PKD1	0.19	38.56 %
SKD1	0.15	24.44 %
ASM1	0.14	31.81 %
APK2	0.13	26.98 %
ARM1	0.11	37.04 %
KSM1	0.08	18.72 %
Total	18.51	50.53 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	6.11	71.23 %
Gas-Stov	4.08	43.50 %
Grinder	2.19	38.28 %
Chimney	0.74	100.00 %
In-Stove	0.68	52.41 %
Iron	0.30	39.73 %
Cook-Ele	0.13	100.00 %
Total	14.24	50.96 %

Branch *	MTD Sales L	Brand Share %
MDU1	1.16	30.04 %
KKD2	0.39	32.33 %
ATG1	0.32	38.53 %
KPT1	0.25	39.72 %
MDU4	0.24	34.20 %
DGL2	0.21	36.51 %
MNM1	0.19	45.08 %
MDU3	0.17	42.53 %
BNR1	0.16	34.73 %
PNV1	0.11	40.41 %
NKI1	0.11	36.08 %
PKM1	0.07	43.94 %
ADP1	0.04	16.29 %
TEN1	0.01	6.90 %
ODM1		0.00 %
Total	14.24	50.96 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	4.14	58.01 %
Gas-Stov	3.05	36.79 %
Chimney	1.71	81.77 %
Grinder	1.31	33.71 %
In-Stove	0.49	32.37 %
Iron	0.14	17.86 %
Cook-Ele	0.09	82.36 %
Total	10.93	44.62 %

Branch *	MTD Sales L	Brand Share %
KMR1	0.84	28.26 %
CBE2	0.62	24.44 %
CBE6	0.60	43.74 %
KMD1	0.41	28.62 %
SUL1	0.37	36.90 %
CBE5	0.30	31.59 %
UAM1	0.27	42.10 %
DPM2	0.26	24.48 %
SYM2	0.21	36.44 %
CBE3	0.15	22.98 %
TPR3	0.14	26.65 %
ANR1	0.13	36.33 %
AVI1	0.05	10.96 %
PLI1	0.01	1.24 %
PDM1		0.00 %
Total	10.93	44.62 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mixie	4.52	73.13 %
Gas-Stov	2.75	40.23 %
Grinder	1.08	23.33 %
Chimney	0.52	100.00 %
In-Stove	0.39	47.24 %
Iron	0.16	25.29 %
Cook-Ele	0.03	21.72 %
Small-Ap	0.02	0.31 %
Total	9.49	35.11 %

Branch *	MTD Sales L	Brand Share %
CH08	0.81	45.53 %
CH42	0.43	34.16 %
CH28	0.41	33.10 %
CH39	0.24	35.50 %
AVD1	0.22	41.51 %
GUD2	0.18	22.51 %
CH11	0.17	40.49 %
CH07	0.15	24.50 %
CH26	0.10	37.62 %
CGL1	0.10	27.15 %
CH35	0.09	18.06 %
KNR1	0.08	23.25 %
TKM1	0.07	20.78 %
MRM1	0.04	8.28 %
SKL1	0.04	22.06 %
CZWH		0.00 %
Total	9.49	35.11 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	3.78	58.44 %
Gas-Stov	2.21	39.08 %
Grinder	2.06	47.34 %
In-Stove	0.42	50.92 %
Chimney	0.39	100.00 %
Iron	0.25	36.81 %
Cook-Ele	0.10	100.00 %
Total	9.20	46.70 %

Branch *	MTD Sales L	Brand Share %
TVR2	0.46	38.74 %
TNJ2	0.36	33.68 %
TNJ1	0.34	26.02 %
PTK1	0.29	39.88 %
KUM1	0.21	18.96 %
MSI1	0.15	31.66 %
PDK1	0.11	19.04 %
ORU1	0.10	25.57 %
NCK1	0.03	11.19 %
KRN1	0.02	14.33 %
APM1		0.00 %
Total	9.20	46.70 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	3.65	67.03 %
Gas-Stov	1.91	46.79 %
Grinder	0.96	47.39 %
Chimney	0.93	100.00 %
In-Stove	0.85	58.38 %
Iron	0.14	26.33 %
Cook-Ele	0.05	71.22 %
Total	8.49	55.36 %

Branch *	MTD Sales L	Brand Share %
ATU1	0.29	43.39 %
ERD2	0.28	28.68 %
SLM1	0.26	29.22 %
VKL1	0.21	39.53 %
HSR2	0.20	34.14 %
RSP1	0.15	32.97 %
ERD1	0.08	34.40 %
EDP1	0.08	42.59 %
MCR1	0.03	7.99 %
HRR1		0.00 %
PLC1		0.00 %
PMP1		0.00 %
SGG1		0.00 %
Total	8.49	55.36 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	2.13	65.74 %
Gas-Stov	1.06	29.46 %
Chimney	0.77	100.00 %
Grinder	0.45	41.51 %
In-Stove	0.32	58.71 %
Iron	0.10	25.25 %
Cook-Ele	0.02	100.00 %
Total	4.85	48.30 %

Branch *	MTD Sales L	Brand Share %
KPM2	0.47	43.43 %
TRR1	0.33	39.64 %
WJD1	0.20	40.45 %
TRL1	0.17	25.47 %
KPM1	0.16	42.41 %
SBR1	0.15	38.80 %
VNB1	0.14	30.55 %
CPT1	0.09	45.53 %
AKM1	0.07	37.22 %
GDM1	0.06	18.78 %
ABR1	0.05	28.57 %
CGM1	0.03	26.93 %
UGI1		0.00 %
WJP1		0.00 %
Total	4.85	48.30 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	1.76	52.70 %
Gas-Stov	0.74	28.24 %
Grinder	0.69	31.13 %
Chimney	0.32	100.00 %
In-Stove	0.28	62.99 %
Iron	0.09	22.74 %
Cook-Ele	0.09	100.00 %
Total	3.97	40.94 %

Branch *	MTD Sales L	Brand Share %
POY1	0.55	38.28 %
CUD1	0.37	31.66 %
VPM2	0.26	34.97 %
POY2	0.21	44.74 %
KML1	0.14	31.54 %
ULP1	0.12	17.05 %
TVM1	0.05	22.78 %
TDM1	0.05	21.02 %
MKM1	0.04	18.20 %
CDM1		0.00 %
Total	3.97	40.94 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	1.69	49.44 %
Gas-Stov	0.74	29.78 %
Chimney	0.32	100.00 %
In-Stove	0.29	38.97 %
Grinder	0.25	11.64 %
Iron	0.09	20.16 %
Small-Ap	0.02	3.57 %
Total	3.40	33.39 %

Branch *	MTD Sales L	Brand Share %
CH34	0.38	30.86 %
CH03	0.29	39.69 %
CH18	0.25	23.14 %
CH15	0.22	21.91 %
CH20	0.20	36.16 %
CH33	0.12	25.62 %
MJR1	0.08	16.38 %
CH46	0.07	44.99 %
CH17	0.06	42.57 %
CH36	0.06	25.32 %
CH44	0.03	14.07 %
CH24	0.03	9.07 %
CH09	0.03	30.58 %
CH21		0.00 %
CH32		0.00 %
PON1		0.00 %
Total	3.40	33.39 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Mixie	1.50	54.95 %
Gas-Stov	0.56	29.00 %
Grinder	0.37	24.07 %
In-Stove	0.09	24.30 %
Iron	0.03	14.08 %
Total	2.55	36.45 %

Branch *	MTD Sales L	Brand Share %
PAS1	0.44	26.15 %
KLR1	0.23	14.79 %
Total	2.55	36.45 %