

MTD Sales
86.61 L

Brand Share %
45.56 %

Information:

MTD : 01-12-2025 To 05-12-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **45.56 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	36.79	57.96 %
Gas-Stov	20.24	37.10 %
Grinder	14.40	41.06 %
In-Stove	7.44	60.21 %
Chimney	5.13	47.04 %
Iron	1.33	29.88 %
Small-Ap	0.76	8.80 %
Cook-Ele	0.52	82.77 %
Total	86.61	45.56 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	15.49	45.87 %
SOUTH-03	14.89	52.47 %
WEST-02	12.76	52.32 %
TRICHY-01	12.46	48.90 %
CHENNAI-01	8.34	43.61 %
WEST-01	8.00	38.96 %
CHENNAI-02	5.44	43.20 %
NORTH ARCOT	4.45	39.59 %
SOUTH ARCOT	4.35	33.25 %
KL-SOUTH	0.44	28.96 %
Total	86.61	45.56 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	6.18	57.88 %
Gas-Stov	3.62	37.35 %
Grinder	3.61	45.86 %
In-Stove	1.10	63.74 %
Chimney	0.50	49.79 %
Iron	0.28	37.46 %
Cook-Ele	0.13	82.35 %
Small-Ap	0.06	3.14 %
Total	15.49	45.87 %

Branch *	MTD Sales L	Brand Share %
TVL1	1.31	44.06 %
VNR2	0.61	39.57 %
TUT2	0.61	38.45 %
RND1	0.54	29.57 %
MAR1	0.45	36.56 %
NGR1	0.45	30.88 %
TKS1	0.31	25.64 %
SVK1	0.31	39.86 %
APK2	0.24	38.16 %
APK1	0.24	42.17 %
TYI1	0.23	22.36 %
ASM1	0.21	42.13 %
PKD1	0.18	35.47 %
SGT1	0.17	44.60 %
ERL2	0.12	35.87 %
VKM1	0.12	34.96 %
TVL2	0.11	35.83 %
STU2	0.11	29.22 %
ARM1	0.09	34.61 %
COL1	0.04	31.28 %
KSM1		0.00 %
S2SD		0.00 %
Total	15.49	45.87 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	6.52	68.04 %
Gas-Stov	3.31	44.17 %
Grinder	2.91	41.79 %
In-Stove	1.27	62.89 %
Chimney	0.35	48.84 %
Iron	0.31	41.55 %
Small-Ap	0.12	16.13 %
Cook-Ele	0.10	100.00 %
Total	14.89	52.47 %

Branch *	MTD Sales L	Brand Share %
DGL1	0.83	29.96 %
MDU1	0.74	38.33 %
ODM1	0.19	33.87 %
MDU4	0.19	29.15 %
BNR1	0.19	31.62 %
SGP1	0.16	27.18 %
CMR1	0.08	40.40 %
TDI1	0.07	24.41 %
MNM1	0.05	25.33 %
PNI1	0.04	16.22 %
ADP1	0.03	5.80 %
SZSD		0.00 %
Total	14.89	52.47 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	5.55	62.82 %
Gas-Stov	3.07	45.13 %
Chimney	1.58	55.07 %
In-Stove	1.48	74.48 %
Grinder	0.86	34.92 %
Iron	0.14	26.22 %
Cook-Ele	0.05	64.07 %
Small-Ap	0.04	4.79 %
Total	12.76	52.32 %

Branch *	MTD Sales L	Brand Share %
SLM1	0.69	43.44 %
TRM1	0.43	43.97 %
ERD2	0.38	35.33 %
ERD1	0.33	35.00 %
DPR2	0.30	39.65 %
SGI1	0.29	35.31 %
MCR1	0.28	25.14 %
RSP1	0.22	40.61 %
VKL1	0.21	31.25 %
PLC1	0.13	13.73 %
EDP1	0.13	22.12 %
HRR1	0.13	23.97 %
SGG1	0.09	28.48 %
KVP1	0.08	25.44 %
PDR1	0.07	40.07 %
OML1	0.05	14.57 %
WZWH	0.05	36.17 %
Total	12.76	52.32 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	4.49	56.43 %
Grinder	2.67	46.67 %
Gas-Stov	2.44	36.43 %
In-Stove	1.26	70.87 %
Chimney	1.13	75.56 %
Small-Ap	0.24	19.50 %
Iron	0.19	34.66 %
Cook-Ele	0.05	62.73 %
Total	12.46	48.90 %

Branch *	MTD Sales L	Brand Share %
TNJ1	0.97	36.01 %
KUM1	0.58	33.79 %
TVR2	0.42	37.90 %
KIK1	0.31	33.29 %
AYR1	0.21	33.69 %
TRY4	0.20	18.28 %
KRN1	0.12	26.26 %
PBR1	0.09	45.50 %
NCK1	0.08	16.96 %
APM1	0.06	18.65 %
MSI1	0.05	10.80 %
TZSD	0.05	31.83 %
Total	12.46	48.90 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mixie	3.58	58.70 %
Gas-Stov	2.06	36.17 %
Grinder	1.53	42.16 %
Chimney	0.53	43.78 %
In-Stove	0.46	50.11 %
Iron	0.09	27.92 %
Small-Ap	0.08	6.71 %
Total	8.34	43.61 %

Branch *	MTD Sales L	Brand Share %
CH08	0.40	40.42 %
CH07	0.31	30.77 %
CH22	0.23	28.63 %
GUD2	0.22	21.27 %
CH30	0.19	29.14 %
CH38	0.17	37.70 %
CH28	0.16	26.83 %
CH35	0.14	25.01 %
CH16	0.13	13.67 %
MRM1	0.12	15.98 %
TKM1	0.11	22.37 %
CGL1	0.10	22.62 %
KNR1	0.09	31.97 %
CH39	0.08	14.33 %
SKL1	0.04	9.74 %
MC09		0.00 %
WHC3		0.00 %
Total	8.34	43.61 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	2.96	45.12 %
Gas-Stov	1.99	32.21 %
Grinder	1.30	43.88 %
Chimney	0.87	43.12 %
In-Stove	0.72	51.20 %
Small-Ap	0.12	14.98 %
Cook-Ele	0.03	100.00 %
Iron	0.01	1.72 %
Total	8.00	38.96 %

Branch *	MTD Sales L	Brand Share %
MPM1	0.60	45.30 %
CBE2	0.49	28.23 %
PLI1	0.48	38.46 %
DPM2	0.24	36.84 %
CBE6	0.21	21.97 %
AVI1	0.18	29.24 %
CBE5	0.17	21.51 %
KMD1	0.12	20.69 %
UMP1	0.12	21.01 %
TPR2	0.11	12.44 %
TPR4	0.11	28.45 %
KGI1	0.09	18.12 %
KGM1	0.09	23.73 %
PDM1	0.07	19.76 %
PPI1	0.06	14.81 %
TPR3	0.06	9.57 %
CNR1	0.06	30.60 %
ANR1	0.06	44.85 %
GDR1	0.04	23.27 %
SYM2	0.04	7.54 %
Total	8.00	38.96 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	2.93	60.55 %
Gas-Stov	1.31	30.63 %
In-Stove	0.60	72.29 %
Grinder	0.36	28.33 %
Small-Ap	0.10	13.20 %
Cook-Ele	0.09	100.00 %
Iron	0.04	15.19 %
Total	5.44	43.20 %

Branch *	MTD Sales L	Brand Share %
CH15	0.77	36.63 %
MJR1	0.27	43.66 %
CH44	0.17	30.72 %
CH24	0.17	21.79 %
CH34	0.15	20.58 %
CH17	0.12	19.06 %
CH21	0.12	22.85 %
CH33	0.09	30.53 %
CH36	0.08	30.04 %
PON1	0.07	35.52 %
UKI1	0.07	23.07 %
CH41	0.05	27.18 %
CH46	0.04	16.52 %
MC06	0.02	36.84 %
GPD1	0.01	4.92 %
CH31		0.00 %
Total	5.44	43.20 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	2.41	59.19 %
Gas-Stov	1.01	30.04 %
Grinder	0.42	27.49 %
In-Stove	0.27	40.71 %
Chimney	0.17	24.21 %
Iron	0.14	35.38 %
Cook-Ele	0.03	100.00 %
Total	4.45	39.59 %

Branch *	MTD Sales L	Brand Share %
VEL2	0.30	38.07 %
ABR1	0.20	36.51 %
VNB1	0.13	25.91 %
WJD1	0.12	27.82 %
PLR1	0.11	23.71 %
VSI1	0.10	25.80 %
KPM1	0.08	41.02 %
ANI1	0.08	40.02 %
CYR1	0.06	25.05 %
ARC2	0.03	18.49 %
PTU1	0.03	22.50 %
SLG1	0.03	6.59 %
CGM1	0.01	4.58 %
TRR1		0.00 %
UGI1		0.00 %
Total	4.45	39.59 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	1.90	42.29 %
Gas-Stov	1.31	35.18 %
Grinder	0.69	28.36 %
In-Stove	0.30	29.78 %
Iron	0.11	46.82 %
Cook-Ele	0.03	100.00 %
Total	4.35	33.25 %

Branch *	MTD Sales L	Brand Share %
POY2	0.47	30.57 %
CDM1	0.39	21.44 %
POY1	0.34	20.92 %
CUD1	0.26	14.76 %
VPM2	0.18	31.55 %
SJI2	0.14	37.56 %
VPM1	0.10	36.60 %
TRK1	0.09	44.81 %
TVM2	0.08	26.23 %
PRT1	0.07	30.90 %
STP1	0.05	19.26 %
ULP1	0.03	8.05 %
MKM1		0.00 %
TVM1		0.00 %
Total	4.35	33.25 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Mixie	0.28	73.76 %
Gas-Stov	0.11	17.85 %
Grinder	0.04	21.54 %
Iron	0.01	20.43 %
Total	0.44	28.96 %

Branch *	MTD Sales L	Brand Share %
KLR1	0.18	39.23 %
TVP1	0.17	28.21 %
PAS1	0.09	19.91 %
Total	0.44	28.96 %