

MTD Sales
98.23 L

Brand Share %
44.88 %

Information:

MTD : 01-09-2025 To 06-09-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **44.88 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	42.51	63.31 %
Gas-Stov	24.75	38.07 %
Grinder	14.97	35.19 %
Chimney	6.83	94.72 %
In-Stove	6.32	52.02 %
Iron	2.02	27.29 %
Cook-Ele	0.69	77.54 %
Small-Ap	0.13	0.80 %
Total	98.23	44.88 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	20.70	49.58 %
SOUTH-03	17.33	50.38 %
WEST-01	11.71	43.19 %
CHENNAI-01	11.21	35.22 %
TRICHY-01	10.85	47.83 %
WEST-02	9.63	54.66 %
NORTH ARCOT	5.50	47.17 %
SOUTH ARCOT	4.54	38.70 %
CHENNAI-02	4.04	32.69 %
KL-SOUTH	2.74	35.29 %
Total	98.23	44.88 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	9.16	67.05 %
Gas-Stov	4.78	39.21 %
Grinder	3.81	41.83 %
In-Stove	1.61	64.28 %
Chimney	0.75	100.00 %
Iron	0.49	29.82 %
Cook-Ele	0.05	64.67 %
Small-Ap	0.04	2.39 %
Total	20.70	49.58 %

Branch *	MTD Sales L	Brand Share %
TUT1	1.00	38.67 %
VNR2	0.82	43.40 %
MAR1	0.53	37.48 %
VLY1	0.49	41.81 %
TKS1	0.44	25.76 %
TYI1	0.41	39.17 %
ERL2	0.36	27.39 %
APK1	0.26	36.55 %
PKD1	0.21	37.35 %
ASM1	0.19	34.87 %
SKD1	0.15	23.02 %
ARM1	0.14	41.51 %
APK2	0.13	26.98 %
TVL2	0.12	44.24 %
KSM1	0.10	21.00 %
Total	20.70	49.58 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	7.40	69.60 %
Gas-Stov	4.83	42.41 %
Grinder	2.82	38.79 %
Chimney	0.91	100.00 %
In-Stove	0.91	56.66 %
Iron	0.32	35.18 %
Cook-Ele	0.13	100.00 %
Total	17.33	50.38 %

Branch *	MTD Sales L	Brand Share %
DGL1	1.38	43.86 %
MDU1	1.37	31.56 %
KKD2	0.39	29.10 %
ATG1	0.32	38.53 %
KPT1	0.28	36.26 %
MDU4	0.28	34.24 %
DGL2	0.25	32.52 %
MNM1	0.24	38.53 %
BNR1	0.19	36.22 %
BTU1	0.14	41.75 %
PKM1	0.10	37.44 %
PNI1	0.07	41.60 %
ADP1	0.04	11.37 %
TEN1	0.01	4.96 %
ODM1		0.00 %
Total	17.33	50.38 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	4.64	58.38 %
Gas-Stov	3.12	34.70 %
Chimney	1.71	81.77 %
Grinder	1.46	32.24 %
In-Stove	0.53	31.07 %
Iron	0.15	16.20 %
Cook-Ele	0.09	82.36 %
Total	11.71	43.19 %

Branch *	MTD Sales L	Brand Share %
KMR1	0.87	27.33 %
CBE2	0.71	23.94 %
CBE6	0.64	41.54 %
SUL1	0.44	39.53 %
KMD1	0.43	28.86 %
CBE5	0.30	25.82 %
TPR3	0.27	36.60 %
DPM2	0.26	24.33 %
SYM2	0.21	36.44 %
CBE3	0.15	22.20 %
ANR1	0.13	36.33 %
AVI1	0.05	10.13 %
PLI1	0.01	1.18 %
PDM1		0.00 %
Total	11.71	43.19 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mixie	5.20	72.73 %
Gas-Stov	3.19	39.41 %
Grinder	1.46	25.22 %
In-Stove	0.52	48.43 %
Chimney	0.52	100.00 %
Iron	0.20	28.24 %
Cook-Ele	0.07	42.11 %
Small-Ap	0.04	0.53 %
Total	11.21	35.22 %

Branch *	MTD Sales L	Brand Share %
CH08	0.81	43.44 %
CH42	0.54	37.56 %
CH28	0.41	28.76 %
CH39	0.30	35.32 %
CH07	0.28	27.38 %
CH11	0.20	36.72 %
GUD2	0.19	21.88 %
KNR1	0.11	28.38 %
CH35	0.10	18.78 %
CH26	0.10	29.53 %
SKL1	0.10	33.88 %
CGL1	0.10	33.82 %
TKM1	0.07	16.76 %
MRM1	0.04	6.26 %
CZWH		0.00 %
WHC3		0.00 %
Total	11.21	35.22 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	4.26	60.59 %
Gas-Stov	2.70	40.24 %
Grinder	2.24	46.27 %
In-Stove	0.60	53.79 %
Chimney	0.59	100.00 %
Iron	0.30	37.42 %
Cook-Ele	0.13	100.00 %
Small-Ap	0.02	1.51 %
Total	10.85	47.83 %

Branch *	MTD Sales L	Brand Share %
TNJ2	0.64	41.86 %
TVR2	0.52	39.12 %
TNJ1	0.34	22.55 %
PTK1	0.32	41.11 %
KUM1	0.27	21.60 %
MSI1	0.24	40.25 %
AYR1	0.19	42.51 %
ORU1	0.13	26.47 %
PDK1	0.11	19.04 %
NCK1	0.11	29.99 %
APM1	0.03	10.38 %
KRN1	0.02	14.33 %
Total	10.85	47.83 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	4.05	63.82 %
Gas-Stov	2.34	48.49 %
Grinder	1.06	46.08 %
In-Stove	1.01	60.91 %
Chimney	0.93	100.00 %
Iron	0.18	29.49 %
Cook-Ele	0.05	71.22 %
Total	9.63	54.66 %

Branch *	MTD Sales L	Brand Share %
ERD2	0.34	31.62 %
ATU1	0.29	40.47 %
HSR2	0.27	40.75 %
SLM1	0.26	27.35 %
OML1	0.21	39.84 %
VKL1	0.21	35.34 %
ERD1	0.19	44.61 %
RSP1	0.15	31.67 %
PDR1	0.08	31.80 %
EDP1	0.08	42.59 %
MCR1	0.03	7.17 %
PLC1	0.02	12.77 %
HRR1		0.00 %
PMP1		0.00 %
SGG1		0.00 %
Total	9.63	54.66 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	2.41	64.95 %
Gas-Stov	1.32	31.95 %
Chimney	0.77	100.00 %
Grinder	0.49	35.16 %
In-Stove	0.36	54.28 %
Iron	0.11	23.02 %
Cook-Ele	0.02	100.00 %
Total	5.50	47.17 %

Branch *	MTD Sales L	Brand Share %
KPM2	0.51	44.65 %
VEL2	0.38	42.47 %
SBR1	0.22	44.16 %
TRL1	0.22	25.86 %
WJD1	0.20	37.22 %
VNB1	0.18	35.74 %
KPM1	0.16	39.11 %
AKM1	0.09	38.17 %
GDM1	0.06	18.49 %
ABR1	0.05	22.61 %
UGI1		0.00 %
WJP1		0.00 %
Total	5.50	47.17 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	1.89	50.24 %
Gas-Stov	0.97	30.59 %
Grinder	0.79	26.64 %
Chimney	0.32	100.00 %
In-Stove	0.31	59.54 %
Cook-Ele	0.14	100.00 %
Iron	0.12	22.56 %
Total	4.54	38.70 %

Branch *	MTD Sales L	Brand Share %
POY1	0.57	31.77 %
CUD1	0.50	33.27 %
NVL2	0.43	42.16 %
VPM2	0.28	30.45 %
POY2	0.21	40.64 %
VPM1	0.19	42.67 %
ULP1	0.17	19.76 %
KML1	0.16	29.27 %
TVM1	0.06	23.87 %
TDM1	0.05	19.51 %
MKM1	0.04	15.88 %
CDM1		0.00 %
Total	4.54	38.70 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	1.95	48.25 %
Gas-Stov	0.93	28.93 %
Grinder	0.39	14.39 %
Chimney	0.32	100.00 %
In-Stove	0.31	37.30 %
Iron	0.11	20.95 %
Small-Ap	0.02	3.14 %
Total	4.04	32.69 %

Branch *	MTD Sales L	Brand Share %
CH34	0.38	27.14 %
CH03	0.31	39.91 %
CH15	0.26	20.44 %
CH18	0.25	21.53 %
CH41	0.24	43.50 %
CH20	0.20	28.41 %
CH33	0.14	26.99 %
MJR1	0.08	16.38 %
CH46	0.07	43.09 %
GPD1	0.06	40.80 %
CH17	0.06	42.57 %
CH36	0.06	22.85 %
CH44	0.03	11.01 %
CH24	0.03	5.74 %
CH09	0.03	25.25 %
PON1	0.02	11.30 %
CH21		0.00 %
CH32		0.00 %
Total	4.04	32.69 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Mixie	1.54	54.22 %
Gas-Stov	0.56	24.69 %
Grinder	0.46	27.42 %
In-Stove	0.15	33.07 %
Iron	0.03	13.59 %
Total	2.74	35.29 %

Branch *	MTD Sales L	Brand Share %
PAS1	0.48	25.79 %
KLR1	0.23	13.77 %
Total	2.74	35.29 %