

MTD Sales
133.96 L

Brand Share %
46.27 %

Information:

MTD : 01-11-2025 To 06-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **46.27 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	59.66	59.60 %
Gas-Stov	29.94	38.98 %
Grinder	22.81	36.72 %
Chimney	9.75	71.04 %
In-Stove	8.59	53.36 %
Iron	2.02	23.72 %
Cook-Ele	1.05	83.53 %
Small-Ap	0.13	1.20 %
Total	133.96	46.27 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	23.13	50.12 %
TRICHY-01	18.68	52.45 %
SOUTH-03	18.39	46.33 %
WEST-02	17.58	50.90 %
CHENNAI-01	16.55	44.63 %
WEST-01	15.80	46.55 %
CHENNAI-02	10.12	37.64 %
SOUTH ARCOT	7.03	38.06 %
NORTH ARCOT	5.56	39.25 %
KL-SOUTH	1.13	37.63 %
Total	133.96	46.27 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	9.88	61.74 %
Grinder	5.24	47.77 %
Gas-Stov	4.73	41.17 %
In-Stove	1.31	55.82 %
Chimney	1.24	80.14 %
Iron	0.41	23.69 %
Cook-Ele	0.24	79.54 %
Small-Ap	0.09	4.88 %
Total	23.13	50.12 %

Branch *	MTD Sales L	Brand Share %
KVT1	1.60	45.92 %
VNR2	1.04	35.30 %
NGR1	0.98	45.28 %
TCN1	0.66	42.10 %
SVK1	0.64	44.85 %
MAR1	0.57	35.96 %
RND1	0.48	33.66 %
TYI1	0.39	41.61 %
TKS1	0.37	19.40 %
SDI1	0.30	40.67 %
APK2	0.26	30.52 %
KSM1	0.16	24.93 %
COL1	0.08	26.34 %
ARM1	0.05	8.55 %
ASM1	0.03	8.94 %
Total	23.13	50.12 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	7.56	64.54 %
Gas-Stov	4.06	45.64 %
Grinder	3.88	45.79 %
In-Stove	1.51	62.06 %
Chimney	1.22	88.50 %
Iron	0.25	25.60 %
Cook-Ele	0.21	75.85 %
Total	18.68	52.45 %

Branch *	MTD Sales L	Brand Share %
KUM1	1.23	39.60 %
MVM1	1.17	38.03 %
TNJ1	0.74	39.48 %
TNJ2	0.71	42.20 %
NGT1	0.46	42.82 %
TRY4	0.39	28.23 %
KRN1	0.22	38.43 %
ORU1	0.16	31.65 %
TTP1	0.10	20.53 %
NCK1	0.07	14.54 %
APM1	0.03	8.68 %
TRY2	0.03	33.09 %
Total	18.68	52.45 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	8.08	58.23 %
Grinder	4.16	41.54 %
Gas-Stov	3.54	35.32 %
In-Stove	1.26	55.75 %
Chimney	0.89	81.09 %
Iron	0.30	33.54 %
Cook-Ele	0.16	88.74 %
Total	18.39	46.33 %

Branch *	MTD Sales L	Brand Share %
MDU1	1.83	34.21 %
MDU6	1.24	35.53 %
MDU2	1.11	42.35 %
DGL1	0.88	40.40 %
ATG1	0.46	42.39 %
CBM1	0.36	43.81 %
MDU3	0.34	30.53 %
BNR1	0.31	45.40 %
DKI1	0.31	44.44 %
MDU4	0.25	33.14 %
NKI1	0.19	45.09 %
DGL2	0.18	22.16 %
ADP1	0.18	17.25 %
KPT1	0.15	33.05 %
PKM1	0.15	35.22 %
SGP1	0.14	34.49 %
TDI1	0.14	38.16 %
BTU1	0.12	26.71 %
TEN1	0.05	5.49 %
MNM1	0.05	20.88 %
ODM1	0.01	2.78 %
Total	18.39	46.33 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	8.22	66.11 %
Gas-Stov	4.31	44.92 %
Grinder	2.00	35.99 %
Chimney	1.77	58.24 %
In-Stove	1.10	54.94 %
Iron	0.18	22.57 %
Total	17.58	50.90 %

Branch *	MTD Sales L	Brand Share %
SLM1	1.21	33.12 %
SLM2	0.54	42.62 %
RSP1	0.50	46.09 %
TRM1	0.35	28.44 %
OML1	0.32	34.35 %
MCR1	0.29	24.19 %
BMD1	0.27	39.85 %
TCG1	0.26	39.94 %
KVP1	0.22	25.56 %
VKL1	0.21	44.01 %
HRR1	0.14	24.30 %
EDP1	0.14	21.30 %
DPR2	0.12	16.07 %
SGI1	0.12	27.60 %
PLC1	0.11	15.82 %
SGG1	0.09	22.30 %
Total	17.58	50.90 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mixie	6.95	61.44 %
Gas-Stov	4.70	45.06 %
Grinder	2.76	27.50 %
Chimney	0.92	67.36 %
In-Stove	0.82	47.37 %
Iron	0.27	28.06 %
Cook-Ele	0.10	83.30 %
Small-Ap	0.04	3.85 %
Total	16.55	44.63 %

Branch *	MTD Sales L	Brand Share %
CH08	1.44	45.98 %
CH16	1.37	44.97 %
CH42	0.98	41.08 %
CH28	0.72	40.80 %
CH07	0.59	28.79 %
CH38	0.40	45.37 %
CH39	0.32	14.79 %
CH35	0.32	40.79 %
AVD1	0.30	34.72 %
CH30	0.27	28.53 %
CH29	0.26	43.88 %
CGL1	0.19	42.42 %
MRM1	0.19	16.34 %
CH26	0.17	45.62 %
SKL1	0.15	39.55 %
GUD2	0.14	16.87 %
TKM1	0.02	5.58 %
CH40		0.00 %
WHC3		0.00 %
Total	16.55	44.63 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	6.30	59.27 %
Gas-Stov	3.71	38.49 %
Chimney	2.42	74.17 %
Grinder	2.06	32.25 %
In-Stove	1.11	60.02 %
Iron	0.13	13.53 %
Cook-Ele	0.08	100.00 %
Total	15.80	46.55 %

Branch *	MTD Sales L	Brand Share %
CBE2	2.05	41.17 %
CBE4	1.09	43.49 %
MPM1	0.68	40.16 %
CBE6	0.48	36.02 %
DPM2	0.40	29.79 %
CBE5	0.39	30.85 %
TPR3	0.26	27.43 %
PLI1	0.22	18.56 %
PPI1	0.21	30.74 %
UMP1	0.16	37.28 %
PDM1	0.16	18.24 %
KGI1	0.11	39.36 %
SYM2	0.09	16.49 %
CNR1	0.09	24.23 %
TPR4	0.08	11.59 %
WHCB		0.00 %
Total	15.80	46.55 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	5.07	49.74 %
Gas-Stov	1.95	29.09 %
Grinder	1.41	26.93 %
Chimney	0.73	64.74 %
In-Stove	0.70	49.79 %
Iron	0.14	20.01 %
Cook-Ele	0.11	100.00 %
Total	10.12	37.64 %

Branch *	MTD Sales L	Brand Share %
CH18	1.05	44.14 %
CH15	0.94	32.16 %
CH20	0.58	45.22 %
CH24	0.55	28.01 %
CH41	0.39	34.63 %
CH33	0.29	24.00 %
MJR1	0.26	24.67 %
CH34	0.16	9.77 %
CH23	0.13	29.13 %
CH36	0.09	16.57 %
GPD1	0.09	15.93 %
UKI1	0.08	32.21 %
PON1	0.07	18.19 %
CH46	0.05	15.93 %
CH44	0.05	5.79 %
CH31	0.04	20.22 %
CH32	0.04	19.74 %
MC06		0.00 %
Total	10.12	37.64 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	3.72	53.13 %
Gas-Stov	1.35	30.35 %
Grinder	0.86	22.80 %
In-Stove	0.47	35.49 %
Chimney	0.39	70.44 %
Iron	0.14	28.26 %
Cook-Ele	0.11	83.78 %
Total	7.03	38.06 %

Branch *	MTD Sales L	Brand Share %
POY1	0.89	37.57 %
CUD1	0.84	33.16 %
POY2	0.76	45.07 %
KML1	0.30	32.58 %
PRT1	0.27	34.09 %
CDM1	0.26	17.78 %
TRK1	0.24	35.09 %
VPM2	0.24	28.78 %
TDM1	0.24	31.12 %
TVM2	0.21	29.71 %
ULP1	0.19	28.57 %
VCM1	0.16	42.41 %
SJI2	0.09	29.88 %
MKM1	0.03	8.47 %
STP1		0.00 %
Total	7.03	38.06 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	2.96	52.33 %
Gas-Stov	1.51	31.92 %
Grinder	0.40	26.95 %
In-Stove	0.31	46.33 %
Chimney	0.18	49.50 %
Iron	0.18	24.04 %
Cook-Ele	0.03	58.31 %
Total	5.56	39.25 %

Branch *	MTD Sales L	Brand Share %
KPM2	0.81	43.98 %
SBR1	0.36	36.31 %
TRR1	0.19	19.03 %
ARC2	0.19	43.66 %
BGR1	0.14	41.10 %
PTU1	0.14	42.22 %
CGM1	0.13	21.51 %
VSI1	0.09	36.26 %
CYR1	0.09	18.50 %
SLG1	0.08	17.31 %
KPM1	0.06	26.42 %
WJD1	0.06	10.79 %
TRT1	0.04	33.64 %
UGI1		0.00 %
VNB1		0.00 %
WHVL		0.00 %
Total	5.56	39.25 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Mixie	0.94	71.42 %
Gas-Stov	0.10	10.96 %
Grinder	0.04	22.96 %
In-Stove	0.02	19.18 %
Cook-Ele	0.02	100.00 %
Total	1.13	37.63 %

Branch *	MTD Sales L	Brand Share %
TVP1	0.58	38.36 %
KLR1	0.50	45.93 %
PAS1	0.05	12.19 %
Total	1.13	37.63 %