

MTD Sales
103.92 L

Brand Share %
44.75 %

Information:

MTD : 01-12-2025 To 06-12-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **44.75 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	44.01	56.39 %
Gas-Stov	23.34	36.63 %
Grinder	18.01	38.25 %
In-Stove	9.38	62.23 %
Chimney	6.02	49.78 %
Iron	1.57	30.72 %
Small-Ap	0.92	8.98 %
Cook-Ele	0.66	82.88 %
Total	103.92	44.75 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	19.15	47.50 %
SOUTH-03	17.06	50.62 %
TRICHY-01	14.63	49.37 %
WEST-02	14.39	51.02 %
CHENNAI-01	11.22	37.65 %
WEST-01	9.83	40.67 %
CHENNAI-02	6.48	41.74 %
NORTH ARCOT	5.62	40.04 %
SOUTH ARCOT	4.85	32.93 %
KL-SOUTH	0.69	32.85 %
Total	103.92	44.75 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	7.85	59.31 %
Grinder	4.78	48.31 %
Gas-Stov	4.01	37.04 %
In-Stove	1.39	65.55 %
Chimney	0.50	49.79 %
Iron	0.35	40.39 %
Cook-Ele	0.16	74.02 %
Small-Ap	0.10	4.61 %
Total	19.15	47.50 %

Branch *	MTD Sales L	Brand Share %
VNR2	0.79	40.58 %
TUT2	0.76	42.36 %
RND1	0.60	27.24 %
NGR1	0.60	31.14 %
TKS1	0.47	31.18 %
MAR1	0.45	36.41 %
TYI1	0.34	29.49 %
APK2	0.24	34.05 %
ASM1	0.21	42.13 %
SGT1	0.17	44.60 %
ERL2	0.17	35.69 %
TVL2	0.11	35.83 %
STU2	0.11	26.14 %
ARM1	0.09	30.78 %
COL1	0.04	31.28 %
KSM1		0.00 %
S2SD		0.00 %
Total	19.15	47.50 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	7.33	66.61 %
Gas-Stov	3.84	41.38 %
Grinder	3.36	40.39 %
In-Stove	1.58	64.75 %
Iron	0.36	44.61 %
Chimney	0.35	48.84 %
Small-Ap	0.14	13.73 %
Cook-Ele	0.10	100.00 %
Total	17.06	50.62 %

Branch *	MTD Sales L	Brand Share %
DGL1	0.98	28.53 %
MDU1	0.89	36.93 %
DGL2	0.38	40.97 %
MDU4	0.22	32.22 %
TEN1	0.21	42.77 %
ODM1	0.19	33.87 %
BNR1	0.19	27.51 %
SGP1	0.16	24.83 %
MNM1	0.12	40.90 %
CMR1	0.10	41.92 %
TDI1	0.10	24.87 %
PNI1	0.05	13.73 %
ADP1	0.03	5.12 %
SZSD		0.00 %
Total	17.06	50.62 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	5.08	55.52 %
Gas-Stov	3.03	39.09 %
Grinder	3.00	45.15 %
In-Stove	1.66	74.08 %
Chimney	1.30	78.09 %
Small-Ap	0.28	18.80 %
Iron	0.20	33.66 %
Cook-Ele	0.08	71.94 %
Total	14.63	49.37 %

Branch *	MTD Sales L	Brand Share %
TNJ1	1.06	36.08 %
KUM1	0.86	39.15 %
TVR2	0.50	36.29 %
KIK1	0.38	35.17 %
TRY4	0.31	23.62 %
AYR1	0.29	40.58 %
MSI1	0.13	25.45 %
KRN1	0.12	22.10 %
PBR1	0.09	37.16 %
APM1	0.08	20.32 %
NCK1	0.08	15.84 %
TZSD	0.05	31.83 %
Total	14.63	49.37 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	6.21	60.34 %
Gas-Stov	3.48	45.65 %
In-Stove	1.75	75.00 %
Chimney	1.58	55.07 %
Grinder	1.09	32.14 %
Iron	0.19	29.72 %
Cook-Ele	0.05	64.07 %
Small-Ap	0.04	4.10 %
Total	14.39	51.02 %

Branch *	MTD Sales L	Brand Share %
SLM1	0.72	39.38 %
ERD1	0.46	36.88 %
TRM1	0.44	44.42 %
ERD2	0.39	34.77 %
PLC1	0.34	24.39 %
MCR1	0.30	24.54 %
DPR2	0.30	37.81 %
RSP1	0.29	38.32 %
SGI1	0.29	35.31 %
HRR1	0.22	34.77 %
VKL1	0.21	26.83 %
EDP1	0.13	22.12 %
SGG1	0.09	17.86 %
KVP1	0.08	21.63 %
OML1	0.07	17.89 %
PDR1	0.07	40.07 %
WZWH	0.05	36.17 %
Total	14.39	51.02 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mixie	5.14	51.60 %
Gas-Stov	2.57	34.01 %
Grinder	2.13	26.86 %
In-Stove	0.56	47.90 %
Chimney	0.53	43.78 %
Iron	0.12	28.48 %
Small-Ap	0.10	7.09 %
Cook-Ele	0.06	100.00 %
Total	11.22	37.65 %

Branch *	MTD Sales L	Brand Share %
CH28	0.45	33.75 %
CH07	0.35	31.24 %
CH16	0.31	23.46 %
CH30	0.30	31.55 %
MRM1	0.28	27.16 %
CH22	0.23	26.69 %
GUD2	0.22	20.19 %
CH39	0.20	26.39 %
SKL1	0.18	23.26 %
CH35	0.16	23.45 %
TKM1	0.14	25.85 %
CGL1	0.14	30.22 %
KNR1	0.13	39.38 %
CZWH	0.06	1.22 %
MC09		0.00 %
WHC3		0.00 %
Total	11.22	37.65 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	3.55	45.52 %
Gas-Stov	2.21	31.89 %
Grinder	1.81	47.07 %
Chimney	1.06	48.01 %
In-Stove	0.98	57.94 %
Small-Ap	0.16	15.93 %
Cook-Ele	0.03	100.00 %
Iron	0.02	3.13 %
Total	9.83	40.67 %

Branch *	MTD Sales L	Brand Share %
CBE2	0.68	31.88 %
PLI1	0.60	41.80 %
CBE5	0.25	27.82 %
DPM2	0.24	36.84 %
CBE6	0.21	16.35 %
CBE3	0.19	43.12 %
AVI1	0.18	29.24 %
KMD1	0.14	21.44 %
PDM1	0.14	26.68 %
UMP1	0.14	22.71 %
KGI1	0.13	24.39 %
TPR2	0.11	9.95 %
TPR4	0.11	26.16 %
KGM1	0.09	22.66 %
PPI1	0.06	14.81 %
TPR3	0.06	8.82 %
ANR1	0.06	22.98 %
SYM2	0.04	7.12 %
Total	9.83	40.67 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	3.44	58.58 %
Gas-Stov	1.42	29.10 %
In-Stove	0.71	71.36 %
Grinder	0.48	23.95 %
Chimney	0.19	44.71 %
Small-Ap	0.10	10.98 %
Cook-Ele	0.09	100.00 %
Iron	0.05	15.03 %
Total	6.48	41.74 %

Branch *	MTD Sales L	Brand Share %
CH15	1.09	42.16 %
MJR1	0.31	43.48 %
CH17	0.25	30.59 %
CH44	0.20	30.62 %
CH34	0.17	19.89 %
CH24	0.17	18.16 %
CH27	0.16	38.18 %
CH21	0.12	22.85 %
CH33	0.11	31.46 %
PON1	0.09	24.92 %
CH36	0.08	28.32 %
UKI1	0.07	23.07 %
CH41	0.05	27.18 %
CH46	0.04	12.25 %
CH06	0.04	41.92 %
CH23	0.03	25.19 %
GPD1	0.01	4.69 %
CH31		0.00 %
MC05		0.00 %
Total	6.48	41.74 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	2.89	57.81 %
Gas-Stov	1.23	29.98 %
Chimney	0.50	38.14 %
Grinder	0.47	25.26 %
In-Stove	0.35	45.98 %
Iron	0.15	33.13 %
Cook-Ele	0.03	100.00 %
Total	5.62	40.04 %

Branch *	MTD Sales L	Brand Share %
VEL2	0.51	40.38 %
ABR1	0.20	36.51 %
GDM1	0.19	42.43 %
VSI1	0.19	35.82 %
VNB1	0.16	26.70 %
PLR1	0.15	30.56 %
CYR1	0.08	25.07 %
KPM1	0.08	29.39 %
ANI1	0.08	40.02 %
UGI1	0.05	15.43 %
PTU1	0.05	30.33 %
TRR1	0.04	3.99 %
ARC2	0.03	16.61 %
SLG1	0.03	6.59 %
CGM1	0.01	2.66 %
Total	5.62	40.04 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	2.06	40.70 %
Gas-Stov	1.39	34.99 %
Grinder	0.81	27.95 %
In-Stove	0.41	32.66 %
Iron	0.12	39.09 %
Cook-Ele	0.06	100.00 %
Total	4.85	32.93 %

Branch *	MTD Sales L	Brand Share %
POY2	0.47	29.59 %
CDM1	0.44	22.47 %
POY1	0.34	18.67 %
CUD1	0.32	16.41 %
VPM2	0.20	33.37 %
SJI2	0.14	32.02 %
VPM1	0.12	41.96 %
STP1	0.11	32.34 %
PRT1	0.10	40.66 %
TVM2	0.08	26.23 %
ULP1	0.03	6.97 %
TVM1	0.02	17.13 %
MKM1	0.02	5.12 %
Total	4.85	32.93 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Mixie	0.45	69.25 %
Gas-Stov	0.14	19.04 %
Grinder	0.08	28.21 %
Iron	0.01	20.43 %
Total	0.69	32.85 %

Branch *	MTD Sales L	Brand Share %
TVP1	0.25	27.58 %
PAS1	0.18	27.90 %
Total	0.69	32.85 %