

MTD Sales
118.03 L

Brand Share %
46.55 %

Information:

MTD : 01-08-2025 To 07-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **46.55 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	53.94	61.02 %
Gas-Stov	25.31	39.26 %
Grinder	20.77	36.47 %
Chimney	8.45	85.77 %
In-Stove	6.33	53.50 %
Iron	2.22	23.35 %
Cook-Ele	0.93	83.91 %
Small-Ap	0.08	0.73 %
Total	118.03	46.55 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	23.15	50.40 %
WEST-02	15.71	54.31 %
SOUTH-03	15.68	43.98 %
WEST-01	14.91	44.11 %
TRICHY-01	13.10	44.71 %
CHENNAI-01	12.79	43.15 %
CHENNAI-02	8.13	39.26 %
SOUTH ARCOT	7.70	49.74 %
NORTH ARCOT	6.36	50.11 %
KL-SOUTH	0.49	34.12 %
Total	118.03	46.55 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	9.44	63.42 %
Gas-Stov	5.44	45.82 %
Grinder	4.72	41.03 %
In-Stove	1.40	63.92 %
Chimney	1.34	92.69 %
Iron	0.58	31.21 %
Cook-Ele	0.21	100.00 %
Small-Ap	0.02	1.08 %
Total	23.15	50.40 %

Branch *	MTD Sales L	Brand Share %
TVL1	1.35	41.80 %
MAR1	0.80	42.19 %
RND1	0.65	37.89 %
TKS1	0.60	25.32 %
APK1	0.52	34.96 %
SVK1	0.47	36.56 %
TYI1	0.43	36.88 %
TCN1	0.41	33.45 %
PKD1	0.39	33.32 %
ASM1	0.20	35.11 %
KSM1	0.18	36.28 %
SDI1	0.17	31.62 %
ERL1	0.11	34.00 %
COL1	0.09	17.32 %
ARM1	0.04	9.24 %
S2SD		0.00 %
Total	23.15	50.40 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	7.60	67.96 %
Gas-Stov	3.52	47.71 %
Grinder	1.84	39.25 %
Chimney	1.68	94.08 %
In-Stove	0.64	46.39 %
Iron	0.21	19.56 %
Cook-Ele	0.18	100.00 %
Small-Ap	0.02	1.75 %
Total	15.71	54.31 %

Branch *	MTD Sales L	Brand Share %
SLM1	0.62	32.42 %
ATU1	0.31	27.70 %
APN1	0.23	37.23 %
KMM1	0.22	40.58 %
RSP1	0.19	35.88 %
DPR2	0.16	19.80 %
MCR1	0.14	22.02 %
PDR1	0.14	43.13 %
HRR1	0.09	13.13 %
TCG1	0.08	27.16 %
KVP1	0.08	12.47 %
OML1	0.06	13.31 %
EDP1	0.04	14.57 %
WZWH		0.00 %
Total	15.71	54.31 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	6.99	60.71 %
Grinder	3.56	38.20 %
Gas-Stov	3.11	33.16 %
Chimney	0.88	89.26 %
In-Stove	0.83	50.98 %
Iron	0.28	20.05 %
Cook-Ele	0.02	54.00 %
Small-Ap	0.02	1.45 %
Total	15.68	43.98 %

Branch *	MTD Sales L	Brand Share %
DGL1	1.47	43.22 %
MDU1	1.19	27.33 %
MDU6	0.76	38.78 %
MDU5	0.66	43.75 %
CBM1	0.59	45.33 %
SGP1	0.46	43.27 %
TDI1	0.33	41.73 %
DKI1	0.33	44.21 %
PNI1	0.23	28.46 %
KKD2	0.21	18.97 %
BNR1	0.19	24.39 %
NKI1	0.17	33.38 %
BTU1	0.15	28.75 %
CMR1	0.11	37.64 %
PNV1	0.11	40.57 %
MLR1	0.10	40.78 %
TEN1	0.08	14.91 %
ODM1	0.04	5.80 %
PKM1	0.04	15.82 %
ADP1		0.00 %
SZSD		0.00 %
Total	15.68	43.98 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	6.59	53.59 %
Gas-Stov	2.87	34.18 %
Grinder	2.45	34.74 %
Chimney	1.85	85.00 %
In-Stove	0.90	53.45 %
Iron	0.20	17.11 %
Cook-Ele	0.03	55.56 %
Small-Ap	0.02	2.22 %
Total	14.91	44.11 %

Branch *	MTD Sales L	Brand Share %
KMR1	1.62	37.34 %
CBE4	0.89	40.92 %
UAM1	0.84	44.32 %
SYM2	0.41	40.66 %
PPI1	0.33	42.80 %
TPR3	0.32	42.97 %
DPM2	0.27	27.18 %
AVI1	0.23	21.24 %
KMD1	0.22	36.65 %
CBE6	0.22	24.35 %
UMP1	0.20	24.66 %
TPR2	0.20	16.18 %
PLI1	0.19	14.77 %
TPR4	0.17	36.52 %
PDM1	0.15	40.09 %
KGI1	0.10	20.85 %
GBM1		0.00 %
WZSD		0.00 %
Total	14.91	44.11 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	5.50	56.10 %
Grinder	3.37	40.50 %
Gas-Stov	2.43	37.08 %
In-Stove	0.88	47.61 %
Chimney	0.45	81.02 %
Iron	0.32	32.26 %
Cook-Ele	0.16	80.56 %
Total	13.10	44.71 %

Branch *	MTD Sales L	Brand Share %
TRY1	1.44	45.08 %
TNJ2	0.86	43.06 %
KUM1	0.72	35.34 %
MVM1	0.66	24.76 %
TNJ1	0.61	28.56 %
JKM1	0.47	44.95 %
TVR2	0.42	39.52 %
NCK1	0.27	33.78 %
PDK1	0.21	36.57 %
AYR1	0.18	41.35 %
MSI1	0.18	32.64 %
NMM1	0.15	32.83 %
PBR1	0.13	35.51 %
TRY2	0.07	42.33 %
APM1	0.05	7.17 %
TZSD		0.00 %
Total	13.10	44.71 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mixie	5.91	64.82 %
Gas-Stov	3.61	46.77 %
Grinder	1.55	22.78 %
Chimney	0.94	74.27 %
In-Stove	0.48	52.91 %
Iron	0.17	20.25 %
Cook-Ele	0.13	76.24 %
Total	12.79	43.15 %

Branch *	MTD Sales L	Brand Share %
CH16	0.83	35.76 %
CH42	0.66	37.92 %
CH07	0.59	31.21 %
CH28	0.57	44.04 %
CH35	0.23	28.29 %
MRM1	0.21	34.22 %
TKM1	0.19	37.42 %
CH38	0.17	15.67 %
CZWH	0.09	5.00 %
GUD2	0.06	11.49 %
CH29	0.03	8.16 %
CH26		0.00 %
CH40		0.00 %
KNR1		0.00 %
MC10		0.00 %
Total	12.79	43.15 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	4.28	53.28 %
Gas-Stov	1.59	29.34 %
Grinder	1.15	27.56 %
Chimney	0.55	71.69 %
In-Stove	0.30	43.29 %
Iron	0.13	23.67 %
Cook-Ele	0.12	100.00 %
Total	8.13	39.26 %

Branch *	MTD Sales L	Brand Share %
CH18	0.97	45.99 %
CH03	0.62	27.95 %
CH44	0.25	42.15 %
CH09	0.20	32.75 %
CH33	0.19	23.46 %
CH24	0.14	12.49 %
CH17	0.11	32.51 %
CH34	0.11	10.75 %
MJR1	0.10	20.02 %
CH32	0.10	38.01 %
CH21	0.08	12.74 %
PON1	0.07	16.63 %
CH20	0.05	5.67 %
CH31	0.03	11.69 %
Total	8.13	39.26 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	3.73	67.20 %
Grinder	1.44	39.96 %
Gas-Stov	1.24	33.81 %
Chimney	0.57	100.00 %
In-Stove	0.46	56.40 %
Iron	0.20	30.80 %
Cook-Ele	0.06	57.71 %
Total	7.70	49.74 %

Branch *	MTD Sales L	Brand Share %
POY1	0.68	28.33 %
CDM1	0.31	27.50 %
ULP1	0.28	28.36 %
TRK1	0.24	35.18 %
VPM2	0.18	34.57 %
MKM1	0.10	29.03 %
TVM1	0.03	28.81 %
Total	7.70	49.74 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	3.79	66.99 %
Gas-Stov	1.42	38.58 %
Grinder	0.51	44.84 %
In-Stove	0.33	63.10 %
Chimney	0.19	62.70 %
Iron	0.10	12.40 %
Cook-Ele	0.03	58.12 %
Total	6.36	50.11 %

Branch *	MTD Sales L	Brand Share %
TRR1	0.50	41.04 %
KPM2	0.32	31.44 %
PLR1	0.13	30.04 %
VSI1	0.13	38.60 %
CPT1	0.13	42.12 %
ABR1	0.11	24.28 %
KPM1	0.11	17.52 %
PTU1	0.04	22.27 %
GDM1	0.04	30.15 %
TRT1	0.03	10.69 %
Total	6.36	50.11 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Grinder	0.18	50.65 %
Mixie	0.12	31.57 %
In-Stove	0.11	67.59 %
Gas-Stov	0.08	19.76 %
Iron	0.01	14.33 %
Total	0.49	34.12 %

Branch *	MTD Sales L	Brand Share %
TVP1	0.41	36.45 %
PAS1	0.09	26.19 %
Total	0.49	34.12 %