

MTD Sales
152.06 L

Brand Share %
46.94 %

Information:

MTD : 01-09-2025 To 07-09-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **46.94 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	66.03	63.61 %
Gas-Stov	36.33	39.57 %
Grinder	24.06	36.64 %
Chimney	13.22	94.47 %
In-Stove	8.71	51.38 %
Iron	2.72	25.86 %
Cook-Ele	0.84	80.77 %
Small-Ap	0.15	0.74 %
Total	152.06	46.94 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	30.70	51.58 %
SOUTH-03	23.06	51.35 %
CHENNAI-01	18.84	39.65 %
WEST-02	17.72	57.14 %
WEST-01	16.84	43.12 %
TRICHY-01	15.90	47.12 %
SOUTH ARCOT	8.83	45.62 %
NORTH ARCOT	8.72	49.42 %
CHENNAI-02	8.09	36.25 %
KL-SOUTH	3.36	37.90 %
Total	152.06	46.94 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	13.31	68.28 %
Gas-Stov	6.60	41.07 %
Grinder	5.65	41.80 %
Chimney	2.33	91.52 %
In-Stove	2.08	63.25 %
Iron	0.61	28.71 %
Cook-Ele	0.07	72.59 %
Small-Ap	0.04	1.83 %
Total	30.70	51.58 %

Branch *	MTD Sales L	Brand Share %
TVL1	1.51	46.59 %
MAR1	1.03	40.82 %
TKS2	0.87	45.16 %
VNR2	0.86	34.63 %
RND1	0.86	40.86 %
VLY1	0.73	46.40 %
TKS1	0.53	21.77 %
APK1	0.46	44.10 %
ERL2	0.36	22.87 %
STU2	0.34	43.19 %
SKD1	0.31	34.18 %
PKD1	0.28	37.93 %
ARM1	0.25	46.51 %
APK2	0.18	32.20 %
KSM1	0.17	31.26 %
TVL2	0.12	44.24 %
Total	30.70	51.58 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	9.98	71.02 %
Gas-Stov	5.46	41.39 %
Grinder	4.03	39.93 %
Chimney	1.78	95.25 %
In-Stove	1.19	57.26 %
Iron	0.46	36.08 %
Cook-Ele	0.15	100.00 %
Total	23.06	51.35 %

Branch *	MTD Sales L	Brand Share %
MDU1	1.94	32.89 %
DGL1	1.81	46.65 %
KKD2	0.56	34.05 %
DGL2	0.48	46.05 %
KPT1	0.45	46.53 %
BNR1	0.36	38.34 %
MDU3	0.34	40.02 %
MNM1	0.24	38.53 %
ODM1	0.17	21.35 %
BTU1	0.14	32.74 %
PNI1	0.10	29.82 %
TEN1	0.10	14.47 %
PKM1	0.10	31.84 %
ADP1	0.06	13.52 %
Total	23.06	51.35 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mixie	8.87	70.90 %
Gas-Stov	5.12	40.37 %
Grinder	2.61	27.55 %
Chimney	0.99	100.00 %
In-Stove	0.83	50.12 %
Iron	0.30	26.82 %
Cook-Ele	0.07	42.11 %
Small-Ap	0.04	0.49 %
Total	18.84	39.65 %

Branch *	MTD Sales L	Brand Share %
CH28	0.98	36.99 %
CH42	0.88	35.59 %
CH22	0.77	45.54 %
CH38	0.46	40.61 %
CH07	0.43	24.19 %
CH39	0.34	21.82 %
TKM1	0.27	32.29 %
GUD2	0.26	23.18 %
CH35	0.17	26.33 %
CGL1	0.13	32.31 %
CH26	0.11	31.60 %
KNR1	0.11	24.27 %
MRM1	0.11	11.10 %
CZWH		0.00 %
WHC3		0.00 %
Total	18.84	39.65 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	6.99	64.19 %
Gas-Stov	4.01	49.03 %
Chimney	2.78	100.00 %
Grinder	2.13	50.18 %
In-Stove	1.44	55.60 %
Iron	0.29	30.48 %
Cook-Ele	0.08	79.38 %
Total	17.72	57.14 %

Branch *	MTD Sales L	Brand Share %
SLM1	1.10	44.52 %
ERD2	0.91	43.34 %
HSR2	0.73	40.72 %
ATU1	0.55	42.93 %
ERD1	0.40	42.98 %
OML1	0.39	44.63 %
KVP1	0.36	45.18 %
VKL1	0.35	37.20 %
HRR1	0.25	42.98 %
PMP1	0.19	26.79 %
RSP1	0.19	34.01 %
PDR1	0.16	37.60 %
EDP1	0.13	36.01 %
PLC1	0.10	20.53 %
MCR1	0.07	9.06 %
SGG1	0.07	26.08 %
Total	17.72	57.14 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	6.84	57.23 %
Gas-Stov	4.56	36.17 %
Grinder	2.14	30.61 %
Chimney	2.09	81.67 %
In-Stove	0.90	38.32 %
Iron	0.17	12.01 %
Cook-Ele	0.12	85.23 %
Small-Ap	0.02	1.63 %
Total	16.84	43.12 %

Branch *	MTD Sales L	Brand Share %
KMR1	1.17	29.82 %
CBE2	0.95	22.66 %
CBE6	0.78	32.65 %
TPR3	0.52	38.56 %
SUL1	0.52	37.99 %
CBE5	0.48	29.81 %
KMD1	0.46	27.16 %
DPM2	0.39	27.30 %
CBE3	0.34	35.97 %
PLI1	0.27	18.76 %
SYM2	0.21	36.08 %
GBM1	0.16	40.26 %
ANR1	0.16	30.78 %
KGI1	0.15	42.14 %
AVI1	0.14	14.23 %
TPR4	0.14	30.90 %
PDM1	0.13	22.24 %
GDR1	0.02	11.56 %
Total	16.84	43.12 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	6.31	57.48 %
Gas-Stov	3.82	39.88 %
Grinder	3.55	45.79 %
Chimney	0.88	100.00 %
In-Stove	0.82	50.53 %
Iron	0.36	33.97 %
Cook-Ele	0.13	100.00 %
Small-Ap	0.02	1.27 %
Total	15.90	47.12 %

Branch *	MTD Sales L	Brand Share %
MVM1	1.28	44.71 %
KIK1	0.92	37.27 %
TNJ1	0.80	31.97 %
TVR2	0.79	36.81 %
KUM1	0.55	26.62 %
TYR1	0.45	45.63 %
PDK1	0.34	36.78 %
MSI1	0.24	40.25 %
ORU1	0.19	30.33 %
NCK1	0.18	23.72 %
KRN1	0.07	19.37 %
APM1	0.03	6.92 %
Total	15.90	47.12 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	3.54	55.33 %
Gas-Stov	2.01	39.48 %
Grinder	1.60	34.38 %
Chimney	0.96	100.00 %
In-Stove	0.40	52.38 %
Iron	0.18	24.49 %
Cook-Ele	0.14	100.00 %
Total	8.83	45.62 %

Branch *	MTD Sales L	Brand Share %
CUD1	1.01	42.04 %
POY1	0.96	34.78 %
NVL2	0.63	43.14 %
KML1	0.34	46.63 %
VPM1	0.28	46.25 %
VPM2	0.28	25.26 %
ULP1	0.22	19.20 %
TVM1	0.18	43.68 %
CDM1	0.07	7.49 %
TVM2	0.06	41.50 %
MKM1	0.04	10.31 %
Total	8.83	45.62 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	4.42	67.20 %
Gas-Stov	1.87	33.69 %
Chimney	0.96	100.00 %
Grinder	0.88	39.11 %
In-Stove	0.41	48.09 %
Iron	0.16	20.66 %
Cook-Ele	0.02	100.00 %
Total	8.72	49.42 %

Branch *	MTD Sales L	Brand Share %
KPM2	0.72	38.97 %
TRR1	0.56	43.26 %
TRL1	0.49	40.49 %
AKM1	0.37	46.44 %
WJD1	0.25	34.24 %
CGM1	0.17	41.59 %
KPM1	0.16	28.49 %
GDM1	0.09	20.46 %
WJP1	0.06	43.41 %
ABR1	0.05	11.43 %
UGI1		0.00 %
Total	8.72	49.42 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	3.82	49.88 %
Gas-Stov	2.24	35.25 %
Grinder	0.93	19.16 %
In-Stove	0.45	38.50 %
Chimney	0.43	100.00 %
Iron	0.15	18.55 %
Cook-Ele	0.05	100.00 %
Small-Ap	0.02	2.17 %
Total	8.09	36.25 %

Branch *	MTD Sales L	Brand Share %
CH15	0.70	27.60 %
CH18	0.57	29.24 %
CH03	0.52	36.23 %
CH34	0.44	26.65 %
CH20	0.37	28.94 %
CH21	0.34	25.67 %
CH41	0.24	23.98 %
CH17	0.19	46.66 %
CH36	0.18	36.70 %
CH44	0.16	27.77 %
CH24	0.15	14.29 %
CH33	0.14	20.28 %
CH09	0.12	25.08 %
GPD1	0.12	29.88 %
CH46	0.11	43.46 %
MJR1	0.10	13.17 %
PON1	0.08	20.07 %
CH32	0.04	22.74 %
Total	8.09	36.25 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Mixie	1.94	59.09 %
Gas-Stov	0.65	25.69 %
Grinder	0.55	29.24 %
In-Stove	0.18	31.98 %
Iron	0.04	15.30 %
Total	3.36	37.90 %

Branch *	MTD Sales L	Brand Share %
PAS1	0.55	25.80 %
KLR1	0.32	17.20 %
Total	3.36	37.90 %