

MTD Sales
145.63 L

Brand Share %
41.92 %

Information:

MTD : 01-10-2025 To 07-10-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **41.92 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	63.44	56.30 %
Gas-Stov	32.96	37.05 %
Grinder	24.87	34.60 %
Chimney	13.93	78.28 %
In-Stove	7.28	47.39 %
Iron	2.25	21.80 %
Cook-Ele	1.24	84.49 %
Acces-SA	-0.04	100.00 %
Small-Ap	-0.07	-0.56 %
Cook-Pre	-0.22	-1.27 %
Total	145.63	41.92 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	23.96	43.03 %
SOUTH-03	23.49	46.33 %
CHENNAI-01	20.15	44.23 %
WEST-02	17.18	46.76 %
TRICHY-01	15.42	39.40 %
WEST-01	14.80	36.72 %
CHENNAI-02	10.78	34.41 %
SOUTH ARCOT	9.54	40.06 %
NORTH ARCOT	9.46	44.24 %
KL-SOUTH	0.85	30.57 %
Total	145.63	41.92 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	10.69	60.26 %
Gas-Stov	5.14	35.01 %
Grinder	4.89	40.06 %
In-Stove	1.47	54.70 %
Chimney	0.96	85.48 %
Iron	0.47	25.92 %
Cook-Ele	0.36	86.05 %
Acces-SA	-0.01	100.00 %
Small-Ap	-0.02	-1.24 %
Total	23.96	43.03 %

Branch *	MTD Sales L	Brand Share %
TVL1	1.65	39.23 %
VNR2	0.84	25.37 %
NGR1	0.82	23.04 %
TCN1	0.67	34.14 %
TKS1	0.50	17.84 %
MAR1	0.40	32.49 %
RND1	0.38	25.52 %
ARM1	0.34	32.61 %
TYI1	0.34	21.01 %
ASM1	0.26	33.77 %
UDN1	0.24	35.68 %
APK2	0.16	21.20 %
SDI1	0.13	27.03 %
COL1	0.12	19.15 %
Total	23.96	43.03 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	10.63	65.17 %
Grinder	4.50	37.48 %
Gas-Stov	4.41	39.53 %
Chimney	2.66	77.64 %
In-Stove	0.73	43.01 %
Iron	0.42	24.38 %
Cook-Ele	0.12	71.76 %
Small-Ap	0.03	1.54 %
Total	23.49	46.33 %

Branch *	MTD Sales L	Brand Share %
DGL1	2.43	39.27 %
MDU1	1.53	32.43 %
ATG1	0.55	39.99 %
MDU3	0.54	36.67 %
TEN1	0.53	39.02 %
CBM1	0.48	39.71 %
BNR1	0.44	37.47 %
NKI1	0.25	27.80 %
MLR1	0.20	27.92 %
DGL2	0.18	12.66 %
ODM1	0.17	22.71 %
MDU6	0.11	37.71 %
CMR1	0.11	18.35 %
KPT1	0.07	14.72 %
MNM1	0.07	22.80 %
MDU4	0.05	5.91 %
ADP1	0.04	8.76 %
KKD2	0.03	7.35 %
Total	23.49	46.33 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mixie	8.58	58.13 %
Gas-Stov	5.72	44.35 %
Grinder	2.75	29.91 %
Chimney	1.33	75.99 %
In-Stove	1.30	64.67 %
Iron	0.25	23.98 %
Cook-Ele	0.23	91.77 %
Total	20.15	44.23 %

Branch *	MTD Sales L	Brand Share %
CH16	1.10	33.97 %
CH42	0.95	34.59 %
CH07	0.81	29.63 %
GUD1	0.77	37.60 %
CH45	0.73	38.30 %
CH39	0.63	36.36 %
CH28	0.54	30.62 %
MRM1	0.50	29.56 %
TKM1	0.37	35.15 %
CH35	0.31	34.35 %
CH30	0.29	15.45 %
GUD2	0.21	18.79 %
SKL1	0.20	27.63 %
CGL1	0.12	32.21 %
AVD1	0.09	31.99 %
KNR1	0.04	10.02 %
CZWH		0.00 %
MC09		0.00 %
Total	20.15	44.23 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	7.32	57.47 %
Gas-Stov	4.33	45.54 %
Chimney	2.61	83.33 %
Grinder	2.05	38.98 %
In-Stove	0.75	44.14 %
Iron	0.21	20.90 %
Small-Ap	-0.01	-1.22 %
Acces-SA	-0.02	100.00 %
Cook-Pre	-0.03	-1.30 %
Cook-Ele	-0.03	100.00 %
Total	17.18	46.76 %

Branch *	MTD Sales L	Brand Share %
SLM1	1.22	37.66 %
KVP1	0.27	27.51 %
VKL1	0.24	41.06 %
MCR1	0.21	16.09 %
DPR2	0.21	19.64 %
SGG1	0.20	24.71 %
OML1	0.20	23.20 %
TRM1	0.19	16.94 %
PLC1	0.18	25.71 %
EDP1	0.16	23.63 %
HRR1	0.13	15.01 %
CMI1	0.12	24.94 %
TCG1	0.08	31.38 %
Total	17.18	46.76 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	5.62	53.08 %
Gas-Stov	4.41	39.51 %
Grinder	3.66	37.24 %
In-Stove	1.18	47.65 %
Chimney	0.27	32.24 %
Iron	0.17	20.48 %
Cook-Ele	0.13	67.64 %
Small-Ap		-0.07 %
Cook-Pre	-0.01	-0.59 %
Total	15.42	39.40 %

Branch *	MTD Sales L	Brand Share %
MVM1	1.03	26.46 %
TNJ1	0.96	28.32 %
KUM1	0.77	26.71 %
TVR2	0.76	26.37 %
JKM1	0.47	38.07 %
ORU1	0.36	30.56 %
TTP1	0.24	30.99 %
KRN1	0.19	31.17 %
AYR1	0.15	39.81 %
TRY2	0.14	36.88 %
PBR1	0.13	33.60 %
NCK1	0.11	27.55 %
MSI1	0.11	27.85 %
APM1	0.03	5.99 %
Total	15.42	39.40 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	5.89	46.58 %
Chimney	3.35	87.85 %
Gas-Stov	2.79	29.92 %
Grinder	2.52	29.07 %
In-Stove	0.29	20.59 %
Iron	0.21	15.06 %
Cook-Ele		100.00 %
Acces-SA	-0.01	100.00 %
Small-Ap	-0.06	-5.41 %
Cook-Pre	-0.18	-9.00 %
Total	14.80	36.72 %

Branch *	MTD Sales L	Brand Share %
CBE2	1.75	27.79 %
MPM1	0.83	36.27 %
PLI1	0.73	37.39 %
AVI1	0.63	38.91 %
CBE3	0.34	37.02 %
KGI1	0.30	39.90 %
CBE5	0.28	16.35 %
DPM2	0.27	27.65 %
CBE6	0.22	13.00 %
GBM1	0.20	32.41 %
PPI1	0.19	22.97 %
TPR3	0.17	10.85 %
CNR1	0.12	21.39 %
SYM2	0.09	12.70 %
UMP1	0.07	29.64 %
Total	14.80	36.72 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	4.93	45.85 %
Gas-Stov	2.43	28.96 %
Grinder	1.39	22.70 %
Chimney	1.06	60.45 %
In-Stove	0.60	49.45 %
Cook-Ele	0.21	100.00 %
Iron	0.17	19.79 %
Total	10.78	34.41 %

Branch *	MTD Sales L	Brand Share %
CH15	1.48	35.97 %
CH18	0.92	41.25 %
CH24	0.52	28.82 %
CH20	0.22	20.21 %
PON1	0.21	20.11 %
CH46	0.21	37.15 %
CH27	0.18	34.36 %
CH41	0.14	11.58 %
CH36	0.14	41.13 %
CH33	0.14	14.95 %
UKI1	0.12	37.14 %
GPD1	0.12	34.70 %
MJR1	0.10	5.05 %
CH44	0.06	12.75 %
CH34	0.02	1.08 %
CH32		0.00 %
MC06		0.00 %
Total	10.78	34.41 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	4.34	54.08 %
Gas-Stov	1.97	36.20 %
Grinder	1.87	33.06 %
Chimney	0.60	100.00 %
In-Stove	0.43	41.76 %
Iron	0.23	25.56 %
Cook-Ele	0.10	83.39 %
Total	9.54	40.06 %

Branch *	MTD Sales L	Brand Share %
POY1	0.96	32.92 %
CUD1	0.82	25.16 %
KML1	0.47	35.02 %
ULP1	0.38	38.77 %
TDM1	0.37	40.56 %
TRK1	0.37	38.09 %
VPM2	0.28	29.90 %
SJI2	0.27	26.60 %
TVM1	0.25	39.49 %
VCM1	0.10	24.52 %
CDM1	0.09	9.86 %
MKM1	0.07	16.55 %
Total	9.54	40.06 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	4.83	59.38 %
Gas-Stov	1.63	28.22 %
Grinder	1.19	50.60 %
Chimney	1.09	79.63 %
In-Stove	0.48	48.96 %
Cook-Ele	0.12	85.86 %
Iron	0.11	17.37 %
Total	9.46	44.24 %

Branch *	MTD Sales L	Brand Share %
CPT1	0.40	40.51 %
KPM1	0.35	39.86 %
TRR1	0.26	16.54 %
VEL1	0.21	23.66 %
WJD1	0.16	15.41 %
CGM1	0.16	38.25 %
SLG1	0.13	31.10 %
ABR1	0.12	18.67 %
UGI1	0.12	32.47 %
CYR1	0.10	13.39 %
AKM1	0.09	28.01 %
PTU1	0.02	7.15 %
Total	9.46	44.24 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Mixie	0.62	61.55 %
Gas-Stov	0.11	19.51 %
Grinder	0.06	9.30 %
In-Stove	0.05	32.20 %
Iron	0.01	7.91 %
Total	0.85	30.57 %

Branch *	MTD Sales L	Brand Share %
TVP1	0.26	20.60 %
KLR1	0.23	32.90 %
Total	0.85	30.57 %