

MTD Sales
125.77 L

Brand Share %
44.49 %

Information:

MTD : 01-12-2025 To 07-12-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **44.49 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	51.22	55.14 %
Gas-Stov	29.55	38.00 %
Grinder	21.97	37.03 %
In-Stove	11.70	63.56 %
Chimney	7.28	53.04 %
Iron	2.02	31.41 %
Small-Ap	1.16	8.86 %
Cook-Ele	0.87	86.40 %
Total	125.77	44.49 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	23.15	48.31 %
SOUTH-03	19.33	49.51 %
WEST-02	16.83	51.76 %
TRICHY-01	16.44	49.03 %
CHENNAI-01	14.54	37.87 %
WEST-01	13.05	41.06 %
CHENNAI-02	8.42	39.60 %
NORTH ARCOT	7.35	41.79 %
SOUTH ARCOT	5.80	32.74 %
KL-SOUTH	0.84	29.11 %
Total	125.77	44.49 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	9.15	60.22 %
Grinder	5.54	46.00 %
Gas-Stov	5.09	39.29 %
In-Stove	1.86	68.48 %
Chimney	0.67	56.92 %
Iron	0.48	44.70 %
Cook-Ele	0.21	78.88 %
Small-Ap	0.16	6.30 %
Total	23.15	48.31 %

Branch *	MTD Sales L	Brand Share %
VNR2	1.03	41.19 %
TUT2	0.82	41.04 %
RND1	0.69	29.34 %
NGR1	0.67	31.51 %
MAR1	0.59	40.64 %
TYI1	0.56	38.62 %
TKS1	0.54	29.70 %
APK2	0.29	34.37 %
SDI1	0.25	40.53 %
ASM1	0.25	41.29 %
STU2	0.12	24.62 %
TVL2	0.12	37.86 %
ARM1	0.09	26.54 %
COL1	0.04	31.28 %
KSM1	0.03	7.46 %
S2SD		0.00 %
Total	23.15	48.31 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	8.13	65.30 %
Gas-Stov	4.32	40.21 %
Grinder	3.97	40.59 %
In-Stove	1.90	66.28 %
Iron	0.40	41.63 %
Chimney	0.35	48.84 %
Small-Ap	0.16	11.38 %
Cook-Ele	0.10	100.00 %
Total	19.33	49.51 %

Branch *	MTD Sales L	Brand Share %
MDU1	1.10	37.59 %
DGL1	1.10	27.14 %
MDU5	0.43	41.56 %
DGL2	0.42	38.94 %
NKI1	0.29	43.86 %
ODM1	0.26	40.53 %
TEN1	0.25	42.54 %
MDU4	0.25	34.00 %
BNR1	0.23	28.14 %
SGP1	0.20	29.66 %
PNI1	0.13	26.59 %
MNM1	0.12	39.82 %
TDI1	0.10	24.28 %
ADP1	0.03	3.66 %
SZSD		0.00 %
Total	19.33	49.51 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	7.04	59.98 %
Gas-Stov	4.21	48.47 %
In-Stove	2.07	76.77 %
Chimney	1.77	57.88 %
Grinder	1.34	30.80 %
Iron	0.24	29.05 %
Small-Ap	0.08	7.67 %
Cook-Ele	0.08	73.42 %
Total	16.83	51.76 %

Branch *	MTD Sales L	Brand Share %
SLM1	0.74	36.95 %
ERD2	0.51	36.35 %
ERD1	0.50	38.58 %
TRM1	0.49	42.26 %
SGI1	0.41	43.63 %
PLC1	0.34	24.02 %
MCR1	0.30	24.14 %
DPR2	0.30	37.44 %
RSP1	0.29	36.36 %
VKL1	0.23	27.01 %
HRR1	0.22	32.75 %
EDP1	0.13	22.12 %
KVP1	0.11	21.85 %
OML1	0.10	22.22 %
SGG1	0.09	12.61 %
PDR1	0.08	35.26 %
WZWH	0.05	36.17 %
Total	16.83	51.76 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	5.75	57.05 %
Gas-Stov	3.46	39.17 %
Grinder	3.26	43.89 %
In-Stove	1.98	75.86 %
Chimney	1.30	71.54 %
Small-Ap	0.32	16.94 %
Iron	0.26	34.40 %
Cook-Ele	0.11	77.28 %
Total	16.44	49.03 %

Branch *	MTD Sales L	Brand Share %
TNJ1	1.18	37.70 %
TNJ2	0.91	43.63 %
KUM1	0.89	38.06 %
TVR2	0.61	37.67 %
KIK1	0.51	33.96 %
TRY4	0.33	21.29 %
AYR1	0.31	42.17 %
KRN1	0.21	31.48 %
MSI1	0.13	24.65 %
APM1	0.12	24.19 %
NCK1	0.10	18.50 %
PBR1	0.09	26.61 %
TZSD	0.05	31.83 %
Total	16.44	49.03 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mixie	6.07	49.25 %
Gas-Stov	3.92	37.63 %
Grinder	2.96	28.92 %
In-Stove	0.69	49.06 %
Chimney	0.53	43.78 %
Iron	0.15	28.79 %
Small-Ap	0.13	5.78 %
Cook-Ele	0.08	100.00 %
Total	14.54	37.87 %

Branch *	MTD Sales L	Brand Share %
CH16	0.70	35.64 %
CH07	0.60	29.94 %
CH28	0.52	27.36 %
CH38	0.47	44.08 %
CH30	0.41	38.33 %
CH35	0.37	35.54 %
MRM1	0.35	29.00 %
GUD2	0.28	22.73 %
SKL1	0.25	28.97 %
CH22	0.23	20.91 %
CH39	0.22	22.38 %
CGL1	0.19	26.11 %
TKM1	0.17	26.33 %
CZWH	0.06	1.09 %
CH40		0.00 %
MC09		0.00 %
WHC3		0.00 %
Total	14.54	37.87 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	4.47	44.01 %
Gas-Stov	3.08	34.42 %
Grinder	2.55	43.70 %
Chimney	1.42	52.30 %
In-Stove	1.22	58.24 %
Small-Ap	0.18	15.04 %
Cook-Ele	0.08	100.00 %
Iron	0.06	7.80 %
Total	13.05	41.06 %

Branch *	MTD Sales L	Brand Share %
CBE2	1.07	32.08 %
KMR1	0.87	41.84 %
DPM2	0.42	38.41 %
TPR2	0.32	20.84 %
PDM1	0.32	38.94 %
CBE5	0.31	29.51 %
TPR3	0.27	23.27 %
KMD1	0.25	26.24 %
CBE6	0.25	16.87 %
ANR1	0.19	44.48 %
AVI1	0.18	18.19 %
KGM1	0.17	29.82 %
UMP1	0.14	21.21 %
KGI1	0.13	21.19 %
TPR4	0.11	14.30 %
SYM2	0.11	14.20 %
PPI1	0.06	10.71 %
Total	13.05	41.06 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	4.24	55.13 %
Gas-Stov	1.97	30.27 %
In-Stove	0.91	62.68 %
Grinder	0.76	21.41 %
Chimney	0.19	44.71 %
Cook-Ele	0.12	100.00 %
Small-Ap	0.12	11.68 %
Iron	0.11	22.94 %
Total	8.42	39.60 %

Branch *	MTD Sales L	Brand Share %
CH15	1.46	41.67 %
CH18	0.80	43.85 %
MJR1	0.35	37.84 %
CH17	0.35	33.08 %
CH44	0.28	33.08 %
CH24	0.24	19.90 %
CH21	0.21	28.75 %
CH34	0.18	16.63 %
CH36	0.17	32.39 %
CH33	0.11	18.55 %
PON1	0.09	20.53 %
UKI1	0.07	15.56 %
CH41	0.05	17.96 %
CH46	0.04	11.07 %
CH06	0.04	41.92 %
GPD1	0.04	12.21 %
CH23	0.03	18.20 %
CH31		0.00 %
MC05		0.00 %
Total	8.42	39.60 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	3.39	54.30 %
Gas-Stov	1.69	33.96 %
Chimney	1.05	54.05 %
Grinder	0.51	23.62 %
In-Stove	0.50	50.92 %
Iron	0.17	28.88 %
Cook-Ele	0.03	100.00 %
Small-Ap	0.02	2.85 %
Total	7.35	41.79 %

Branch *	MTD Sales L	Brand Share %
WJD1	0.33	41.44 %
AKM1	0.24	42.41 %
VSI1	0.23	34.95 %
ABR1	0.20	35.13 %
VNB1	0.18	27.28 %
PLR1	0.15	26.43 %
UGI1	0.10	23.86 %
CYR1	0.08	20.27 %
KPM1	0.08	25.81 %
PTU1	0.08	28.43 %
TRR1	0.07	5.93 %
ARC2	0.07	24.78 %
SLG1	0.03	5.97 %
CGM1	0.01	2.52 %
Total	7.35	41.79 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	2.44	40.01 %
Gas-Stov	1.62	33.70 %
Grinder	0.99	28.01 %
In-Stove	0.55	37.57 %
Iron	0.14	36.28 %
Cook-Ele	0.06	100.00 %
Total	5.80	32.74 %

Branch *	MTD Sales L	Brand Share %
POY2	0.50	27.16 %
CUD1	0.50	19.37 %
CDM1	0.44	19.67 %
POY1	0.43	20.30 %
VPM2	0.20	26.62 %
STP1	0.16	35.09 %
SJI2	0.16	35.83 %
PRT1	0.14	38.74 %
VPM1	0.12	37.88 %
TDM1	0.12	40.30 %
TVM2	0.08	23.98 %
ULP1	0.03	6.37 %
TVM1	0.02	12.76 %
MKM1	0.02	4.63 %
Total	5.80	32.74 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Mixie	0.54	58.37 %
Gas-Stov	0.19	21.13 %
Grinder	0.08	21.12 %
In-Stove	0.02	16.40 %
Iron	0.01	20.43 %
Total	0.84	29.11 %

Branch *	MTD Sales L	Brand Share %
TVP1	0.41	28.02 %
KLR1	0.25	39.63 %
PAS1	0.18	22.57 %
Total	0.84	29.11 %