

MTD Sales
158.99 L

Brand Share %
46.60 %

Information:

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

* Branch where in Brand Share % is less than Overall State's Brand Share **46.60 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	72.73	61.31 %
Gas-Stov	32.03	37.41 %
Grinder	29.14	37.03 %
Chimney	12.93	87.68 %
In-Stove	8.12	53.75 %
Iron	2.82	24.27 %
Cook-Ele	1.10	81.06 %
Small-Ap	0.13	0.82 %
Total	158.99	46.60 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	29.61	50.12 %
WEST-01	21.51	46.87 %
SOUTH-03	21.03	46.13 %
WEST-02	20.88	55.54 %
TRICHY-01	19.83	44.74 %
CHENNAI-01	16.06	41.56 %
SOUTH ARCOT	10.48	45.41 %
CHENNAI-02	10.21	38.07 %
NORTH ARCOT	8.66	48.05 %
KL-SOUTH	0.73	33.79 %
Total	158.99	46.60 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	12.15	63.63 %
Gas-Stov	6.80	43.97 %
Grinder	6.34	41.83 %
In-Stove	1.66	65.48 %
Chimney	1.66	93.99 %
Iron	0.73	33.33 %
Cook-Ele	0.26	100.00 %
Small-Ap	0.02	0.81 %
Total	29.61	50.12 %

Branch *	MTD Sales L	Brand Share %
VNR2	1.60	46.50 %
TVL1	1.54	39.54 %
MAR1	0.92	42.11 %
RND1	0.91	37.13 %
APK1	0.78	41.32 %
TKS1	0.65	21.10 %
TYI1	0.61	44.68 %
SVK1	0.56	34.34 %
TCN1	0.53	33.76 %
PKD1	0.52	39.44 %
ASM1	0.34	42.26 %
SDI1	0.29	40.21 %
KSM1	0.18	27.03 %
ERL1	0.11	33.32 %
ARM1	0.11	18.42 %
COL1	0.09	15.26 %
S2SD		0.00 %
Total	29.61	50.12 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	9.41	57.46 %
Gas-Stov	4.03	34.68 %
Chimney	3.47	88.19 %
Grinder	3.21	34.57 %
In-Stove	1.06	52.05 %
Iron	0.22	16.49 %
Cook-Ele	0.07	77.21 %
Small-Ap	0.04	3.56 %
Total	21.51	46.87 %

Branch *	MTD Sales L	Brand Share %
KMR1	1.92	37.85 %
SYM2	0.73	45.83 %
CBE6	0.59	43.92 %
TPR3	0.54	43.72 %
AVI1	0.43	32.58 %
TPR2	0.39	16.13 %
DPM2	0.38	24.19 %
KMD1	0.32	29.17 %
UMP1	0.31	29.24 %
KGI1	0.31	34.60 %
TPR4	0.20	33.47 %
PLI1	0.19	10.69 %
ANR1	0.09	39.59 %
GBM1	0.07	39.34 %
WZSD		0.00 %
Total	21.51	46.87 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	9.53	64.52 %
Grinder	4.70	39.91 %
Gas-Stov	3.68	32.02 %
Chimney	1.59	93.74 %
In-Stove	1.11	52.31 %
Iron	0.37	22.89 %
Cook-Ele	0.02	37.09 %
Small-Ap	0.02	1.01 %
Total	21.03	46.13 %

Branch *	MTD Sales L	Brand Share %
DGL1	1.93	42.41 %
MDU1	1.70	31.59 %
MDU6	0.89	41.46 %
CBM1	0.73	44.50 %
MDU5	0.73	45.90 %
PNI1	0.41	33.58 %
TDI1	0.41	41.20 %
DKI1	0.38	46.60 %
ADP1	0.31	34.48 %
KKD2	0.29	21.95 %
BTU1	0.23	37.90 %
BNR1	0.22	23.98 %
NKI1	0.17	30.83 %
PNV1	0.17	35.32 %
PKM1	0.16	34.03 %
CMR1	0.11	37.64 %
ODM1	0.09	8.50 %
TEN1	0.09	15.56 %
SZSD		0.00 %
Total	21.03	46.13 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	9.85	69.00 %
Gas-Stov	4.55	48.63 %
Grinder	2.75	41.07 %
Chimney	2.40	95.78 %
In-Stove	0.85	47.57 %
Iron	0.28	21.54 %
Cook-Ele	0.18	100.00 %
Small-Ap	0.02	1.43 %
Total	20.88	55.54 %

Branch *	MTD Sales L	Brand Share %
SLM1	1.06	40.10 %
ATU1	0.51	28.62 %
TRM1	0.51	43.96 %
DPR2	0.38	34.78 %
APN1	0.35	46.58 %
MCR1	0.31	31.65 %
SGG1	0.26	42.35 %
OML1	0.24	30.53 %
KVP1	0.18	22.90 %
HRR1	0.14	15.17 %
PDR1	0.14	36.41 %
TCG1	0.08	27.16 %
EDP1	0.04	10.76 %
WZWH		0.00 %
Total	20.88	55.54 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	8.66	57.75 %
Grinder	5.02	39.08 %
Gas-Stov	2.97	31.93 %
In-Stove	1.41	53.65 %
Chimney	1.20	91.86 %
Iron	0.41	32.06 %
Cook-Ele	0.16	67.28 %
Total	19.83	44.74 %

Branch *	MTD Sales L	Brand Share %
KUM1	1.40	36.63 %
TNJ2	1.26	38.67 %
TNJ1	1.03	30.54 %
TVR2	0.77	38.72 %
MVM1	0.74	19.88 %
JKM1	0.56	37.85 %
TTP1	0.35	42.04 %
MSI1	0.29	42.72 %
PDK1	0.29	37.60 %
NCK1	0.27	26.30 %
NMM1	0.26	36.74 %
AYR1	0.26	45.21 %
PBR1	0.24	34.68 %
APM1	0.05	5.06 %
TZSD		0.00 %
Total	19.83	44.74 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mixie	7.05	60.08 %
Gas-Stov	4.49	43.45 %
Grinder	2.48	25.84 %
Chimney	1.13	69.51 %
In-Stove	0.51	46.82 %
Iron	0.23	22.11 %
Cook-Ele	0.16	72.23 %
Small-Ap	0.02	0.70 %
Total	16.06	41.56 %

Branch *	MTD Sales L	Brand Share %
CH16	1.01	38.37 %
CH05	0.91	43.06 %
CH42	0.86	32.94 %
CH07	0.77	32.26 %
CH28	0.75	35.88 %
GUD1	0.59	45.74 %
CH39	0.54	43.24 %
CH35	0.35	30.15 %
TKM1	0.24	38.46 %
MRM1	0.22	20.25 %
CH38	0.21	15.11 %
CGL1	0.19	45.20 %
CH29	0.09	20.82 %
CZWH	0.09	5.00 %
GUD2	0.07	8.13 %
CH26	0.05	11.44 %
CH40		0.00 %
KNR1		0.00 %
MC10		0.00 %
WHC3		0.00 %
Total	16.06	41.56 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	5.23	60.49 %
Grinder	2.18	38.90 %
Gas-Stov	1.34	27.34 %
Chimney	0.76	87.76 %
In-Stove	0.58	54.97 %
Iron	0.29	31.71 %
Cook-Ele	0.11	72.40 %
Total	10.48	45.41 %

Branch *	MTD Sales L	Brand Share %
CUD1	1.22	36.36 %
POY2	0.86	40.42 %
POY1	0.84	24.96 %
ULP1	0.48	38.18 %
CDM1	0.41	23.10 %
TRK1	0.33	39.79 %
VPM2	0.18	20.87 %
MKM1	0.10	23.97 %
TVM1	0.06	33.87 %
Total	10.48	45.41 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	5.38	52.57 %
Gas-Stov	2.07	28.07 %
Grinder	1.61	29.97 %
Chimney	0.55	71.69 %
In-Stove	0.30	35.97 %
Iron	0.17	21.55 %
Cook-Ele	0.12	100.00 %
Total	10.21	38.07 %

Branch *	MTD Sales L	Brand Share %
CH18	1.03	42.79 %
CH03	0.71	29.16 %
CH44	0.33	40.88 %
CH41	0.30	40.77 %
CH09	0.30	39.89 %
PON1	0.24	31.20 %
CH33	0.19	19.54 %
CH21	0.18	16.32 %
CH24	0.16	11.93 %
MJR1	0.16	15.55 %
CH17	0.11	32.51 %
CH34	0.11	8.46 %
CH20	0.05	4.94 %
CH23	0.04	30.61 %
CH31	0.03	10.41 %
CH01		0.00 %
Total	10.21	38.07 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	5.18	66.50 %
Gas-Stov	1.98	37.79 %
Grinder	0.69	36.93 %
In-Stove	0.49	60.74 %
Chimney	0.19	62.70 %
Iron	0.11	10.46 %
Cook-Ele	0.03	58.12 %
Total	8.66	48.05 %

Branch *	MTD Sales L	Brand Share %
TRR1	0.57	34.29 %
KPM2	0.53	39.62 %
WJD1	0.40	42.19 %
TRT1	0.33	46.08 %
SLG1	0.29	40.23 %
VSI1	0.25	35.63 %
CPT1	0.18	37.41 %
KPM1	0.17	21.46 %
ABR1	0.16	25.34 %
PLR1	0.13	27.60 %
WJP1	0.13	33.96 %
ARC2	0.10	39.48 %
CYR1	0.10	30.93 %
PTU1	0.04	22.27 %
GDM1	0.04	30.15 %
Total	8.66	48.05 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Mixie	0.29	40.98 %
Grinder	0.18	32.91 %
In-Stove	0.14	72.97 %
Gas-Stov	0.12	22.40 %
Iron	0.01	12.16 %
Total	0.73	33.79 %

Branch *	MTD Sales L	Brand Share %
TVP1	0.59	37.46 %
PAS1	0.15	24.29 %
Total	0.73	33.79 %