

MTD Sales
165.98 L

Brand Share %
46.76 %

Information:

MTD : 01-09-2025 To 08-09-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **46.76 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	72.87	63.40 %
Gas-Stov	38.94	39.04 %
Grinder	26.18	36.21 %
Chimney	14.09	94.09 %
In-Stove	9.64	51.77 %
Iron	3.08	26.22 %
Cook-Ele	1.02	83.57 %
Small-Ap	0.17	0.79 %
Total	165.98	46.76 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	33.92	51.01 %
SOUTH-03	25.79	51.32 %
CHENNAI-01	20.02	39.37 %
WEST-02	19.40	57.56 %
WEST-01	17.95	42.67 %
TRICHY-01	17.42	47.89 %
NORTH ARCOT	9.70	49.21 %
SOUTH ARCOT	9.58	44.16 %
CHENNAI-02	8.68	36.09 %
KL-SOUTH	3.50	36.12 %
Total	165.98	46.76 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	14.98	67.51 %
Gas-Stov	7.13	39.81 %
Grinder	6.22	41.90 %
Chimney	2.47	88.33 %
In-Stove	2.24	62.20 %
Iron	0.70	30.13 %
Cook-Ele	0.15	83.93 %
Small-Ap	0.04	1.62 %
Total	33.92	51.01 %

Branch *	MTD Sales L	Brand Share %
TVL1	1.65	45.43 %
MAR1	1.17	41.85 %
TCN1	1.03	45.05 %
RND1	0.96	41.16 %
TKS2	0.90	41.81 %
VNR2	0.86	31.56 %
TKS1	0.69	26.25 %
ERL2	0.52	29.26 %
APK1	0.46	36.36 %
ASM1	0.46	45.39 %
SKD1	0.31	31.91 %
PKD1	0.28	37.93 %
KSM1	0.25	39.65 %
APK2	0.24	36.98 %
TVL2	0.12	44.24 %
Total	33.92	51.01 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	11.47	70.26 %
Gas-Stov	6.15	42.15 %
Grinder	4.45	39.24 %
Chimney	1.78	95.25 %
In-Stove	1.29	57.79 %
Iron	0.50	34.15 %
Cook-Ele	0.15	100.00 %
Total	25.79	51.32 %

Branch *	MTD Sales L	Brand Share %
MDU1	2.23	32.05 %
DGL1	1.90	44.05 %
KKD2	0.56	32.82 %
DGL2	0.48	45.50 %
MDU3	0.37	37.21 %
BNR1	0.36	38.34 %
ODM1	0.25	23.95 %
BTU1	0.17	36.56 %
PKM1	0.16	42.83 %
PNI1	0.10	29.82 %
TEN1	0.10	13.14 %
ADP1	0.06	11.45 %
Total	25.79	51.32 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mixie	9.55	70.51 %
Gas-Stov	5.37	39.53 %
Grinder	2.75	26.71 %
Chimney	0.99	100.00 %
In-Stove	0.89	47.27 %
Iron	0.32	26.38 %
Cook-Ele	0.10	50.12 %
Small-Ap	0.04	0.48 %
Total	20.02	39.37 %

Branch *	MTD Sales L	Brand Share %
CH28	0.99	36.59 %
CH42	0.96	34.89 %
CH22	0.77	45.54 %
CH38	0.51	40.90 %
CH07	0.43	21.52 %
CH39	0.39	22.34 %
TKM1	0.37	33.83 %
GUD2	0.26	19.61 %
CH35	0.17	25.56 %
MRM1	0.15	13.27 %
KNR1	0.14	29.43 %
CH26	0.14	34.25 %
CGL1	0.13	32.31 %
CZWH		0.00 %
WHC3		0.00 %
Total	20.02	39.37 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	7.59	64.89 %
Gas-Stov	4.47	49.66 %
Chimney	3.16	100.00 %
Grinder	2.18	47.77 %
In-Stove	1.60	57.03 %
Iron	0.29	27.80 %
Cook-Ele	0.11	83.94 %
Total	19.40	57.56 %

Branch *	MTD Sales L	Brand Share %
SLM1	1.16	45.81 %
ERD2	0.97	43.48 %
ATU1	0.55	42.93 %
ERD1	0.46	46.31 %
VKL1	0.37	36.86 %
CMI1	0.26	43.85 %
HRR1	0.25	39.33 %
PDR1	0.22	43.45 %
PMP1	0.19	26.55 %
RSP1	0.19	29.31 %
EDP1	0.13	32.06 %
PLC1	0.10	18.93 %
MCR1	0.07	8.16 %
SGG1	0.07	23.41 %
Total	19.40	57.56 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	7.55	57.14 %
Gas-Stov	4.68	35.17 %
Grinder	2.32	30.53 %
Chimney	2.09	81.67 %
In-Stove	0.99	39.29 %
Iron	0.19	12.04 %
Cook-Ele	0.12	85.23 %
Small-Ap	0.02	1.47 %
Total	17.95	42.67 %

Branch *	MTD Sales L	Brand Share %
KMR1	1.21	29.72 %
CBE2	0.98	21.88 %
CBE6	0.87	33.01 %
TPR3	0.68	43.49 %
SUL1	0.59	38.36 %
CBE5	0.48	28.88 %
KMD1	0.46	27.16 %
DPM2	0.39	27.20 %
CBE3	0.34	31.75 %
PLI1	0.28	16.85 %
SYM2	0.21	36.08 %
ANR1	0.20	36.56 %
TPR4	0.17	35.22 %
PDM1	0.16	22.56 %
GBM1	0.16	38.01 %
KGI1	0.15	40.96 %
AVI1	0.14	14.94 %
GDR1	0.02	11.14 %
Total	17.95	42.67 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	6.82	57.52 %
Gas-Stov	4.01	40.09 %
Grinder	3.97	46.64 %
Chimney	1.06	100.00 %
In-Stove	1.03	53.44 %
Iron	0.39	35.01 %
Cook-Ele	0.13	100.00 %
Small-Ap	0.02	1.22 %
Total	17.42	47.89 %

Branch *	MTD Sales L	Brand Share %
MVM1	1.31	44.34 %
KIK1	0.95	35.71 %
TNJ1	0.94	35.73 %
TVR2	0.92	39.75 %
KUM1	0.58	27.47 %
TYR1	0.54	43.87 %
PDK1	0.38	37.32 %
MSI1	0.24	40.25 %
ORU1	0.19	29.77 %
NCK1	0.18	23.15 %
KRN1	0.08	20.61 %
APM1	0.03	5.44 %
Total	17.42	47.89 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	4.83	68.06 %
Gas-Stov	1.98	31.40 %
Chimney	1.14	100.00 %
Grinder	1.07	41.20 %
In-Stove	0.44	49.98 %
Iron	0.18	20.48 %
Cook-Ele	0.04	100.00 %
Small-Ap	0.02	2.57 %
Total	9.70	49.21 %

Branch *	MTD Sales L	Brand Share %
KPM2	0.89	40.65 %
TRR1	0.56	43.26 %
AKM1	0.37	46.44 %
WJD1	0.37	40.80 %
CYR1	0.25	40.26 %
KPM1	0.18	31.54 %
CGM1	0.17	36.51 %
GDM1	0.14	28.00 %
WJP1	0.06	40.60 %
ABR1	0.05	11.29 %
UGI1		0.00 %
Total	9.70	49.21 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	3.94	54.76 %
Gas-Stov	2.14	38.14 %
Grinder	1.69	31.72 %
Chimney	0.96	100.00 %
In-Stove	0.45	51.56 %
Iron	0.23	25.21 %
Cook-Ele	0.17	100.00 %
Total	9.58	44.16 %

Branch *	MTD Sales L	Brand Share %
CUD1	1.02	36.16 %
POY1	1.01	34.72 %
NVL2	0.76	44.44 %
KML1	0.35	46.40 %
VPM1	0.31	46.02 %
VPM2	0.28	22.63 %
ULP1	0.22	16.80 %
TVM1	0.18	36.78 %
CDM1	0.12	10.93 %
MKM1	0.11	20.27 %
Total	9.58	44.16 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	4.07	49.40 %
Gas-Stov	2.36	35.30 %
Grinder	0.97	19.04 %
In-Stove	0.54	40.42 %
Chimney	0.43	100.00 %
Iron	0.22	24.12 %
Cook-Ele	0.05	100.00 %
Small-Ap	0.02	1.77 %
Total	8.68	36.09 %

Branch *	MTD Sales L	Brand Share %
CH15	0.75	27.95 %
CH18	0.62	30.94 %
CH03	0.58	36.52 %
CH34	0.53	30.09 %
CH20	0.41	28.44 %
CH21	0.34	25.67 %
CH36	0.26	42.35 %
CH41	0.24	21.42 %
CH44	0.20	31.10 %
CH17	0.19	46.66 %
CH24	0.15	14.22 %
CH09	0.14	24.94 %
CH33	0.14	20.28 %
GPD1	0.12	27.70 %
CH46	0.11	36.08 %
PON1	0.11	22.96 %
MJR1	0.10	9.58 %
CH32	0.06	30.98 %
Total	8.68	36.09 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Mixie	2.06	57.68 %
Gas-Stov	0.65	23.65 %
Grinder	0.55	26.47 %
In-Stove	0.18	30.92 %
Iron	0.06	19.25 %
Total	3.50	36.12 %

Branch *	MTD Sales L	Brand Share %
PAS1	0.55	24.31 %
KLR1	0.37	18.47 %
Total	3.50	36.12 %