

MTD Sales
157.67 L

Brand Share %
41.55 %

Information:

MTD : 01-10-2025 To 08-10-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **41.55 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	69.15	56.07 %
Gas-Stov	35.11	36.63 %
Grinder	26.99	34.26 %
Chimney	14.61	77.02 %
In-Stove	8.26	47.07 %
Iron	2.40	21.57 %
Cook-Ele	1.48	84.66 %
Acces-SA	-0.04	100.00 %
Small-Ap	-0.07	-0.52 %
Cook-Pre	-0.22	-1.13 %
Total	157.67	41.55 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	26.39	42.83 %
SOUTH-03	25.62	45.50 %
CHENNAI-01	21.18	43.50 %
WEST-02	18.60	46.78 %
TRICHY-01	17.55	40.29 %
WEST-01	15.75	36.15 %
CHENNAI-02	11.44	33.86 %
SOUTH ARCOT	10.14	39.57 %
NORTH ARCOT	10.09	43.20 %
KL-SOUTH	0.91	28.36 %
Total	157.67	41.55 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	11.80	59.61 %
Gas-Stov	5.54	35.29 %
Grinder	5.37	38.84 %
In-Stove	1.67	56.05 %
Chimney	1.16	87.67 %
Iron	0.50	25.00 %
Cook-Ele	0.39	86.77 %
Acces-SA	-0.01	100.00 %
Small-Ap	-0.02	-1.14 %
Total	26.39	42.83 %

Branch *	MTD Sales L	Brand Share %
TVL1	1.77	38.28 %
NGR1	1.19	27.17 %
VNR2	0.86	24.06 %
TCN1	0.67	33.50 %
TYI1	0.67	33.48 %
TKS1	0.59	17.74 %
MAR1	0.51	31.19 %
RND1	0.44	25.36 %
ARM1	0.34	31.88 %
ASM1	0.26	31.96 %
UDN1	0.24	35.68 %
APK2	0.18	22.71 %
SDI1	0.16	30.32 %
COL1	0.12	19.15 %
Total	26.39	42.83 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	11.77	64.00 %
Grinder	5.08	38.19 %
Gas-Stov	4.54	36.93 %
Chimney	2.78	78.43 %
In-Stove	0.84	41.95 %
Iron	0.44	23.64 %
Cook-Ele	0.15	75.62 %
Small-Ap	0.03	1.43 %
Total	25.62	45.50 %

Branch *	MTD Sales L	Brand Share %
DGL1	2.49	36.33 %
MDU1	1.62	31.70 %
ATG1	0.63	39.41 %
MDU3	0.57	35.73 %
TEN1	0.53	37.98 %
CBM1	0.53	39.36 %
BNR1	0.47	36.50 %
NKI1	0.25	24.36 %
MLR1	0.25	31.90 %
PKM1	0.23	38.78 %
DGL2	0.18	12.18 %
ODM1	0.17	21.55 %
MDU6	0.13	39.18 %
MNM1	0.11	26.94 %
CMR1	0.11	14.90 %
KKD2	0.09	17.75 %
KPT1	0.07	12.63 %
MDU4	0.05	5.48 %
ADP1	0.04	7.35 %
Total	25.62	45.50 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mixie	9.17	57.88 %
Gas-Stov	5.97	43.24 %
Grinder	2.89	29.03 %
Chimney	1.33	75.99 %
In-Stove	1.32	60.66 %
Iron	0.25	23.26 %
Cook-Ele	0.25	92.47 %
Total	21.18	43.50 %

Branch *	MTD Sales L	Brand Share %
CH16	1.10	32.41 %
CH42	1.00	34.86 %
CH07	0.86	29.39 %
GUD1	0.83	37.46 %
CH45	0.78	37.54 %
CH39	0.63	34.10 %
CH28	0.61	31.69 %
MRM1	0.50	29.56 %
TKM1	0.42	37.04 %
CH30	0.38	19.46 %
CH35	0.31	33.99 %
GUD2	0.21	16.19 %
SKL1	0.20	20.59 %
AVD1	0.11	34.64 %
KNR1	0.04	9.42 %
CZWH		0.00 %
MC09		0.00 %
Total	21.18	43.50 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	7.92	57.79 %
Gas-Stov	4.58	46.01 %
Chimney	2.80	80.77 %
Grinder	2.24	39.69 %
In-Stove	0.89	43.72 %
Iron	0.21	18.64 %
Cook-Ele	0.03	100.00 %
Small-Ap	-0.01	-1.06 %
Acces-SA	-0.02	100.00 %
Cook-Pre	-0.03	-1.18 %
Total	18.60	46.78 %

Branch *	MTD Sales L	Brand Share %
SLM1	1.52	40.38 %
HSR2	1.10	41.41 %
PMP1	0.38	32.69 %
KVP1	0.35	30.79 %
MCR1	0.25	17.50 %
DPR2	0.24	21.49 %
VKL1	0.24	41.13 %
CMI1	0.23	38.88 %
PLC1	0.23	29.16 %
SGG1	0.20	24.56 %
OML1	0.20	22.28 %
TRM1	0.19	16.56 %
EDP1	0.16	23.37 %
HRR1	0.13	14.65 %
TCG1	0.08	31.38 %
Total	18.60	46.78 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	6.63	55.02 %
Gas-Stov	4.90	39.88 %
Grinder	3.96	36.67 %
In-Stove	1.30	47.35 %
Chimney	0.44	44.04 %
Iron	0.18	21.12 %
Cook-Ele	0.15	65.67 %
Small-Ap		-0.07 %
Cook-Pre	-0.01	-0.51 %
Total	17.55	40.29 %

Branch *	MTD Sales L	Brand Share %
TNJ1	1.16	29.27 %
MVM1	1.11	27.36 %
KUM1	0.91	28.31 %
TVR2	0.85	26.85 %
KIK1	0.70	39.08 %
ORU1	0.39	31.66 %
NMM1	0.30	39.04 %
TTP1	0.28	33.62 %
PBR1	0.19	40.52 %
KRN1	0.19	31.17 %
AYR1	0.15	38.18 %
TRY2	0.14	36.88 %
MSI1	0.14	29.57 %
NCK1	0.11	25.70 %
APM1	0.03	5.79 %
Total	17.55	40.29 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	6.46	46.41 %
Chimney	3.35	84.00 %
Gas-Stov	2.99	29.72 %
Grinder	2.57	28.42 %
In-Stove	0.37	22.29 %
Iron	0.22	14.91 %
Cook-Ele	0.05	72.30 %
Acces-SA	-0.01	100.00 %
Small-Ap	-0.06	-5.00 %
Cook-Pre	-0.18	-8.04 %
Total	15.75	36.15 %

Branch *	MTD Sales L	Brand Share %
KMR1	1.82	40.86 %
CBE2	1.78	26.98 %
MPM1	0.86	37.03 %
PLI1	0.76	33.30 %
AVI1	0.63	37.91 %
CBE3	0.34	36.45 %
KGI1	0.32	40.83 %
CBE5	0.29	16.02 %
DPM2	0.27	26.60 %
TPR3	0.23	14.27 %
CBE6	0.22	11.40 %
GBM1	0.20	32.41 %
PPI1	0.19	20.77 %
CNR1	0.19	29.70 %
SYM2	0.09	11.26 %
UMP1	0.07	25.20 %
Total	15.75	36.15 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	5.07	44.93 %
Gas-Stov	2.66	29.59 %
Grinder	1.48	22.09 %
Chimney	1.06	60.45 %
In-Stove	0.73	49.63 %
Cook-Ele	0.23	100.00 %
Iron	0.20	21.03 %
Total	11.44	33.86 %

Branch *	MTD Sales L	Brand Share %
CH15	1.53	35.12 %
CH24	0.52	28.54 %
CH09	0.38	36.42 %
CH46	0.24	39.78 %
PON1	0.24	21.47 %
CH20	0.22	18.11 %
MJR1	0.21	9.10 %
CH27	0.18	31.83 %
CH41	0.14	11.46 %
CH36	0.14	34.35 %
CH33	0.14	14.78 %
UKI1	0.12	36.32 %
GPD1	0.12	34.69 %
CH44	0.06	10.10 %
CH34	0.02	0.99 %
CH01		0.00 %
CH32		0.00 %
MC06		0.00 %
Total	11.44	33.86 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	4.68	54.05 %
Gas-Stov	2.05	35.41 %
Grinder	2.01	32.55 %
Chimney	0.60	100.00 %
In-Stove	0.43	38.73 %
Iron	0.27	29.09 %
Cook-Ele	0.10	83.39 %
Total	10.14	39.57 %

Branch *	MTD Sales L	Brand Share %
POY1	0.97	29.53 %
CUD1	0.83	24.39 %
KML1	0.49	35.42 %
TRK1	0.46	40.89 %
TDM1	0.37	39.36 %
STP1	0.34	40.61 %
SJI2	0.33	29.14 %
VPM2	0.31	29.42 %
TVM1	0.25	39.49 %
VCM1	0.10	24.52 %
CDM1	0.10	9.64 %
MKM1	0.07	16.55 %
Total	10.14	39.57 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	5.04	58.57 %
Gas-Stov	1.77	27.90 %
Grinder	1.29	50.82 %
Chimney	1.09	70.53 %
In-Stove	0.66	56.00 %
Cook-Ele	0.12	85.86 %
Iron	0.12	16.91 %
Total	10.09	43.20 %

Branch *	MTD Sales L	Brand Share %
CPT1	0.40	40.51 %
KPM1	0.38	41.08 %
VEL1	0.37	35.04 %
TRR1	0.33	18.17 %
WJD1	0.22	19.46 %
SLG1	0.19	38.94 %
CGM1	0.16	36.37 %
AKM1	0.12	29.07 %
ABR1	0.12	11.67 %
UGI1	0.12	27.01 %
CYR1	0.10	13.39 %
PTU1	0.05	13.38 %
Total	10.09	43.20 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Mixie	0.62	56.94 %
Gas-Stov	0.11	17.81 %
Grinder	0.11	13.39 %
In-Stove	0.05	26.29 %
Iron	0.01	6.68 %
Total	0.91	28.36 %

Branch *	MTD Sales L	Brand Share %
PAS1	0.36	39.26 %
TVP1	0.31	20.27 %
KLR1	0.23	31.57 %
Total	0.91	28.36 %