

MTD Sales  
160.93 L

Brand Share %  
44.89 %

Information:

MTD : 01-11-2025 To 08-11-2025

\* Branch where in Brand Share % is less than Overall State's Brand Share **44.89 %** are only listed below

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Mixie    | 71.55       | 59.11 %       |
| Gas-Stov | 35.30       | 37.41 %       |
| Grinder  | 28.92       | 36.69 %       |
| Chimney  | 10.84       | 62.62 %       |
| In-Stove | 10.51       | 51.02 %       |
| Iron     | 2.43        | 23.36 %       |
| Cook-Ele | 1.19        | 81.10 %       |
| Small-Ap | 0.20        | 1.35 %        |
| Total    | 160.93      | 44.89 %       |

| Sales Zone  | MTD Sales L | Brand Share % |
|-------------|-------------|---------------|
| SOUTH-01    | 27.29       | 48.62 %       |
| SOUTH-03    | 22.53       | 45.74 %       |
| CHENNAI-01  | 21.30       | 45.49 %       |
| TRICHY-01   | 21.16       | 49.27 %       |
| WEST-02     | 21.01       | 50.29 %       |
| WEST-01     | 18.25       | 44.53 %       |
| CHENNAI-02  | 12.47       | 35.56 %       |
| SOUTH ARCOT | 8.20        | 35.94 %       |
| NORTH ARCOT | 7.15        | 38.60 %       |
| KL-SOUTH    | 1.56        | 37.49 %       |
| Total       | 160.93      | 44.89 %       |

## SOUTH-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Mixie    | 11.82       | 61.78 %       |
| Grinder  | 6.49        | 49.56 %       |
| Gas-Stov | 5.48        | 38.29 %       |
| In-Stove | 1.56        | 52.78 %       |
| Chimney  | 1.08        | 70.56 %       |
| Iron     | 0.52        | 24.63 %       |
| Cook-Ele | 0.26        | 80.94 %       |
| Small-Ap | 0.09        | 3.21 %        |
| Total    | 27.29       | 48.62 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| KVT1     | 2.00        | 43.09 %       |
| TVL1     | 1.48        | 40.07 %       |
| VNR2     | 1.09        | 32.58 %       |
| NGR1     | 1.05        | 37.99 %       |
| MAR1     | 0.84        | 42.05 %       |
| RND1     | 0.54        | 31.61 %       |
| APK2     | 0.46        | 41.74 %       |
| TYI1     | 0.42        | 42.35 %       |
| TKS1     | 0.40        | 17.67 %       |
| SDI1     | 0.30        | 39.82 %       |
| KSM1     | 0.16        | 23.65 %       |
| COL1     | 0.09        | 27.98 %       |
| ARM1     | 0.09        | 11.13 %       |
| ASM1     | 0.03        | 8.30 %        |
| S2SD     |             | 0.00 %        |
| Total    | 27.29       | 48.62 %       |

### SOUTH-03

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Mixie    | 9.69        | 58.00 %       |
| Grinder  | 5.44        | 41.16 %       |
| Gas-Stov | 4.35        | 36.72 %       |
| In-Stove | 1.47        | 52.18 %       |
| Chimney  | 1.07        | 74.15 %       |
| Iron     | 0.33        | 28.66 %       |
| Cook-Ele | 0.18        | 72.01 %       |
| Total    | 22.53       | 45.74 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| MDU1     | 2.04        | 32.21 %       |
| MDU6     | 1.56        | 36.61 %       |
| MDU2     | 1.41        | 44.48 %       |
| DGL1     | 0.93        | 36.22 %       |
| MDU5     | 0.82        | 44.39 %       |
| ATG1     | 0.54        | 44.01 %       |
| MDU3     | 0.43        | 32.58 %       |
| MDU4     | 0.32        | 36.27 %       |
| BNR1     | 0.31        | 36.07 %       |
| DKI1     | 0.31        | 44.44 %       |
| DGL2     | 0.28        | 20.30 %       |
| SGP1     | 0.27        | 44.22 %       |
| CMR1     | 0.24        | 41.40 %       |
| PKM1     | 0.19        | 38.73 %       |
| ADP1     | 0.18        | 14.96 %       |
| KPT1     | 0.15        | 24.49 %       |
| BTU1     | 0.12        | 22.53 %       |
| MNM1     | 0.11        | 38.91 %       |
| TEN1     | 0.05        | 5.01 %        |
| SZSD     | 0.03        | 20.82 %       |
| ODM1     | 0.01        | 2.40 %        |
| Total    | 22.53       | 45.74 %       |

### CHENNAI-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Mixie    | 8.96        | 64.44 %       |
| Gas-Stov | 5.71        | 44.12 %       |
| Grinder  | 3.85        | 29.74 %       |
| Chimney  | 1.27        | 68.95 %       |
| In-Stove | 1.04        | 49.35 %       |
| Iron     | 0.29        | 24.34 %       |
| Cook-Ele | 0.15        | 78.64 %       |
| Small-Ap | 0.04        | 2.56 %        |
| Total    | 21.30       | 45.49 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CH08     | 1.71        | 43.43 %       |
| CH16     | 1.61        | 44.62 %       |
| CH28     | 0.72        | 37.87 %       |
| CH07     | 0.71        | 29.12 %       |
| CH30     | 0.44        | 32.81 %       |
| CH39     | 0.38        | 16.45 %       |
| AVD1     | 0.35        | 37.21 %       |
| CH35     | 0.32        | 33.90 %       |
| CGL1     | 0.22        | 33.89 %       |
| MRM1     | 0.21        | 16.99 %       |
| GUD2     | 0.20        | 15.53 %       |
| CH26     | 0.17        | 40.01 %       |
| TKM1     | 0.13        | 22.10 %       |
| WHC3     |             | 0.00 %        |
| Total    | 21.30       | 45.49 %       |

## TRICHY-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Mixie    | 8.66        | 61.53 %       |
| Gas-Stov | 4.64        | 42.27 %       |
| Grinder  | 4.28        | 41.84 %       |
| In-Stove | 1.86        | 59.70 %       |
| Chimney  | 1.22        | 88.50 %       |
| Iron     | 0.30        | 26.87 %       |
| Cook-Ele | 0.21        | 75.85 %       |
| Total    | 21.16       | 49.27 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| MVM1     | 1.38        | 36.34 %       |
| KUM1     | 1.37        | 38.49 %       |
| TNJ1     | 0.98        | 37.56 %       |
| TNJ2     | 0.83        | 44.42 %       |
| TRY4     | 0.44        | 25.33 %       |
| KRN1     | 0.27        | 41.25 %       |
| MSI1     | 0.26        | 34.68 %       |
| ORU1     | 0.20        | 33.08 %       |
| PBR1     | 0.20        | 42.74 %       |
| TTP1     | 0.12        | 19.07 %       |
| NCK1     | 0.09        | 16.70 %       |
| APM1     | 0.03        | 5.73 %        |
| TRY2     | 0.03        | 33.09 %       |
| Total    | 21.16       | 49.27 %       |

## WEST-02

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Mixie    | 9.60        | 65.01 %       |
| Gas-Stov | 4.92        | 43.63 %       |
| Grinder  | 2.50        | 37.05 %       |
| Chimney  | 2.23        | 58.30 %       |
| In-Stove | 1.47        | 53.74 %       |
| Iron     | 0.24        | 24.33 %       |
| Cook-Ele | 0.03        | 100.00 %      |
| Small-Ap | 0.02        | 1.52 %        |
| Total    | 21.01       | 50.29 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| SLM1     | 1.41        | 32.81 %       |
| HSR2     | 1.12        | 40.67 %       |
| OML1     | 0.44        | 36.55 %       |
| TRM1     | 0.37        | 29.07 %       |
| KVP1     | 0.32        | 28.48 %       |
| BMD1     | 0.29        | 35.14 %       |
| MCR1     | 0.29        | 20.05 %       |
| TCG1     | 0.26        | 39.94 %       |
| VKL1     | 0.24        | 38.19 %       |
| PMP1     | 0.23        | 36.45 %       |
| KMM1     | 0.19        | 38.53 %       |
| PLC1     | 0.19        | 15.83 %       |
| SGI1     | 0.15        | 31.49 %       |
| HRR1     | 0.14        | 16.97 %       |
| EDP1     | 0.14        | 18.22 %       |
| DPR2     | 0.12        | 15.36 %       |
| SGG1     | 0.09        | 20.08 %       |
| Total    | 21.01       | 50.29 %       |

## WEST-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Mixie    | 7.47        | 58.94 %       |
| Gas-Stov | 4.06        | 35.44 %       |
| Chimney  | 2.62        | 68.43 %       |
| Grinder  | 2.59        | 31.91 %       |
| In-Stove | 1.26        | 57.24 %       |
| Iron     | 0.14        | 12.27 %       |
| Cook-Ele | 0.08        | 100.00 %      |
| Small-Ap | 0.02        | 1.53 %        |
| Total    | 18.25       | 44.53 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CBE2     | 2.31        | 39.73 %       |
| CBE4     | 1.16        | 42.61 %       |
| MPM1     | 0.87        | 41.10 %       |
| CBE6     | 0.60        | 32.45 %       |
| DPM2     | 0.54        | 34.38 %       |
| CBE5     | 0.47        | 30.10 %       |
| AVI1     | 0.46        | 36.23 %       |
| PLI1     | 0.32        | 20.11 %       |
| TPR3     | 0.29        | 24.00 %       |
| PPI1     | 0.21        | 24.20 %       |
| PDM1     | 0.20        | 19.45 %       |
| KGI1     | 0.13        | 36.56 %       |
| SYM2     | 0.09        | 11.54 %       |
| CNR1     | 0.09        | 16.49 %       |
| TPR4     | 0.08        | 10.72 %       |
| WHCB     |             | 0.00 %        |
| Total    | 18.25       | 44.53 %       |

## CHENNAI-02

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Mixie    | 6.29        | 49.31 %       |
| Gas-Stov | 2.45        | 28.08 %       |
| Grinder  | 1.89        | 27.48 %       |
| In-Stove | 0.79        | 44.43 %       |
| Chimney  | 0.73        | 32.26 %       |
| Iron     | 0.20        | 22.22 %       |
| Cook-Ele | 0.11        | 100.00 %      |
| Total    | 12.47       | 35.56 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CH15     | 1.32        | 26.91 %       |
| CH20     | 0.79        | 41.72 %       |
| CH17     | 0.70        | 41.20 %       |
| CH24     | 0.61        | 23.60 %       |
| CH41     | 0.43        | 34.14 %       |
| CH33     | 0.41        | 24.97 %       |
| MJR1     | 0.26        | 19.23 %       |
| CH34     | 0.17        | 8.82 %        |
| CH23     | 0.15        | 30.06 %       |
| CH36     | 0.14        | 18.41 %       |
| UKI1     | 0.12        | 32.89 %       |
| CH44     | 0.11        | 12.34 %       |
| GPD1     | 0.09        | 15.01 %       |
| CH46     | 0.08        | 14.50 %       |
| PON1     | 0.07        | 16.10 %       |
| CH31     | 0.04        | 20.22 %       |
| CH32     | 0.04        | 13.55 %       |
| MC06     |             | 0.00 %        |
| Total    | 12.47       | 35.56 %       |

## SOUTH ARCOT

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Mixie    | 4.12        | 51.06 %       |
| Gas-Stov | 1.73        | 29.82 %       |
| Grinder  | 1.21        | 24.01 %       |
| In-Stove | 0.56        | 32.14 %       |
| Chimney  | 0.26        | 61.25 %       |
| Iron     | 0.17        | 28.10 %       |
| Cook-Ele | 0.13        | 86.28 %       |
| Small-Ap | 0.02        | 2.28 %        |
| Total    | 8.20        | 35.94 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CUD1     | 1.02        | 28.43 %       |
| POY1     | 0.95        | 36.33 %       |
| POY2     | 0.91        | 43.94 %       |
| KML1     | 0.34        | 33.72 %       |
| ULP1     | 0.34        | 36.35 %       |
| VPM2     | 0.31        | 25.44 %       |
| TRK1     | 0.29        | 29.04 %       |
| CDM1     | 0.28        | 17.15 %       |
| TDM1     | 0.25        | 32.00 %       |
| PRT1     | 0.22        | 21.55 %       |
| TVM2     | 0.21        | 29.71 %       |
| VPM1     | 0.20        | 39.17 %       |
| VCM1     | 0.20        | 41.37 %       |
| SJI2     | 0.14        | 33.00 %       |
| STP1     | 0.04        | 19.14 %       |
| MKM1     | 0.03        | 7.69 %        |
| Total    | 8.20        | 35.94 %       |

## NORTH ARCOT

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Mixie    | 3.60        | 50.72 %       |
| Gas-Stov | 1.87        | 31.74 %       |
| Grinder  | 0.62        | 28.32 %       |
| In-Stove | 0.45        | 48.44 %       |
| Chimney  | 0.37        | 46.93 %       |
| Iron     | 0.22        | 23.60 %       |
| Cook-Ele | 0.03        | 58.31 %       |
| Total    | 7.15        | 38.60 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| KPM2     | 0.87        | 43.19 %       |
| SBR1     | 0.50        | 39.84 %       |
| AKM1     | 0.38        | 39.10 %       |
| TRR1     | 0.27        | 16.46 %       |
| CPT1     | 0.21        | 35.17 %       |
| CYR1     | 0.19        | 29.60 %       |
| ARC2     | 0.19        | 31.86 %       |
| PTU1     | 0.17        | 30.17 %       |
| WJD1     | 0.17        | 25.04 %       |
| CGM1     | 0.16        | 22.19 %       |
| BGR1     | 0.14        | 34.92 %       |
| VSI1     | 0.10        | 27.81 %       |
| ABR1     | 0.09        | 42.22 %       |
| SLG1     | 0.08        | 17.03 %       |
| TRT1     | 0.04        | 16.98 %       |
| VNB1     | 0.03        | 6.33 %        |
| UGI1     |             | 0.00 %        |
| WHVL     |             | 0.00 %        |
| Total    | 7.15        | 38.60 %       |

KL-SOUTH

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Mixie    | 1.35        | 71.94 %       |
| Gas-Stov | 0.10        | 8.43 %        |
| In-Stove | 0.05        | 22.71 %       |
| Grinder  | 0.04        | 12.55 %       |
| Cook-Ele | 0.02        | 100.00 %      |
| Total    | 1.56        | 37.49 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| TVP1     | 0.82        | 38.39 %       |
| PAS1     | 0.12        | 15.53 %       |
| Total    | 1.56        | 37.49 %       |