

MTD Sales
139.90 L

Brand Share %
44.62 %

Information:

MTD : 01-12-2025 To 08-12-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **44.62 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	57.28	55.52 %
Gas-Stov	33.23	38.26 %
Grinder	24.00	36.93 %
In-Stove	13.01	63.40 %
Chimney	8.01	52.54 %
Iron	2.22	30.63 %
Small-Ap	1.20	8.34 %
Cook-Ele	0.97	86.11 %
Total	139.90	44.62 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	26.22	48.61 %
SOUTH-03	21.23	49.05 %
WEST-02	18.56	52.51 %
TRICHY-01	17.91	48.52 %
CHENNAI-01	16.43	38.91 %
WEST-01	14.03	40.87 %
CHENNAI-02	9.75	40.67 %
NORTH ARCOT	8.35	40.80 %
SOUTH ARCOT	6.48	32.58 %
KL-SOUTH	0.94	29.90 %
Total	139.90	44.62 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	10.58	61.12 %
Grinder	6.04	45.82 %
Gas-Stov	5.75	39.27 %
In-Stove	2.03	67.63 %
Chimney	0.84	62.29 %
Iron	0.51	42.84 %
Cook-Ele	0.28	83.30 %
Small-Ap	0.18	6.11 %
Total	26.22	48.61 %

Branch *	MTD Sales L	Brand Share %
VNR2	1.12	38.86 %
TUT2	0.95	41.21 %
RND1	0.88	32.97 %
NGR1	0.82	35.72 %
TKS1	0.63	28.61 %
MAR1	0.59	38.57 %
APK2	0.34	34.81 %
ERL2	0.28	30.39 %
SDI1	0.25	37.04 %
STU2	0.18	29.43 %
TVL2	0.12	37.86 %
ARM1	0.06	17.28 %
COL1	0.04	25.21 %
KSM1	0.03	6.10 %
S2SD		0.00 %
Total	26.22	48.61 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	8.72	64.64 %
Gas-Stov	5.13	41.50 %
Grinder	4.33	39.98 %
In-Stove	2.02	66.05 %
Iron	0.42	40.78 %
Chimney	0.35	42.10 %
Small-Ap	0.16	10.26 %
Cook-Ele	0.10	100.00 %
Total	21.23	49.05 %

Branch *	MTD Sales L	Brand Share %
MDU1	1.29	39.34 %
DGL1	1.20	27.46 %
MDU5	0.54	42.77 %
ATG1	0.53	44.54 %
DGL2	0.46	40.18 %
ODM1	0.26	36.39 %
TEN1	0.25	27.02 %
MDU4	0.25	33.69 %
BNR1	0.23	23.82 %
PKM1	0.21	43.50 %
SGP1	0.20	29.01 %
MNM1	0.15	41.83 %
PNI1	0.13	22.79 %
TDI1	0.11	26.11 %
ADP1	0.03	3.66 %
SZSD		0.00 %
Total	21.23	49.05 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	7.96	61.20 %
Gas-Stov	4.39	47.78 %
In-Stove	2.26	76.42 %
Chimney	1.94	60.13 %
Grinder	1.58	32.73 %
Iron	0.28	29.90 %
Small-Ap	0.08	7.28 %
Cook-Ele	0.08	62.23 %
Total	18.56	52.51 %

Branch *	MTD Sales L	Brand Share %
SLM1	0.79	35.90 %
ERD2	0.62	41.16 %
TRM1	0.60	43.62 %
ERD1	0.58	41.56 %
PLC1	0.35	22.92 %
DPR2	0.32	38.50 %
MCR1	0.30	24.14 %
RSP1	0.29	34.01 %
HRR1	0.26	36.28 %
VKL1	0.24	27.18 %
KVP1	0.14	24.76 %
EDP1	0.13	22.12 %
OML1	0.10	19.45 %
SGG1	0.09	11.74 %
PDR1	0.08	31.99 %
WZWH	0.05	36.17 %
Total	18.56	52.51 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	6.39	55.88 %
Grinder	3.65	43.65 %
Gas-Stov	3.57	38.31 %
In-Stove	2.25	76.29 %
Chimney	1.30	71.54 %
Small-Ap	0.34	16.94 %
Iron	0.28	33.09 %
Cook-Ele	0.11	77.28 %
Total	17.91	48.52 %

Branch *	MTD Sales L	Brand Share %
TNJ1	1.22	36.81 %
KUM1	1.07	39.19 %
TNJ2	0.91	37.34 %
TVR2	0.71	40.14 %
KIK1	0.51	32.32 %
AYR1	0.36	44.02 %
TRY4	0.33	19.69 %
KRN1	0.21	28.41 %
MSI1	0.13	24.65 %
APM1	0.12	24.19 %
NCK1	0.10	17.83 %
PBR1	0.09	26.61 %
TZSD	0.05	31.83 %
Total	17.91	48.52 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mixie	6.69	50.70 %
Gas-Stov	4.65	39.30 %
Grinder	3.15	29.22 %
In-Stove	0.82	50.69 %
Chimney	0.73	39.89 %
Iron	0.19	29.50 %
Small-Ap	0.13	5.51 %
Cook-Ele	0.08	100.00 %
Total	16.43	38.91 %

Branch *	MTD Sales L	Brand Share %
CH08	1.12	43.46 %
CH42	0.89	41.59 %
CH16	0.83	38.80 %
CH28	0.63	29.16 %
CH07	0.60	27.25 %
CH35	0.52	39.03 %
CH38	0.47	42.55 %
SKL1	0.45	42.02 %
CH30	0.44	39.48 %
MRM1	0.39	30.92 %
CH22	0.32	24.46 %
GUD2	0.28	20.95 %
CGL1	0.22	28.82 %
TKM1	0.22	31.40 %
CH39	0.22	21.16 %
CH26	0.13	44.15 %
CZWH	0.06	1.09 %
MC09		0.00 %
WHC3		0.00 %
Total	16.43	38.91 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	4.82	44.65 %
Gas-Stov	3.46	35.59 %
Grinder	2.66	40.98 %
Chimney	1.42	52.30 %
In-Stove	1.33	57.02 %
Small-Ap	0.18	14.10 %
Cook-Ele	0.08	100.00 %
Iron	0.08	8.49 %
Total	14.03	40.87 %

Branch *	MTD Sales L	Brand Share %
CBE2	1.10	30.90 %
KMR1	0.87	41.60 %
DPM2	0.42	38.17 %
TPR2	0.40	22.34 %
CBE5	0.38	29.76 %
PDM1	0.32	37.88 %
TPR3	0.30	24.98 %
KMD1	0.25	24.37 %
AVI1	0.25	21.50 %
CBE6	0.25	15.45 %
KGM1	0.17	29.82 %
TPR4	0.15	16.38 %
SYM2	0.14	17.98 %
UMP1	0.14	21.21 %
KGI1	0.13	21.19 %
PPI1	0.06	10.04 %
Total	14.03	40.87 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	4.81	55.22 %
Gas-Stov	2.30	31.35 %
In-Stove	1.01	62.22 %
Grinder	0.84	22.49 %
Chimney	0.37	61.79 %
Cook-Ele	0.15	100.00 %
Iron	0.14	25.05 %
Small-Ap	0.12	9.87 %
Total	9.75	40.67 %

Branch *	MTD Sales L	Brand Share %
CH15	1.50	38.22 %
CH18	0.95	44.60 %
CH17	0.54	37.43 %
MJR1	0.44	39.81 %
PON1	0.28	43.48 %
CH44	0.28	28.09 %
CH24	0.26	21.15 %
CH21	0.21	28.75 %
CH34	0.18	15.60 %
CH36	0.17	32.39 %
CH33	0.11	17.60 %
CH46	0.11	22.50 %
GPD1	0.10	24.97 %
UKI1	0.07	15.56 %
CH41	0.05	17.61 %
CH23	0.03	18.20 %
CH31		0.00 %
MC05		0.00 %
Total	9.75	40.67 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	3.97	53.56 %
Gas-Stov	1.88	31.98 %
Chimney	1.05	47.72 %
Grinder	0.63	26.29 %
In-Stove	0.61	54.54 %
Iron	0.17	26.69 %
Cook-Ele	0.03	100.00 %
Small-Ap	0.02	2.36 %
Total	8.35	40.80 %

Branch *	MTD Sales L	Brand Share %
WJD1	0.39	37.83 %
AKM1	0.26	38.46 %
VSI1	0.23	31.76 %
ABR1	0.20	25.92 %
PLR1	0.20	31.74 %
VNB1	0.18	25.60 %
KPM1	0.11	34.05 %
UGI1	0.10	21.77 %
TRR1	0.09	5.81 %
CYR1	0.08	20.27 %
PTU1	0.08	24.85 %
ARC2	0.07	24.78 %
SLG1	0.03	5.38 %
CGM1	0.01	2.52 %
Total	8.35	40.80 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	2.71	40.17 %
Gas-Stov	1.87	34.06 %
Grinder	1.03	25.88 %
In-Stove	0.66	38.02 %
Iron	0.14	32.72 %
Cook-Ele	0.06	100.00 %
Total	6.48	32.58 %

Branch *	MTD Sales L	Brand Share %
POY2	0.61	28.11 %
CUD1	0.52	18.94 %
POY1	0.44	20.30 %
CDM1	0.44	17.13 %
PRT1	0.23	42.01 %
VPM2	0.20	23.10 %
STP1	0.16	35.09 %
SJI2	0.16	32.66 %
VPM1	0.15	43.46 %
TDM1	0.12	40.30 %
TVM2	0.10	28.22 %
ULP1	0.06	10.75 %
TVM1	0.05	26.13 %
MKM1	0.02	4.53 %
Total	6.48	32.58 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Mixie	0.62	59.63 %
Gas-Stov	0.21	20.75 %
Grinder	0.08	21.12 %
In-Stove	0.02	14.54 %
Iron	0.01	17.01 %
Total	0.94	29.90 %

Branch *	MTD Sales L	Brand Share %
TVP1	0.41	26.94 %
PAS1	0.28	30.00 %
KLR1	0.25	36.21 %
Total	0.94	29.90 %