

MTD Sales
176.42 L

Brand Share %
46.21 %

Information:

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

* Branch where in Brand Share % is less than Overall State's Brand Share **46.21 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	77.52	62.78 %
Gas-Stov	41.43	38.36 %
Grinder	27.49	35.59 %
Chimney	14.95	93.79 %
In-Stove	10.36	51.53 %
Iron	3.33	25.84 %
Cook-Ele	1.17	82.88 %
Small-Ap	0.17	0.74 %
Total	176.42	46.21 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	35.43	49.69 %
SOUTH-03	27.63	50.98 %
WEST-02	21.11	56.99 %
CHENNAI-01	20.94	39.12 %
WEST-01	19.15	41.89 %
TRICHY-01	19.12	48.36 %
NORTH ARCOT	10.24	48.70 %
SOUTH ARCOT	9.87	42.74 %
CHENNAI-02	9.35	35.58 %
KL-SOUTH	3.60	35.53 %
Total	176.42	46.21 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	15.52	65.47 %
Gas-Stov	7.46	39.08 %
Grinder	6.54	41.78 %
Chimney	2.65	85.96 %
In-Stove	2.29	61.44 %
Iron	0.74	28.97 %
Cook-Ele	0.17	78.28 %
Small-Ap	0.04	1.34 %
Total	35.43	49.69 %

Branch *	MTD Sales L	Brand Share %
TUT1	2.17	45.83 %
TVL1	1.69	44.07 %
MAR1	1.25	41.67 %
TCN1	1.05	40.31 %
VNR2	1.00	32.80 %
RND1	0.96	37.82 %
TKS2	0.90	41.63 %
VLY1	0.82	45.43 %
TKS1	0.72	25.80 %
ERL2	0.53	28.50 %
APK1	0.48	37.52 %
ASM1	0.48	37.82 %
SKD1	0.35	33.87 %
PKD1	0.32	38.63 %
ARM1	0.26	35.46 %
KSM1	0.25	36.96 %
APK2	0.24	34.61 %
TVL2	0.13	38.56 %
Total	35.43	49.69 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	12.36	69.62 %
Gas-Stov	6.63	41.92 %
Grinder	4.68	38.57 %
Chimney	1.78	95.25 %
In-Stove	1.43	59.46 %
Iron	0.56	33.66 %
Cook-Ele	0.18	100.00 %
Total	27.63	50.98 %

Branch *	MTD Sales L	Brand Share %
MDU1	2.34	32.07 %
DGL1	2.02	43.99 %
KKD2	0.68	30.63 %
BNR1	0.40	38.07 %
MDU3	0.37	37.21 %
ODM1	0.34	26.84 %
BTU1	0.20	37.65 %
PKM1	0.16	42.83 %
PNI1	0.10	29.82 %
TEN1	0.10	11.13 %
ADP1	0.06	10.72 %
Total	27.63	50.98 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	8.19	65.18 %
Gas-Stov	4.97	48.63 %
Chimney	3.55	100.00 %
Grinder	2.28	44.93 %
In-Stove	1.68	55.70 %
Iron	0.33	29.81 %
Cook-Ele	0.11	83.94 %
Total	21.11	56.99 %

Branch *	MTD Sales L	Brand Share %
ERD2	0.97	40.51 %
OML1	0.45	45.02 %
VKL1	0.40	37.13 %
CMI1	0.29	46.18 %
HRR1	0.25	37.09 %
RSP1	0.20	23.85 %
PMP1	0.19	26.31 %
SGG1	0.15	35.94 %
EDP1	0.13	32.06 %
PLC1	0.10	16.96 %
MCR1	0.07	7.11 %
Total	21.11	56.99 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mixie	10.14	69.64 %
Gas-Stov	5.54	38.59 %
Grinder	2.84	26.52 %
Chimney	0.99	100.00 %
In-Stove	0.95	46.62 %
Iron	0.34	25.27 %
Cook-Ele	0.10	45.58 %
Small-Ap	0.04	0.47 %
Total	20.94	39.12 %

Branch *	MTD Sales L	Brand Share %
CH28	1.04	36.14 %
CH42	0.96	32.16 %
CH22	0.77	45.54 %
CH38	0.51	40.90 %
CH07	0.43	19.21 %
CH39	0.39	21.15 %
TKM1	0.37	31.93 %
GUD2	0.26	19.03 %
CGL1	0.18	41.12 %
CH35	0.17	25.56 %
MRM1	0.15	13.21 %
KNR1	0.14	24.25 %
CH26	0.14	34.25 %
CZWH		0.00 %
WHC3		0.00 %
Total	20.94	39.12 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	7.95	56.44 %
Gas-Stov	4.98	34.13 %
Grinder	2.47	29.59 %
Chimney	2.27	82.86 %
In-Stove	1.13	41.13 %
Iron	0.19	11.19 %
Cook-Ele	0.14	87.34 %
Small-Ap	0.02	1.27 %
Total	19.15	41.89 %

Branch *	MTD Sales L	Brand Share %
KMR1	1.25	29.96 %
CBE2	1.04	20.25 %
CBE6	0.87	29.98 %
TPR3	0.68	36.50 %
SUL1	0.59	37.47 %
CBE5	0.48	26.77 %
KMD1	0.46	26.05 %
DPM2	0.39	23.62 %
CBE3	0.34	30.42 %
PLI1	0.28	16.30 %
SYM2	0.24	39.06 %
ANR1	0.20	34.85 %
GBM1	0.18	37.91 %
TPR4	0.17	35.22 %
PDM1	0.16	18.84 %
KGI1	0.15	40.18 %
AVI1	0.14	14.41 %
GDR1	0.02	11.14 %
Total	19.15	41.89 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	7.49	58.37 %
Gas-Stov	4.59	41.72 %
Grinder	4.16	45.21 %
Chimney	1.18	100.00 %
In-Stove	1.12	53.40 %
Iron	0.41	34.20 %
Cook-Ele	0.16	100.00 %
Small-Ap	0.02	1.17 %
Total	19.12	48.36 %

Branch *	MTD Sales L	Brand Share %
MVM1	1.19	39.66 %
TNJ1	1.01	35.86 %
KIK1	0.99	36.40 %
TVR2	0.98	40.82 %
KUM1	0.63	26.02 %
PDK1	0.38	35.78 %
MSI1	0.29	44.18 %
NCK1	0.23	23.63 %
ORU1	0.19	26.60 %
KRN1	0.08	17.46 %
APM1	0.03	4.99 %
Total	19.12	48.36 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	5.25	69.09 %
Gas-Stov	1.98	29.32 %
Chimney	1.14	100.00 %
Grinder	1.07	40.45 %
In-Stove	0.51	48.83 %
Iron	0.21	21.72 %
Cook-Ele	0.07	100.00 %
Small-Ap	0.02	2.44 %
Total	10.24	48.70 %

Branch *	MTD Sales L	Brand Share %
KPM2	0.93	39.06 %
TRR1	0.57	43.71 %
AKM1	0.37	45.26 %
WJD1	0.37	40.80 %
CYR1	0.30	44.77 %
ARC2	0.24	43.47 %
KPM1	0.19	32.69 %
GDM1	0.18	31.94 %
CGM1	0.17	36.51 %
WJP1	0.09	42.14 %
ABR1	0.05	11.10 %
UGI1		0.00 %
Total	10.24	48.70 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	4.16	53.44 %
Gas-Stov	2.17	36.78 %
Grinder	1.69	29.83 %
Chimney	0.96	100.00 %
In-Stove	0.48	50.28 %
Iron	0.24	24.56 %
Cook-Ele	0.17	100.00 %
Total	9.87	42.74 %

Branch *	MTD Sales L	Brand Share %
POY1	1.04	34.48 %
CUD1	1.02	34.99 %
NVL2	0.76	42.21 %
KML1	0.38	45.77 %
VPM1	0.31	46.02 %
VPM2	0.31	22.31 %
ULP1	0.22	14.92 %
TVM1	0.18	36.28 %
CDM1	0.15	13.21 %
MKM1	0.12	21.78 %
Total	9.87	42.74 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	4.36	49.30 %
Gas-Stov	2.42	33.01 %
Grinder	1.20	21.02 %
In-Stove	0.60	40.16 %
Chimney	0.43	100.00 %
Iron	0.24	23.28 %
Cook-Ele	0.07	100.00 %
Small-Ap	0.02	1.64 %
Total	9.35	35.58 %

Branch *	MTD Sales L	Brand Share %
CH15	0.91	28.73 %
CH34	0.67	34.67 %
CH03	0.67	39.07 %
CH18	0.62	27.73 %
CH20	0.41	28.30 %
CH21	0.34	25.13 %
CH36	0.28	37.34 %
CH44	0.25	32.22 %
CH41	0.24	19.51 %
CH17	0.19	44.29 %
CH24	0.15	12.68 %
GPD1	0.15	32.64 %
MJR1	0.15	12.18 %
CH09	0.14	24.64 %
CH33	0.14	19.43 %
CH46	0.11	34.25 %
CH32	0.11	43.96 %
PON1	0.11	17.69 %
Total	9.35	35.58 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Mixie	2.10	56.08 %
Gas-Stov	0.70	23.57 %
Grinder	0.55	26.47 %
In-Stove	0.18	29.91 %
Iron	0.07	20.29 %
Total	3.60	35.53 %

Branch *	MTD Sales L	Brand Share %
PAS1	0.60	25.59 %
KLR1	0.40	17.96 %
Total	3.60	35.53 %