

MTD Sales
169.60 L

Brand Share %
41.44 %

Information:

MTD : 01-10-2025 To 09-10-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **41.44 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	74.64	56.06 %
Gas-Stov	37.56	36.49 %
Grinder	29.07	34.16 %
Chimney	15.53	75.81 %
In-Stove	8.98	45.81 %
Iron	2.54	21.21 %
Cook-Ele	1.57	85.45 %
Small-Ap	-0.04	-0.32 %
Acces-SA	-0.04	100.00 %
Cook-Pre	-0.22	-1.07 %
Total	169.60	41.44 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	29.10	43.49 %
SOUTH-03	27.59	44.78 %
CHENNAI-01	22.65	43.27 %
WEST-02	19.64	45.79 %
TRICHY-01	18.91	40.46 %
WEST-01	17.10	36.39 %
CHENNAI-02	12.03	33.50 %
SOUTH ARCOT	11.15	40.31 %
NORTH ARCOT	10.40	42.11 %
KL-SOUTH	1.03	29.55 %
Total	169.60	41.44 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	12.78	60.11 %
Grinder	6.08	39.06 %
Gas-Stov	5.99	35.65 %
In-Stove	1.79	55.42 %
Chimney	1.54	90.41 %
Iron	0.55	25.73 %
Cook-Ele	0.41	87.56 %
Acces-SA	-0.01	100.00 %
Small-Ap	-0.02	-1.09 %
Total	29.10	43.49 %

Branch *	MTD Sales L	Brand Share %
TVL1	2.14	41.36 %
NGR1	1.20	26.31 %
VNR2	0.86	23.26 %
MAR1	0.86	41.10 %
TYI1	0.82	36.94 %
TKS1	0.77	20.95 %
TCN1	0.71	32.14 %
APK1	0.51	41.08 %
RND1	0.44	24.57 %
ERL2	0.34	40.68 %
ARM1	0.34	30.57 %
ASM1	0.28	33.97 %
UDN1	0.25	36.61 %
APK2	0.23	23.49 %
COL1	0.12	19.15 %
Total	29.10	43.49 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	12.50	62.16 %
Grinder	5.52	38.32 %
Gas-Stov	4.98	36.95 %
Chimney	2.96	79.46 %
In-Stove	0.98	42.56 %
Iron	0.47	22.81 %
Cook-Ele	0.15	75.62 %
Small-Ap	0.03	1.26 %
Total	27.59	44.78 %

Branch *	MTD Sales L	Brand Share %
DGL1	2.51	34.22 %
MDU1	1.90	34.37 %
MDU3	0.59	34.39 %
TEN1	0.53	38.20 %
BNR1	0.47	35.12 %
NKI1	0.25	24.36 %
MLR1	0.25	28.87 %
PKM1	0.23	35.41 %
MNM1	0.19	31.27 %
DGL2	0.18	11.46 %
ODM1	0.17	20.31 %
MDU6	0.14	37.46 %
CMR1	0.11	14.90 %
KKD2	0.09	15.70 %
KPT1	0.07	10.72 %
MDU4	0.05	5.48 %
ADP1	0.04	6.41 %
Total	27.59	44.78 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mixie	9.81	57.04 %
Gas-Stov	6.35	43.34 %
Grinder	3.05	28.94 %
Chimney	1.51	78.21 %
In-Stove	1.42	53.34 %
Iron	0.25	21.55 %
Cook-Ele	0.25	92.47 %
Total	22.65	43.27 %

Branch *	MTD Sales L	Brand Share %
CH42	1.18	37.63 %
CH16	1.13	26.31 %
CH07	0.96	31.38 %
CH45	0.89	38.90 %
GUD1	0.83	37.46 %
CH28	0.65	32.54 %
CH39	0.63	34.10 %
MRM1	0.50	28.91 %
TKM1	0.42	35.43 %
CH30	0.38	18.94 %
CH35	0.31	32.88 %
GUD2	0.21	16.19 %
SKL1	0.20	19.65 %
AVD1	0.11	30.05 %
KNR1	0.04	8.56 %
CZWH		0.00 %
MC09		0.00 %
Total	22.65	43.27 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	8.59	58.00 %
Gas-Stov	4.79	44.64 %
Chimney	2.80	74.08 %
Grinder	2.29	37.54 %
In-Stove	0.98	43.89 %
Iron	0.22	18.47 %
Cook-Ele	0.03	100.00 %
Small-Ap	-0.01	-0.99 %
Acces-SA	-0.02	100.00 %
Cook-Pre	-0.03	-1.13 %
Total	19.64	45.79 %

Branch *	MTD Sales L	Brand Share %
SLM1	1.58	40.42 %
HSR2	1.10	40.59 %
PMP1	0.43	27.70 %
KVP1	0.39	32.93 %
DPR2	0.27	23.24 %
MCR1	0.25	15.23 %
VKL1	0.24	39.83 %
PLC1	0.23	29.16 %
SGG1	0.20	24.56 %
OML1	0.20	19.82 %
TRM1	0.19	15.85 %
EDP1	0.16	23.37 %
HRR1	0.13	11.46 %
SGI1	0.11	37.90 %
TCG1	0.08	14.79 %
Total	19.64	45.79 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	7.19	55.46 %
Gas-Stov	5.15	39.97 %
Grinder	4.28	36.42 %
In-Stove	1.43	47.08 %
Chimney	0.44	44.04 %
Cook-Ele	0.22	73.28 %
Iron	0.21	22.66 %
Small-Ap		-0.07 %
Cook-Pre	-0.01	-0.48 %
Total	18.91	40.46 %

Branch *	MTD Sales L	Brand Share %
TNJ2	1.70	40.62 %
MVM1	1.14	26.86 %
TNJ1	1.13	28.17 %
KUM1	1.00	28.35 %
TVR2	0.85	26.49 %
KIK1	0.74	39.11 %
ORU1	0.49	34.08 %
NMM1	0.34	40.89 %
TTP1	0.28	32.98 %
NCK1	0.21	34.96 %
KRN1	0.20	32.31 %
PBR1	0.19	36.24 %
MSI1	0.18	35.95 %
TRY2	0.14	31.81 %
APM1	0.03	5.36 %
Total	18.91	40.46 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	6.98	45.99 %
Chimney	3.53	84.71 %
Gas-Stov	3.47	31.15 %
Grinder	2.62	27.73 %
In-Stove	0.45	24.11 %
Iron	0.23	14.90 %
Cook-Ele	0.05	72.30 %
Acces-SA	-0.01	100.00 %
Small-Ap	-0.04	-2.99 %
Cook-Pre	-0.18	-7.56 %
Total	17.10	36.39 %

Branch *	MTD Sales L	Brand Share %
CBE2	1.97	27.58 %
MPM1	0.89	36.50 %
PLI1	0.77	32.25 %
AVI1	0.66	34.35 %
KGM1	0.49	38.51 %
CBE3	0.42	41.43 %
CBE5	0.35	17.94 %
KGI1	0.32	39.81 %
DPM2	0.27	24.05 %
TPR3	0.23	13.42 %
CBE6	0.22	11.26 %
GBM1	0.20	32.41 %
PPI1	0.19	18.78 %
CNR1	0.19	28.13 %
UMP1	0.11	30.51 %
SYM2	0.09	10.30 %
Total	17.10	36.39 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	5.54	46.49 %
Gas-Stov	2.70	27.93 %
Grinder	1.53	21.68 %
Chimney	1.06	56.68 %
In-Stove	0.77	46.27 %
Cook-Ele	0.23	100.00 %
Iron	0.21	20.06 %
Total	12.03	33.50 %

Branch *	MTD Sales L	Brand Share %
CH15	1.61	34.69 %
CH24	0.52	25.82 %
CH09	0.38	35.76 %
PON1	0.28	22.46 %
CH20	0.22	18.11 %
MJR1	0.21	8.95 %
CH27	0.18	29.41 %
CH36	0.15	35.95 %
CH41	0.14	11.09 %
CH33	0.14	12.90 %
UKI1	0.12	36.32 %
GPD1	0.12	32.85 %
CH44	0.06	9.48 %
CH34	0.02	0.94 %
CH01		0.00 %
CH32		0.00 %
MC06		0.00 %
Total	12.03	33.50 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	5.22	55.97 %
Grinder	2.26	33.34 %
Gas-Stov	2.23	35.79 %
Chimney	0.60	100.00 %
In-Stove	0.46	37.04 %
Iron	0.27	26.76 %
Cook-Ele	0.10	83.39 %
Total	11.15	40.31 %

Branch *	MTD Sales L	Brand Share %
POY1	1.10	30.66 %
CUD1	0.94	26.35 %
ULP1	0.52	40.98 %
TRK1	0.50	40.66 %
KML1	0.49	35.01 %
TDM1	0.43	39.83 %
SJI2	0.43	33.98 %
VPM2	0.31	25.37 %
VCM1	0.15	32.62 %
MKM1	0.10	19.43 %
CDM1	0.10	9.46 %
Total	11.15	40.31 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	5.28	57.94 %
Gas-Stov	1.79	26.93 %
Grinder	1.33	50.19 %
Chimney	1.09	63.75 %
In-Stove	0.66	54.81 %
Cook-Ele	0.12	85.86 %
Iron	0.12	16.39 %
Total	10.40	42.11 %

Branch *	MTD Sales L	Brand Share %
KPM1	0.38	41.08 %
VEL1	0.37	30.43 %
TRR1	0.33	14.98 %
WJD1	0.22	18.71 %
VNB1	0.20	40.61 %
SLG1	0.19	38.94 %
CGM1	0.16	33.89 %
AKM1	0.12	27.94 %
ABR1	0.12	11.17 %
UGI1	0.12	24.67 %
CYR1	0.10	13.39 %
PTU1	0.05	13.38 %
Total	10.40	42.11 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Mixie	0.75	59.61 %
Gas-Stov	0.11	16.07 %
Grinder	0.11	13.39 %
In-Stove	0.05	26.29 %
Iron	0.01	5.96 %
Total	1.03	29.55 %

Branch *	MTD Sales L	Brand Share %
KLR1	0.36	36.89 %
PAS1	0.36	38.77 %
TVP1	0.31	19.58 %
Total	1.03	29.55 %