

MTD Sales
180.93 L

Brand Share %
44.72 %

Information:

MTD : 01-11-2025 To 09-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **44.72 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	80.53	58.67 %
Gas-Stov	39.63	37.46 %
Grinder	32.88	36.87 %
In-Stove	11.99	51.22 %
Chimney	11.54	61.32 %
Iron	2.83	23.48 %
Cook-Ele	1.29	79.69 %
Small-Ap	0.24	1.47 %
Total	180.93	44.72 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	30.36	48.57 %
SOUTH-03	25.59	46.37 %
CHENNAI-01	24.43	45.21 %
WEST-02	23.48	50.60 %
TRICHY-01	22.53	48.24 %
WEST-01	20.99	43.69 %
CHENNAI-02	14.15	34.90 %
SOUTH ARCOT	9.40	37.15 %
NORTH ARCOT	8.37	39.07 %
KL-SOUTH	1.63	36.92 %
Total	180.93	44.72 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	13.22	61.91 %
Grinder	7.19	48.95 %
Gas-Stov	6.10	38.30 %
In-Stove	1.77	53.20 %
Chimney	1.08	70.56 %
Iron	0.64	25.95 %
Cook-Ele	0.29	76.90 %
Small-Ap	0.09	2.99 %
Total	30.36	48.57 %

Branch *	MTD Sales L	Brand Share %
KVT1	2.16	42.05 %
TVL1	1.74	38.81 %
NGR1	1.29	38.77 %
VNR2	1.09	29.59 %
MAR1	0.84	40.02 %
TCN1	0.84	44.35 %
RND1	0.62	32.49 %
APK2	0.55	42.39 %
TKS1	0.49	19.73 %
TYI1	0.45	39.66 %
SDI1	0.30	36.73 %
ARM1	0.18	18.95 %
KSM1	0.16	23.25 %
COL1	0.12	32.35 %
ASM1	0.09	17.88 %
S2SD		0.00 %
Total	30.36	48.57 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	10.80	58.23 %
Grinder	6.28	42.82 %
Gas-Stov	4.99	37.26 %
In-Stove	1.71	53.70 %
Chimney	1.25	68.92 %
Iron	0.38	28.23 %
Cook-Ele	0.18	65.15 %
Total	25.59	46.37 %

Branch *	MTD Sales L	Brand Share %
MDU1	2.47	34.68 %
MDU6	2.03	40.96 %
MDU2	1.60	44.53 %
DGL1	1.12	37.39 %
CBM1	0.68	38.31 %
ATG1	0.54	42.62 %
MDU3	0.46	33.81 %
MDU4	0.36	34.18 %
BNR1	0.33	37.87 %
DKI1	0.33	38.42 %
DGL2	0.28	18.31 %
SGP1	0.27	40.53 %
PKM1	0.26	38.16 %
CMR1	0.24	41.40 %
KPT1	0.21	28.44 %
BTU1	0.18	30.07 %
ADP1	0.18	14.96 %
ODM1	0.10	12.64 %
TEN1	0.05	4.71 %
SZSD	0.03	20.82 %
Total	25.59	46.37 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mixie	10.33	63.43 %
Gas-Stov	6.49	43.67 %
Grinder	4.31	29.18 %
Chimney	1.45	71.66 %
In-Stove	1.30	52.46 %
Iron	0.32	23.54 %
Cook-Ele	0.15	78.64 %
Small-Ap	0.09	4.28 %
Total	24.43	45.21 %

Branch *	MTD Sales L	Brand Share %
CH16	1.83	43.39 %
CH07	0.80	29.78 %
CH28	0.77	39.35 %
CH38	0.63	40.77 %
CH35	0.46	39.81 %
CH30	0.44	30.15 %
CH39	0.43	15.95 %
AVD1	0.35	33.16 %
GUD2	0.32	21.34 %
MRM1	0.21	15.45 %
CH26	0.17	32.03 %
CH40	0.15	41.16 %
TKM1	0.07	14.06 %
WHC3		0.00 %
Total	24.43	45.21 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	10.84	64.37 %
Gas-Stov	5.66	46.00 %
Grinder	2.78	36.52 %
Chimney	2.23	58.30 %
In-Stove	1.62	52.44 %
Iron	0.31	25.64 %
Cook-Ele	0.03	100.00 %
Small-Ap	0.02	1.40 %
Total	23.48	50.60 %

Branch *	MTD Sales L	Brand Share %
SLM1	1.43	30.52 %
TRM1	0.49	31.69 %
OML1	0.47	34.68 %
BMD1	0.32	37.12 %
MCR1	0.32	21.63 %
KVP1	0.32	28.48 %
VKL1	0.29	40.46 %
PMP1	0.29	40.43 %
TCG1	0.26	39.94 %
KMM1	0.23	39.60 %
HRR1	0.20	21.04 %
PLC1	0.19	14.19 %
PDR1	0.17	43.84 %
SGI1	0.16	28.94 %
EDP1	0.14	17.62 %
DPR2	0.12	15.36 %
SGG1	0.09	19.67 %
Total	23.48	50.60 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	9.24	59.87 %
Gas-Stov	4.85	40.69 %
Grinder	4.64	41.77 %
In-Stove	2.00	58.34 %
Chimney	1.22	88.50 %
Iron	0.32	26.56 %
Cook-Ele	0.25	79.26 %
Total	22.53	48.24 %

Branch *	MTD Sales L	Brand Share %
MVM1	1.52	36.72 %
KUM1	1.48	38.19 %
TNJ1	1.14	37.46 %
TNJ2	0.88	42.56 %
TRY4	0.39	18.18 %
PDK1	0.36	40.62 %
KRN1	0.29	43.48 %
MSI1	0.26	32.68 %
ORU1	0.20	33.08 %
TTP1	0.15	21.18 %
NCK1	0.09	15.23 %
APM1	0.03	4.18 %
TRY2	0.03	33.09 %
Total	22.53	48.24 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	8.59	57.16 %
Gas-Stov	4.54	34.81 %
Grinder	3.18	33.55 %
Chimney	2.96	64.13 %
In-Stove	1.40	54.52 %
Iron	0.21	14.39 %
Cook-Ele	0.08	100.00 %
Small-Ap	0.02	1.24 %
Total	20.99	43.69 %

Branch *	MTD Sales L	Brand Share %
CBE2	2.68	34.37 %
TPR2	1.14	43.75 %
CBE6	0.60	28.95 %
DPM2	0.56	33.45 %
PLI1	0.50	25.24 %
CBE5	0.47	29.25 %
AVI1	0.47	31.88 %
TPR3	0.35	23.63 %
PDM1	0.22	21.04 %
PPI1	0.21	22.75 %
TPR4	0.17	18.02 %
KGI1	0.13	35.90 %
CNR1	0.11	20.36 %
SYM2	0.09	10.17 %
WHCB		0.00 %
Total	20.99	43.69 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	7.30	49.24 %
Gas-Stov	2.71	27.21 %
Grinder	2.21	27.22 %
In-Stove	0.86	44.00 %
Chimney	0.73	30.01 %
Iron	0.22	20.44 %
Cook-Ele	0.11	100.00 %
Total	14.15	34.90 %

Branch *	MTD Sales L	Brand Share %
CH15	1.48	28.05 %
CH18	1.34	41.95 %
CH17	0.79	42.12 %
CH20	0.79	39.14 %
CH24	0.61	22.13 %
CH33	0.50	22.74 %
CH41	0.43	30.87 %
CH09	0.35	42.78 %
MJR1	0.33	20.54 %
CH36	0.21	24.52 %
CH34	0.17	6.99 %
CH44	0.16	16.00 %
CH23	0.15	23.27 %
PON1	0.15	27.50 %
GPD1	0.13	20.15 %
UKI1	0.12	32.01 %
CH46	0.08	11.82 %
CH31	0.04	20.22 %
CH32	0.04	13.55 %
MC06		0.00 %
Total	14.15	34.90 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	4.61	52.83 %
Gas-Stov	2.10	32.33 %
Grinder	1.43	25.13 %
In-Stove	0.64	32.43 %
Chimney	0.26	61.25 %
Iron	0.19	27.24 %
Cook-Ele	0.16	88.46 %
Small-Ap	0.02	1.97 %
Total	9.40	37.15 %

Branch *	MTD Sales L	Brand Share %
CUD1	1.12	28.60 %
POY1	1.07	35.73 %
ULP1	0.39	36.16 %
KML1	0.37	34.21 %
VPM2	0.34	26.09 %
TRK1	0.33	30.65 %
CDM1	0.31	18.39 %
TDM1	0.30	34.03 %
PRT1	0.26	24.81 %
TVM2	0.21	26.91 %
VCM1	0.20	36.92 %
STP1	0.06	28.39 %
MKM1	0.03	6.82 %
Total	9.40	37.15 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	4.24	51.64 %
Gas-Stov	2.10	31.15 %
Grinder	0.77	29.00 %
In-Stove	0.63	54.85 %
Chimney	0.37	46.93 %
Iron	0.24	22.31 %
Cook-Ele	0.03	58.31 %
Total	8.37	39.07 %

Branch *	MTD Sales L	Brand Share %
KPM2	0.98	42.08 %
SBR1	0.55	40.05 %
AKM1	0.46	43.68 %
TRR1	0.28	15.81 %
CYR1	0.22	30.98 %
CPT1	0.21	30.47 %
ARC2	0.21	34.03 %
BGR1	0.20	43.41 %
WJD1	0.20	22.34 %
PTU1	0.17	26.69 %
CGM1	0.16	21.58 %
VSI1	0.10	27.81 %
TRT1	0.09	18.39 %
PLR1	0.09	39.05 %
SLG1	0.08	13.49 %
VNB1	0.03	4.71 %
UGI1		0.00 %
WHVL		0.00 %
Total	8.37	39.07 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Mixie	1.35	67.59 %
Gas-Stov	0.10	8.43 %
Grinder	0.09	22.63 %
In-Stove	0.07	24.98 %
Cook-Ele	0.02	100.00 %
Total	1.63	36.92 %

Branch *	MTD Sales L	Brand Share %
TVP1	0.84	37.23 %
PAS1	0.17	19.43 %
Total	1.63	36.92 %