

MTD Sales
205.18 L

Brand Share %
46.66 %

Information:

MTD : 01-08-2025 To 10-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **46.66 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	96.48	61.79 %
Gas-Stov	40.08	36.95 %
Grinder	37.12	36.54 %
Chimney	16.11	87.48 %
In-Stove	10.47	53.60 %
Iron	3.52	23.18 %
Cook-Ele	1.28	78.66 %
Small-Ap	0.13	0.68 %
Total	205.18	46.66 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	37.50	50.26 %
SOUTH-03	27.73	45.47 %
WEST-01	26.99	45.86 %
WEST-02	26.23	55.92 %
TRICHY-01	25.68	46.25 %
CHENNAI-01	22.09	42.84 %
CHENNAI-02	13.84	38.15 %
SOUTH ARCOT	12.95	44.91 %
NORTH ARCOT	11.05	48.13 %
KL-SOUTH	1.13	34.98 %
Total	205.18	46.66 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	16.00	66.45 %
Grinder	8.39	42.28 %
Gas-Stov	8.13	42.64 %
In-Stove	2.15	64.89 %
Chimney	1.66	82.70 %
Iron	0.89	32.07 %
Cook-Ele	0.26	89.80 %
Small-Ap	0.02	0.66 %
Total	37.50	50.26 %

Branch *	MTD Sales L	Brand Share %
TVL1	2.59	45.19 %
VNR2	1.79	46.33 %
SKD1	1.43	46.56 %
TKS1	1.14	25.39 %
MAR1	1.09	41.37 %
RND1	1.04	33.97 %
APK1	0.91	41.76 %
TCN1	0.80	41.45 %
SVK1	0.72	35.48 %
PKD1	0.62	41.80 %
SDI1	0.41	45.48 %
ASM1	0.35	35.93 %
KSM1	0.27	33.00 %
ERL1	0.19	45.46 %
ARM1	0.11	12.81 %
COL1	0.09	14.21 %
S2SD		0.00 %
Total	37.50	50.26 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	13.18	64.85 %
Grinder	5.91	36.55 %
Gas-Stov	4.73	32.22 %
Chimney	1.96	94.88 %
In-Stove	1.42	50.73 %
Iron	0.48	21.21 %
Cook-Ele	0.02	37.09 %
Small-Ap	0.02	0.78 %
Total	27.73	45.47 %

Branch *	MTD Sales L	Brand Share %
DGL1	2.77	46.22 %
MDU1	2.58	34.65 %
MDU2	1.58	46.27 %
MDU6	1.20	45.66 %
CBM1	1.05	39.50 %
MDU5	0.76	41.17 %
MDU4	0.75	44.93 %
BNR1	0.53	38.82 %
DGL2	0.51	42.92 %
BTU1	0.47	42.86 %
TDI1	0.45	34.63 %
DKI1	0.44	45.84 %
NKI1	0.41	40.44 %
PNI1	0.41	33.36 %
KKD2	0.38	22.76 %
ADP1	0.32	26.61 %
PNV1	0.26	38.20 %
TEN1	0.18	19.30 %
CMR1	0.16	40.98 %
PKM1	0.16	29.62 %
ODM1	0.11	9.05 %
SZSD		0.00 %
Total	27.73	45.47 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	11.79	55.74 %
Gas-Stov	4.78	32.99 %
Chimney	4.58	90.79 %
Grinder	3.93	33.02 %
In-Stove	1.51	54.16 %
Iron	0.30	16.43 %
Cook-Ele	0.07	77.21 %
Small-Ap	0.04	2.66 %
Total	26.99	45.86 %

Branch *	MTD Sales L	Brand Share %
CBE2	3.63	44.61 %
KMR1	2.35	40.54 %
CBE4	1.70	46.42 %
TPR2	1.03	28.30 %
SYM2	0.85	42.84 %
AVI1	0.66	36.88 %
CBE6	0.64	39.66 %
TPR3	0.61	38.53 %
TPR4	0.42	41.84 %
PLI1	0.41	12.90 %
DPM2	0.39	21.95 %
UMP1	0.36	31.72 %
KMD1	0.32	23.98 %
KGI1	0.31	32.45 %
WZSD		0.00 %
Total	26.99	45.86 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	12.94	70.55 %
Gas-Stov	5.58	47.97 %
Grinder	3.45	40.87 %
Chimney	2.61	96.10 %
In-Stove	1.09	47.87 %
Iron	0.34	21.08 %
Cook-Ele	0.20	100.00 %
Small-Ap	0.02	1.27 %
Total	26.23	55.92 %

Branch *	MTD Sales L	Brand Share %
SLM1	1.14	34.85 %
ATU1	0.64	30.06 %
TRM1	0.55	39.03 %
RSP1	0.45	44.97 %
DPR2	0.42	33.72 %
MCR1	0.42	33.27 %
APN1	0.42	46.59 %
KVP1	0.39	35.71 %
SGG1	0.28	41.61 %
OML1	0.26	25.65 %
HRR1	0.20	19.91 %
TCG1	0.12	28.71 %
EDP1	0.09	15.01 %
WZWH		0.00 %
Total	26.23	55.92 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	11.27	58.19 %
Grinder	6.26	40.27 %
Gas-Stov	3.62	32.41 %
Chimney	2.15	95.30 %
In-Stove	1.65	52.82 %
Iron	0.47	28.56 %
Cook-Ele	0.26	77.25 %
Total	25.68	46.25 %

Branch *	MTD Sales L	Brand Share %
KUM1	1.85	40.83 %
TNJ2	1.75	43.61 %
TNJ1	1.34	33.23 %
MVM1	1.00	22.25 %
TVR2	0.91	38.31 %
JKM1	0.64	32.57 %
NGT1	0.57	44.22 %
PDK1	0.49	46.03 %
TTP1	0.49	46.15 %
NMM1	0.35	41.69 %
PBR1	0.30	37.79 %
NCK1	0.27	25.09 %
AYR1	0.26	45.21 %
KRN1	0.21	30.28 %
APM1	0.05	4.26 %
TZSD		0.00 %
Total	25.68	46.25 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mixie	10.33	61.04 %
Gas-Stov	5.67	41.19 %
Grinder	3.42	27.22 %
Chimney	1.31	72.50 %
In-Stove	0.81	55.01 %
Iron	0.36	25.08 %
Cook-Ele	0.18	63.99 %
Small-Ap	0.02	0.64 %
Total	22.09	42.84 %

Branch *	MTD Sales L	Brand Share %
CH16	1.63	42.43 %
CH07	1.34	38.64 %
CH05	1.26	41.74 %
CH42	1.19	34.74 %
CH28	1.07	38.01 %
CH39	0.61	39.61 %
CH35	0.50	32.26 %
TKM1	0.39	39.21 %
CH38	0.36	17.72 %
MRM1	0.30	18.88 %
CGL1	0.29	43.35 %
CH26	0.18	25.56 %
CH29	0.14	21.58 %
CZWH	0.09	5.00 %
GUD2	0.07	5.92 %
CH40	0.03	11.51 %
KNR1		0.00 %
MC10		0.00 %
WHC3		0.00 %
Total	22.09	42.84 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	7.85	55.33 %
Gas-Stov	2.69	27.32 %
Grinder	1.98	27.36 %
Chimney	0.55	61.03 %
In-Stove	0.46	39.90 %
Iron	0.18	18.17 %
Cook-Ele	0.12	100.00 %
Total	13.84	38.15 %

Branch *	MTD Sales L	Brand Share %
CH15	3.07	46.39 %
CH18	1.24	39.80 %
CH03	1.06	31.79 %
CH44	0.36	42.12 %
CH09	0.36	35.21 %
MJR1	0.32	22.74 %
CH24	0.30	16.28 %
CH41	0.30	31.24 %
PON1	0.27	32.67 %
GPD1	0.27	37.19 %
CH33	0.25	19.65 %
CH34	0.21	11.55 %
CH46	0.21	38.20 %
CH21	0.18	12.90 %
CH20	0.14	10.51 %
CH31	0.10	26.62 %
CH01		0.00 %
Total	13.84	38.15 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	6.36	58.02 %
Grinder	2.60	38.09 %
Gas-Stov	2.07	33.44 %
Chimney	0.76	87.76 %
In-Stove	0.71	49.17 %
Iron	0.32	26.78 %
Cook-Ele	0.13	76.83 %
Total	12.95	44.91 %

Branch *	MTD Sales L	Brand Share %
CUD1	1.63	35.62 %
POY1	1.07	27.70 %
POY2	1.00	41.07 %
ULP1	0.49	32.57 %
CDM1	0.44	17.72 %
TRK1	0.38	31.02 %
STP1	0.33	44.52 %
VPM2	0.27	25.28 %
MKM1	0.14	23.65 %
TVM1	0.08	39.48 %
Total	12.95	44.91 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	6.29	65.74 %
Gas-Stov	2.58	38.35 %
Grinder	0.91	38.71 %
In-Stove	0.54	54.62 %
Chimney	0.53	70.42 %
Iron	0.16	11.78 %
Cook-Ele	0.03	40.86 %
Total	11.05	48.13 %

Branch *	MTD Sales L	Brand Share %
KPM2	0.87	45.05 %
TRR1	0.66	32.88 %
WJD1	0.51	42.84 %
TRT1	0.35	45.95 %
VSI1	0.33	35.16 %
SLG1	0.29	35.65 %
PLR1	0.28	43.52 %
ABR1	0.22	24.99 %
KPM1	0.20	23.34 %
UGI1	0.19	45.17 %
CPT1	0.18	31.12 %
CYR1	0.14	29.50 %
WJP1	0.13	24.90 %
GDM1	0.06	33.28 %
PTU1	0.04	22.27 %
Total	11.05	48.13 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Mixie	0.47	38.26 %
Grinder	0.27	38.72 %
Gas-Stov	0.22	25.61 %
In-Stove	0.14	72.97 %
Iron	0.03	26.46 %
Total	1.13	34.98 %

Branch *	MTD Sales L	Brand Share %
TVP1	0.90	39.56 %
PAS1	0.23	24.01 %
Total	1.13	34.98 %