

MTD Sales
182.91 L

Brand Share %
41.27 %

Information:

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

* Branch where in Brand Share % is less than Overall State's Brand Share **41.27 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	80.72	56.03 %
Gas-Stov	40.83	36.44 %
Grinder	31.37	34.08 %
Chimney	16.29	74.53 %
In-Stove	9.65	45.71 %
Iron	2.77	21.42 %
Cook-Ele	1.60	85.66 %
Small-Ap	-0.04	-0.30 %
Acces-SA	-0.04	100.00 %
Cook-Pre	-0.22	-0.98 %
Total	182.91	41.27 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	30.65	42.67 %
SOUTH-03	29.67	44.38 %
CHENNAI-01	24.33	43.35 %
WEST-02	22.03	46.77 %
TRICHY-01	21.32	40.66 %
WEST-01	18.29	35.96 %
CHENNAI-02	12.59	33.14 %
SOUTH ARCOT	11.82	40.12 %
NORTH ARCOT	11.17	41.46 %
KL-SOUTH	1.04	29.05 %
Total	182.91	41.27 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	13.64	59.26 %
Gas-Stov	6.43	34.98 %
Grinder	6.26	38.21 %
In-Stove	1.81	53.25 %
Chimney	1.54	90.41 %
Iron	0.57	25.30 %
Cook-Ele	0.44	88.23 %
Acces-SA	-0.01	100.00 %
Small-Ap	-0.02	-1.02 %
Total	30.65	42.67 %

Branch *	MTD Sales L	Brand Share %
TVL1	2.17	41.01 %
NGR1	1.34	26.52 %
MAR1	0.91	37.86 %
TYI1	0.87	37.18 %
VNR2	0.86	21.80 %
TKS1	0.84	21.39 %
TCN1	0.71	29.63 %
RND1	0.61	27.53 %
APK1	0.51	39.11 %
ERL2	0.38	41.07 %
ARM1	0.34	29.53 %
ASM1	0.33	36.00 %
APK2	0.27	26.21 %
UDN1	0.25	32.21 %
KSM1	0.22	39.18 %
COL1	0.12	17.24 %
Total	30.65	42.67 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	13.47	61.64 %
Grinder	5.89	37.44 %
Gas-Stov	5.54	37.67 %
Chimney	2.96	79.46 %
In-Stove	1.12	42.92 %
Iron	0.51	23.35 %
Cook-Ele	0.15	75.62 %
Small-Ap	0.03	1.17 %
Total	29.67	44.38 %

Branch *	MTD Sales L	Brand Share %
DGL1	2.69	33.86 %
MDU1	2.10	35.25 %
CBM1	0.63	40.87 %
MDU3	0.61	34.68 %
TEN1	0.53	37.50 %
BNR1	0.47	34.79 %
MLR1	0.29	31.74 %
NKI1	0.25	23.36 %
MNM1	0.25	35.46 %
PKM1	0.23	32.72 %
ODM1	0.21	22.02 %
DGL2	0.18	10.54 %
KPT1	0.16	16.75 %
MDU6	0.14	32.27 %
KKD2	0.11	16.80 %
CMR1	0.11	14.55 %
MDU4	0.11	11.16 %
ADP1	0.04	5.86 %
Total	29.67	44.38 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mixie	10.43	57.60 %
Gas-Stov	6.91	43.93 %
Grinder	3.49	29.91 %
Chimney	1.51	72.23 %
In-Stove	1.45	53.05 %
Iron	0.30	23.07 %
Cook-Ele	0.25	92.47 %
Total	24.33	43.35 %

Branch *	MTD Sales L	Brand Share %
CH16	1.36	29.83 %
CH42	1.35	36.98 %
GUD1	0.97	38.99 %
CH07	0.96	30.64 %
CH45	0.89	38.90 %
CH28	0.75	34.04 %
CH39	0.63	33.59 %
MRM1	0.50	26.53 %
CH30	0.48	22.00 %
TKM1	0.42	34.62 %
CH35	0.34	34.62 %
SKL1	0.24	22.42 %
GUD2	0.21	16.19 %
AVD1	0.14	35.54 %
KNR1	0.04	8.16 %
CZWH		0.00 %
MC09		0.00 %
Total	24.33	43.35 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	9.64	59.82 %
Gas-Stov	5.34	44.89 %
Chimney	3.18	76.46 %
Grinder	2.64	38.70 %
In-Stove	1.01	41.90 %
Iron	0.25	18.48 %
Cook-Ele	0.03	100.00 %
Small-Ap	-0.01	-0.93 %
Acces-SA	-0.02	100.00 %
Cook-Pre	-0.03	-1.04 %
Total	22.03	46.77 %

Branch *	MTD Sales L	Brand Share %
PMP1	0.43	27.27 %
KVP1	0.41	33.60 %
KMM1	0.32	37.21 %
MCR1	0.28	16.13 %
DPR2	0.27	23.24 %
VKL1	0.24	35.10 %
PLC1	0.23	27.89 %
SGG1	0.20	23.50 %
OML1	0.20	17.39 %
TRM1	0.19	15.33 %
EDP1	0.16	20.00 %
HRR1	0.16	13.38 %
SGI1	0.11	37.90 %
TCG1	0.10	17.79 %
Total	22.03	46.77 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	8.38	55.69 %
Gas-Stov	5.61	39.53 %
Grinder	4.69	36.23 %
In-Stove	1.55	47.73 %
Chimney	0.63	49.99 %
Iron	0.24	22.82 %
Cook-Ele	0.22	73.28 %
Small-Ap		-0.06 %
Cook-Pre	-0.01	-0.42 %
Total	21.32	40.66 %

Branch *	MTD Sales L	Brand Share %
TNJ2	1.87	41.22 %
TNJ1	1.31	28.58 %
MVM1	1.25	26.57 %
KUM1	1.05	26.89 %
TVR2	0.88	25.30 %
ORU1	0.54	35.41 %
NMM1	0.44	40.89 %
TTP1	0.32	33.37 %
NCK1	0.27	35.37 %
KRN1	0.20	28.50 %
PBR1	0.19	36.24 %
MSI1	0.18	33.80 %
TRY2	0.17	35.49 %
APM1	0.06	7.41 %
Total	21.32	40.66 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	7.43	45.67 %
Chimney	3.72	83.98 %
Gas-Stov	3.67	30.15 %
Grinder	2.83	27.65 %
In-Stove	0.59	28.48 %
Iron	0.24	14.51 %
Cook-Ele	0.05	72.30 %
Acces-SA	-0.01	100.00 %
Small-Ap	-0.04	-2.59 %
Cook-Pre	-0.18	-6.97 %
Total	18.29	35.96 %

Branch *	MTD Sales L	Brand Share %
CBE2	2.20	28.92 %
MPM1	0.95	36.48 %
TPR2	0.85	40.72 %
PLI1	0.81	32.72 %
AVI1	0.66	32.16 %
KGM1	0.53	38.60 %
CBE3	0.42	38.84 %
CBE5	0.35	16.68 %
TPR3	0.30	16.38 %
DPM2	0.27	19.77 %
CNR1	0.23	26.54 %
CBE6	0.22	11.04 %
GBM1	0.20	32.41 %
PPI1	0.19	16.62 %
UMP1	0.11	28.94 %
SYM2	0.09	9.64 %
Total	18.29	35.96 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	5.76	45.75 %
Gas-Stov	2.78	27.57 %
Grinder	1.68	22.31 %
Chimney	1.06	52.37 %
In-Stove	0.85	47.37 %
Iron	0.24	20.96 %
Cook-Ele	0.23	100.00 %
Total	12.59	33.14 %

Branch *	MTD Sales L	Brand Share %
CH15	1.61	33.86 %
CH18	1.01	41.01 %
CH24	0.59	27.93 %
CH09	0.38	35.76 %
PON1	0.28	21.29 %
CH46	0.28	40.49 %
MJR1	0.25	10.11 %
CH20	0.22	15.56 %
CH27	0.18	27.04 %
CH33	0.16	14.06 %
CH36	0.16	29.69 %
CH41	0.14	11.09 %
GPD1	0.12	31.88 %
CH44	0.08	10.91 %
CH34	0.03	1.28 %
CH01		0.00 %
CH32		0.00 %
MC06		0.00 %
Total	12.59	33.14 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	5.49	55.39 %
Gas-Stov	2.47	36.05 %
Grinder	2.40	33.65 %
Chimney	0.60	100.00 %
In-Stove	0.48	38.30 %
Iron	0.27	25.69 %
Cook-Ele	0.10	83.39 %
Total	11.82	40.12 %

Branch *	MTD Sales L	Brand Share %
POY1	1.14	29.30 %
CUD1	1.03	26.76 %
KML1	0.61	39.97 %
ULP1	0.54	39.13 %
TRK1	0.44	37.44 %
TDM1	0.43	36.81 %
SJI2	0.43	31.60 %
STP1	0.37	40.00 %
VPM2	0.31	23.80 %
TVM1	0.30	40.99 %
VCM1	0.15	28.51 %
MKM1	0.10	18.40 %
CDM1	0.10	9.18 %
Total	11.82	40.12 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	5.74	58.19 %
Gas-Stov	1.97	26.81 %
Grinder	1.38	49.54 %
Chimney	1.09	58.60 %
In-Stove	0.73	53.67 %
Iron	0.13	17.17 %
Cook-Ele	0.12	85.86 %
Total	11.17	41.46 %

Branch *	MTD Sales L	Brand Share %
VEL1	0.53	37.42 %
CPT1	0.45	40.04 %
KPM1	0.38	39.87 %
TRR1	0.35	15.14 %
VNB1	0.23	31.16 %
CGM1	0.22	39.53 %
WJD1	0.22	17.15 %
SLG1	0.19	38.94 %
ABR1	0.16	12.22 %
UGI1	0.14	27.49 %
AKM1	0.12	25.74 %
CYR1	0.10	12.13 %
PTU1	0.07	19.06 %
Total	11.17	41.46 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Mixie	0.75	57.24 %
Gas-Stov	0.11	16.07 %
Grinder	0.11	13.39 %
In-Stove	0.05	23.96 %
Iron	0.02	10.88 %
Total	1.04	29.05 %

Branch *	MTD Sales L	Brand Share %
KLR1	0.36	33.96 %
PAS1	0.36	38.77 %
TVP1	0.32	20.09 %
Total	1.04	29.05 %