

MTD Sales
195.04 L

Brand Share %
44.87 %

Information:

MTD : 01-11-2025 To 10-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **44.87 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	86.49	58.60 %
Gas-Stov	42.59	37.68 %
Grinder	35.40	36.98 %
Chimney	13.01	62.60 %
In-Stove	12.87	51.16 %
Iron	3.04	23.40 %
Cook-Ele	1.40	79.31 %
Small-Ap	0.24	1.37 %
Total	195.04	44.87 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	32.55	48.37 %
SOUTH-03	28.48	47.11 %
CHENNAI-01	25.46	44.73 %
WEST-02	25.02	51.14 %
TRICHY-01	24.26	48.43 %
WEST-01	22.75	44.00 %
CHENNAI-02	15.46	35.12 %
SOUTH ARCOT	10.49	37.78 %
NORTH ARCOT	8.72	38.87 %
KL-SOUTH	1.85	36.53 %
Total	195.04	44.87 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	14.21	61.76 %
Grinder	7.41	46.46 %
Gas-Stov	6.47	38.58 %
In-Stove	1.96	53.19 %
Chimney	1.42	75.97 %
Iron	0.70	27.45 %
Cook-Ele	0.29	82.50 %
Small-Ap	0.09	2.77 %
Total	32.55	48.37 %

Branch *	MTD Sales L	Brand Share %
KVT1	2.41	42.36 %
TVL1	1.94	39.18 %
NGR1	1.43	39.84 %
VNR2	1.09	27.98 %
MAR1	0.84	37.47 %
RND1	0.69	33.98 %
APK2	0.65	41.92 %
TYI1	0.52	41.80 %
TKS1	0.49	18.45 %
SDI1	0.30	34.04 %
ARM1	0.18	17.48 %
KSM1	0.16	23.25 %
ASM1	0.09	16.50 %
S2SD		0.00 %
Total	32.55	48.37 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	12.17	58.89 %
Grinder	6.77	43.18 %
Gas-Stov	5.52	38.30 %
In-Stove	1.85	53.22 %
Chimney	1.61	70.09 %
Iron	0.37	24.63 %
Cook-Ele	0.18	60.90 %
Total	28.48	47.11 %

Branch *	MTD Sales L	Brand Share %
MDU1	2.74	34.94 %
MDU6	2.10	39.90 %
MDU2	1.67	43.93 %
DGL1	1.49	42.89 %
CBM1	0.68	37.62 %
MDU3	0.46	33.81 %
MDU4	0.45	38.26 %
DKI1	0.36	40.17 %
BNR1	0.33	37.07 %
KPT1	0.31	32.77 %
PKM1	0.28	38.56 %
DGL2	0.28	17.24 %
SGP1	0.27	40.53 %
CMR1	0.24	39.05 %
BTU1	0.23	32.23 %
ADP1	0.18	14.96 %
ODM1	0.10	12.48 %
TEN1	0.05	3.95 %
SZSD	0.03	20.82 %
Total	28.48	47.11 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mixie	10.76	62.21 %
Gas-Stov	6.54	42.92 %
Grinder	4.68	29.85 %
Chimney	1.45	67.65 %
In-Stove	1.42	54.04 %
Iron	0.34	23.12 %
Cook-Ele	0.18	81.37 %
Small-Ap	0.09	3.98 %
Total	25.46	44.73 %

Branch *	MTD Sales L	Brand Share %
CH16	2.02	42.55 %
CH07	0.80	29.33 %
CH28	0.77	39.35 %
CH38	0.66	37.89 %
CH35	0.50	41.04 %
AVD1	0.44	35.11 %
CH30	0.44	27.61 %
CH39	0.43	15.69 %
GUD2	0.35	22.77 %
MRM1	0.31	20.69 %
CH26	0.17	32.03 %
CH40	0.15	41.16 %
TKM1	0.10	16.79 %
WHC3		0.00 %
Total	25.46	44.73 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	11.31	64.15 %
Gas-Stov	5.98	46.52 %
Grinder	3.06	38.37 %
Chimney	2.59	60.74 %
In-Stove	1.67	51.76 %
Iron	0.36	27.17 %
Cook-Ele	0.03	100.00 %
Small-Ap	0.02	1.32 %
Total	25.02	51.14 %

Branch *	MTD Sales L	Brand Share %
SLM1	1.43	30.52 %
RSP1	0.62	44.05 %
OML1	0.53	35.17 %
TRM1	0.49	29.53 %
BMD1	0.38	41.01 %
MCR1	0.36	23.77 %
VKL1	0.33	43.85 %
KVP1	0.32	28.48 %
PMP1	0.29	40.43 %
KMM1	0.28	44.28 %
TCG1	0.26	39.44 %
SGI1	0.22	33.60 %
PLC1	0.20	13.46 %
HRR1	0.20	19.46 %
PDR1	0.17	43.84 %
DPR2	0.16	18.85 %
EDP1	0.14	17.62 %
SGG1	0.09	19.67 %
Total	25.02	51.14 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	10.02	59.89 %
Gas-Stov	5.15	40.45 %
Grinder	5.07	42.88 %
In-Stove	2.14	58.91 %
Chimney	1.22	88.50 %
Iron	0.36	27.57 %
Cook-Ele	0.30	77.49 %
Total	24.26	48.43 %

Branch *	MTD Sales L	Brand Share %
MVM1	1.64	37.08 %
KUM1	1.56	37.75 %
TNJ1	1.21	37.34 %
TNJ2	0.96	43.60 %
NGT1	0.73	44.50 %
TRY4	0.39	16.90 %
MSI1	0.31	32.05 %
KRN1	0.29	43.48 %
TTP1	0.23	28.47 %
ORU1	0.20	29.11 %
NCK1	0.09	14.74 %
APM1	0.06	8.85 %
TRY2	0.03	33.09 %
Total	24.26	48.43 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	9.42	58.09 %
Gas-Stov	4.94	34.76 %
Grinder	3.37	33.54 %
Chimney	3.20	64.11 %
In-Stove	1.47	54.12 %
Iron	0.25	15.41 %
Cook-Ele	0.08	100.00 %
Small-Ap	0.02	1.20 %
Total	22.75	44.00 %

Branch *	MTD Sales L	Brand Share %
CBE2	2.76	33.64 %
MPM1	1.23	44.60 %
TPR2	1.19	43.94 %
DPM2	0.61	33.63 %
CBE6	0.60	28.17 %
PLI1	0.50	24.53 %
AVI1	0.50	31.31 %
CBE5	0.47	27.05 %
TPR3	0.35	23.31 %
PDM1	0.28	24.35 %
PPI1	0.21	19.45 %
TPR4	0.21	21.00 %
KGI1	0.16	34.70 %
CNR1	0.14	23.22 %
SYM2	0.09	10.02 %
WHCB		0.00 %
Total	22.75	44.00 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	7.73	49.14 %
Gas-Stov	3.00	27.16 %
Grinder	2.55	28.09 %
In-Stove	0.93	43.84 %
Chimney	0.91	34.78 %
Iron	0.23	19.71 %
Cook-Ele	0.11	100.00 %
Total	15.46	35.12 %

Branch *	MTD Sales L	Brand Share %
CH15	1.75	27.63 %
CH18	1.48	43.59 %
CH17	0.79	40.15 %
CH20	0.79	39.14 %
CH24	0.61	22.13 %
CH33	0.50	21.94 %
CH41	0.43	27.65 %
MJR1	0.38	22.22 %
CH09	0.35	38.44 %
CH36	0.21	24.32 %
CH23	0.17	23.09 %
CH34	0.17	6.62 %
CH44	0.16	14.86 %
PON1	0.16	28.84 %
CH46	0.13	16.83 %
GPD1	0.13	19.77 %
UKI1	0.12	32.01 %
CH31	0.04	20.22 %
CH32	0.04	11.68 %
MC06		0.00 %
Total	15.46	35.12 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	4.95	51.92 %
Gas-Stov	2.56	35.30 %
Grinder	1.62	26.57 %
In-Stove	0.71	32.37 %
Chimney	0.26	55.62 %
Iron	0.19	24.81 %
Cook-Ele	0.18	82.22 %
Small-Ap	0.02	1.79 %
Total	10.49	37.78 %

Branch *	MTD Sales L	Brand Share %
CUD1	1.23	28.17 %
POY1	1.13	35.32 %
VPM2	0.42	30.25 %
ULP1	0.39	32.24 %
TRK1	0.38	34.37 %
KML1	0.37	33.23 %
TDM1	0.34	34.14 %
CDM1	0.31	17.08 %
PRT1	0.30	27.47 %
VPM1	0.23	44.79 %
VCM1	0.22	41.01 %
TVM2	0.21	26.64 %
STP1	0.09	37.51 %
MKM1	0.03	5.04 %
Total	10.49	37.78 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	4.52	52.03 %
Gas-Stov	2.15	30.30 %
Grinder	0.77	28.64 %
In-Stove	0.65	55.77 %
Chimney	0.37	46.93 %
Iron	0.24	21.52 %
Cook-Ele	0.03	58.31 %
Total	8.72	38.87 %

Branch *	MTD Sales L	Brand Share %
KPM2	0.98	40.81 %
SBR1	0.57	41.11 %
AKM1	0.44	42.71 %
TRR1	0.28	14.70 %
ARC2	0.24	36.92 %
CYR1	0.22	30.98 %
CPT1	0.21	30.47 %
WJD1	0.20	22.34 %
PTU1	0.17	26.20 %
TRT1	0.16	24.24 %
CGM1	0.16	21.58 %
ABR1	0.15	43.29 %
VSI1	0.14	28.59 %
SLG1	0.12	20.19 %
PLR1	0.09	39.05 %
VNB1	0.03	4.63 %
UGI1		0.00 %
WHVL		0.00 %
Total	8.72	38.87 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Mixie	1.39	67.16 %
Gas-Stov	0.28	19.73 %
Grinder	0.09	13.05 %
In-Stove	0.07	22.11 %
Cook-Ele	0.02	100.00 %
Total	1.85	36.53 %

Branch *	MTD Sales L	Brand Share %
TVP1	0.98	39.70 %
PAS1	0.21	17.66 %
Total	1.85	36.53 %