

MTD Sales
198.53 L

Brand Share %
45.78 %

Information:

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

* Branch where in Brand Share % is less than Overall State's Brand Share **45.78 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	87.74	61.88 %
Gas-Stov	46.49	38.30 %
Grinder	31.18	35.41 %
Chimney	15.47	93.38 %
In-Stove	12.26	51.38 %
Iron	3.89	26.09 %
Cook-Ele	1.32	85.08 %
Small-Ap	0.18	0.71 %
Total	198.53	45.78 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	40.14	49.36 %
SOUTH-03	30.55	49.82 %
WEST-02	24.63	56.22 %
CHENNAI-01	23.49	39.36 %
TRICHY-01	21.09	47.63 %
WEST-01	20.89	40.33 %
NORTH ARCOT	11.86	49.84 %
SOUTH ARCOT	11.06	42.34 %
CHENNAI-02	10.63	34.84 %
KL-SOUTH	4.20	38.12 %
Total	198.53	45.78 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	17.36	64.79 %
Gas-Stov	8.50	39.14 %
Grinder	7.75	42.44 %
Chimney	2.80	86.64 %
In-Stove	2.56	61.85 %
Iron	0.92	29.61 %
Cook-Ele	0.20	80.55 %
Small-Ap	0.04	1.13 %
Total	40.14	49.36 %

Branch *	MTD Sales L	Brand Share %
NGR1	2.42	45.40 %
TVL1	1.91	45.12 %
MAR1	1.38	43.15 %
RND1	1.20	40.48 %
TCN1	1.16	39.01 %
TKS2	1.12	40.36 %
VNR2	1.07	32.16 %
VLY1	0.88	44.67 %
TKS1	0.78	25.57 %
ERL2	0.61	29.41 %
SKD1	0.56	43.35 %
ASM1	0.51	37.12 %
APK1	0.48	34.14 %
PKD1	0.32	36.23 %
APK2	0.27	31.71 %
ARM1	0.26	33.92 %
TVL2	0.13	37.42 %
Total	40.14	49.36 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	13.90	69.03 %
Gas-Stov	7.09	40.24 %
Grinder	5.15	37.28 %
Chimney	1.78	95.25 %
In-Stove	1.72	58.54 %
Iron	0.68	36.47 %
Cook-Ele	0.22	100.00 %
Total	30.55	49.82 %

Branch *	MTD Sales L	Brand Share %
MDU1	2.64	32.32 %
DGL1	2.33	41.92 %
KKD2	0.92	35.16 %
MDU3	0.44	35.27 %
BNR1	0.40	36.15 %
ODM1	0.36	27.21 %
BTU1	0.21	38.06 %
PKM1	0.20	37.74 %
PNI1	0.10	27.97 %
TEN1	0.10	10.29 %
ADP1	0.06	9.68 %
SZSD		0.00 %
Total	30.55	49.82 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	10.07	65.05 %
Gas-Stov	5.74	48.40 %
Chimney	3.55	100.00 %
Grinder	2.66	42.87 %
In-Stove	2.09	57.58 %
Iron	0.40	28.63 %
Cook-Ele	0.11	83.94 %
Small-Ap	0.01	0.78 %
Total	24.63	56.22 %

Branch *	MTD Sales L	Brand Share %
SLM1	1.45	43.93 %
ERD2	1.21	41.30 %
ATU1	0.67	41.96 %
OML1	0.55	41.56 %
KVP1	0.54	40.80 %
VKL1	0.48	38.55 %
PDR1	0.29	45.49 %
RSP1	0.27	29.58 %
HRR1	0.25	32.19 %
PMP1	0.20	23.73 %
MCR1	0.19	14.13 %
PLC1	0.15	17.73 %
SGG1	0.15	35.94 %
EDP1	0.13	27.67 %
WZWH	0.01	9.09 %
Total	24.63	56.22 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mixie	11.23	68.35 %
Gas-Stov	6.09	37.96 %
Grinder	3.32	27.23 %
Chimney	1.18	100.00 %
In-Stove	1.14	44.38 %
Iron	0.38	25.46 %
Cook-Ele	0.10	41.79 %
Small-Ap	0.04	0.46 %
Total	23.49	39.36 %

Branch *	MTD Sales L	Brand Share %
CH28	1.18	38.21 %
CH42	1.13	32.44 %
CH38	0.62	44.85 %
AVD1	0.54	45.17 %
CH07	0.44	17.27 %
CH39	0.40	20.80 %
TKM1	0.37	30.48 %
CH35	0.31	35.81 %
GUD2	0.29	18.29 %
MRM1	0.20	15.66 %
CGL1	0.18	39.57 %
CH26	0.17	38.23 %
KNR1	0.14	24.25 %
CZWH		0.00 %
WHC3		0.00 %
Total	23.49	39.36 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	8.37	57.80 %
Gas-Stov	5.20	42.59 %
Grinder	4.44	43.20 %
In-Stove	1.31	53.09 %
Chimney	1.18	91.75 %
Iron	0.42	32.81 %
Cook-Ele	0.16	100.00 %
Small-Ap	0.02	1.02 %
Total	21.09	47.63 %

Branch *	MTD Sales L	Brand Share %
MVM1	1.30	38.66 %
TVR2	1.23	41.86 %
TNJ1	1.04	33.13 %
KIK1	1.02	35.19 %
KUM1	1.00	33.19 %
PDK1	0.41	37.65 %
NCK1	0.25	21.66 %
ORU1	0.19	26.60 %
TRY2	0.12	34.14 %
KRN1	0.08	13.56 %
APM1	0.05	8.05 %
TZSD		0.00 %
Total	21.09	47.63 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	8.70	54.11 %
Gas-Stov	5.38	33.14 %
Grinder	2.67	28.32 %
Chimney	2.45	83.93 %
In-Stove	1.31	39.85 %
Iron	0.23	11.88 %
Cook-Ele	0.14	87.34 %
Small-Ap	0.02	0.95 %
Total	20.89	40.33 %

Branch *	MTD Sales L	Brand Share %
KMR1	1.38	29.44 %
CBE2	1.19	19.76 %
CBE6	0.87	28.53 %
TPR3	0.73	36.00 %
SUL1	0.66	37.80 %
CBE5	0.53	26.71 %
KMD1	0.46	24.52 %
DPM2	0.40	21.37 %
CBE3	0.39	31.41 %
PLI1	0.37	18.37 %
SYM2	0.24	33.89 %
PDM1	0.21	23.10 %
ANR1	0.20	34.85 %
GBM1	0.18	37.91 %
TPR4	0.17	33.43 %
KGI1	0.15	40.18 %
AVI1	0.14	11.77 %
GDR1	0.02	11.14 %
WZSD		0.00 %
Total	20.89	40.33 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	6.01	68.58 %
Gas-Stov	2.57	33.21 %
Grinder	1.16	41.09 %
Chimney	1.14	100.00 %
In-Stove	0.66	54.11 %
Iron	0.24	21.75 %
Cook-Ele	0.07	100.00 %
Small-Ap	0.02	2.12 %
Total	11.86	49.84 %

Branch *	MTD Sales L	Brand Share %
KPM2	1.07	38.97 %
WJD1	0.37	38.26 %
CYR1	0.30	44.77 %
CGM1	0.27	45.60 %
ARC2	0.27	39.32 %
KPM1	0.19	30.49 %
GDM1	0.18	31.26 %
ABR1	0.13	22.17 %
WJP1	0.09	32.96 %
UGI1		0.00 %
Total	11.86	49.84 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	4.68	52.94 %
Gas-Stov	2.61	38.39 %
Grinder	1.83	29.05 %
Chimney	0.96	100.00 %
In-Stove	0.52	46.19 %
Iron	0.27	24.52 %
Cook-Ele	0.20	100.00 %
Total	11.06	42.34 %

Branch *	MTD Sales L	Brand Share %
CUD1	1.16	32.72 %
POY1	1.08	33.82 %
NVL2	0.95	44.41 %
VPM2	0.33	22.46 %
ULP1	0.22	11.86 %
TVM1	0.18	36.28 %
CDM1	0.16	12.49 %
MKM1	0.14	23.18 %
Total	11.06	42.34 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	5.12	47.88 %
Gas-Stov	2.55	31.52 %
Grinder	1.39	21.59 %
In-Stove	0.73	40.87 %
Chimney	0.43	100.00 %
Iron	0.26	21.07 %
Cook-Ele	0.13	100.00 %
Small-Ap	0.02	1.29 %
Total	10.63	34.84 %

Branch *	MTD Sales L	Brand Share %
CH15	1.11	29.58 %
CH03	0.82	39.44 %
CH34	0.75	29.32 %
CH18	0.69	27.73 %
CH21	0.42	24.20 %
CH20	0.41	26.31 %
CH36	0.31	38.33 %
CH44	0.30	33.07 %
CH41	0.26	21.08 %
CH17	0.19	44.29 %
CH33	0.18	20.25 %
MJR1	0.18	11.69 %
CH24	0.15	12.09 %
GPD1	0.15	27.62 %
CH09	0.14	23.21 %
CH46	0.11	26.04 %
PON1	0.11	16.25 %
Total	10.63	34.84 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Mixie	2.31	56.13 %
Grinder	0.82	34.84 %
Gas-Stov	0.77	24.83 %
In-Stove	0.21	30.82 %
Iron	0.09	22.70 %
Total	4.20	38.12 %

Branch *	MTD Sales L	Brand Share %
PAS1	0.79	30.23 %
KLR1	0.49	20.68 %
Total	4.20	38.12 %