

MTD Sales
206.16 L

Brand Share %
44.82 %

Information:

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

* Branch where in Brand Share % is less than Overall State's Brand Share **44.82 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	91.79	58.79 %
Gas-Stov	44.46	37.16 %
Grinder	37.01	36.70 %
In-Stove	14.00	52.14 %
Chimney	13.90	63.03 %
Iron	3.31	23.67 %
Cook-Ele	1.45	76.06 %
Small-Ap	0.24	1.30 %
Total	206.16	44.82 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	34.75	47.85 %
SOUTH-03	30.24	47.42 %
CHENNAI-01	26.71	45.07 %
WEST-02	26.24	51.03 %
TRICHY-01	25.10	47.79 %
WEST-01	24.37	44.21 %
CHENNAI-02	16.23	35.07 %
SOUTH ARCOT	11.35	38.00 %
NORTH ARCOT	9.25	38.65 %
KL-SOUTH	1.93	36.65 %
Total	206.16	44.82 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	15.03	60.93 %
Grinder	7.93	46.31 %
Gas-Stov	6.85	37.78 %
In-Stove	2.23	55.44 %
Chimney	1.59	70.32 %
Iron	0.75	27.06 %
Cook-Ele	0.29	76.60 %
Small-Ap	0.09	2.62 %
Total	34.75	47.85 %

Branch *	MTD Sales L	Brand Share %
KVT1	2.52	40.64 %
TVL1	2.01	38.93 %
NGR1	1.46	38.81 %
VNR2	1.29	29.62 %
RND1	0.99	40.51 %
MAR1	0.96	36.30 %
APK2	0.68	42.66 %
TYI1	0.52	41.52 %
TKS1	0.51	19.08 %
SDI1	0.35	37.41 %
ARM1	0.18	17.48 %
KSM1	0.16	20.29 %
ASM1	0.09	16.50 %
S2SD		0.00 %
Total	34.75	47.85 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	13.09	59.85 %
Grinder	7.00	43.15 %
Gas-Stov	5.76	37.34 %
In-Stove	1.99	54.23 %
Chimney	1.79	72.24 %
Iron	0.42	25.77 %
Cook-Ele	0.18	60.90 %
Total	30.24	47.42 %

Branch *	MTD Sales L	Brand Share %
MDU1	2.85	35.38 %
MDU6	2.10	39.26 %
MDU2	1.79	43.64 %
DGL1	1.49	40.18 %
CBM1	0.68	38.77 %
PNI1	0.56	40.48 %
MDU3	0.50	35.28 %
MDU4	0.45	36.50 %
DKI1	0.36	40.17 %
KPT1	0.33	34.54 %
BNR1	0.33	34.63 %
PKM1	0.30	38.85 %
DGL2	0.30	17.56 %
SGP1	0.27	39.33 %
CMR1	0.24	39.05 %
BTU1	0.24	33.20 %
ADP1	0.18	14.96 %
ODM1	0.10	12.06 %
TEN1	0.05	3.90 %
SZSD	0.03	20.82 %
Total	30.24	47.42 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mixie	11.50	62.95 %
Gas-Stov	6.81	42.92 %
Grinder	4.83	29.82 %
In-Stove	1.51	54.74 %
Chimney	1.45	67.65 %
Iron	0.35	22.88 %
Cook-Ele	0.18	81.37 %
Small-Ap	0.09	3.89 %
Total	26.71	45.07 %

Branch *	MTD Sales L	Brand Share %
CH08	2.23	44.81 %
CH16	2.14	43.96 %
CH42	1.63	44.24 %
CH07	0.91	31.63 %
CH28	0.77	39.35 %
CH38	0.74	34.43 %
AVD1	0.59	41.41 %
CH35	0.53	41.99 %
CH39	0.46	16.76 %
CH30	0.44	27.61 %
GUD2	0.36	23.29 %
MRM1	0.31	20.62 %
CH26	0.17	32.03 %
CH40	0.15	41.16 %
TKM1	0.12	17.45 %
WHC3		0.00 %
Total	26.71	45.07 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	11.83	64.08 %
Gas-Stov	6.23	46.67 %
Grinder	3.16	37.23 %
Chimney	2.76	62.27 %
In-Stove	1.82	52.01 %
Iron	0.39	27.18 %
Cook-Ele	0.03	100.00 %
Small-Ap	0.02	1.23 %
Total	26.24	51.03 %

Branch *	MTD Sales L	Brand Share %
SLM1	1.47	30.26 %
RSP1	0.62	42.44 %
OML1	0.53	35.17 %
TRM1	0.49	26.21 %
BMD1	0.41	40.49 %
MCR1	0.36	23.50 %
VKL1	0.33	43.43 %
KVP1	0.32	28.30 %
SGI1	0.31	36.91 %
PMP1	0.29	40.43 %
KMM1	0.28	41.46 %
TCG1	0.27	38.27 %
PLC1	0.26	16.88 %
DPR2	0.20	22.89 %
HRR1	0.20	19.46 %
SGG1	0.17	31.36 %
PDR1	0.17	40.94 %
EDP1	0.14	17.10 %
Total	26.24	51.03 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	10.46	59.29 %
Gas-Stov	5.24	39.64 %
Grinder	5.17	42.24 %
In-Stove	2.32	59.77 %
Chimney	1.22	83.84 %
Iron	0.38	27.95 %
Cook-Ele	0.30	69.17 %
Total	25.10	47.79 %

Branch *	MTD Sales L	Brand Share %
MVM1	1.72	37.29 %
KUM1	1.56	37.05 %
TNJ1	1.25	36.39 %
TNJ2	1.01	44.00 %
NGT1	0.73	44.36 %
TRY4	0.42	16.85 %
MSI1	0.31	31.67 %
KRN1	0.29	43.17 %
TTP1	0.27	32.39 %
ORU1	0.20	23.91 %
NCK1	0.09	14.00 %
APM1	0.06	8.85 %
TRY2	0.03	33.09 %
Total	25.10	47.79 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	10.00	58.45 %
Gas-Stov	5.08	34.32 %
Grinder	3.71	33.50 %
Chimney	3.56	66.51 %
In-Stove	1.64	55.74 %
Iron	0.29	16.44 %
Cook-Ele	0.08	100.00 %
Small-Ap	0.02	1.09 %
Total	24.37	44.21 %

Branch *	MTD Sales L	Brand Share %
CBE2	3.03	34.24 %
MPM1	1.23	43.62 %
TPR2	1.20	41.77 %
CBE6	0.74	32.62 %
DPM2	0.61	32.57 %
CBE5	0.58	28.09 %
PLI1	0.56	24.29 %
AVI1	0.55	30.71 %
TPR3	0.35	21.70 %
PDM1	0.28	24.35 %
PPI1	0.21	18.58 %
TPR4	0.21	20.90 %
CNR1	0.14	22.30 %
SYM2	0.09	10.02 %
WHCB		0.00 %
Total	24.37	44.21 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	8.25	49.41 %
Gas-Stov	3.18	26.98 %
Grinder	2.55	27.22 %
In-Stove	0.97	43.97 %
Chimney	0.91	34.78 %
Iron	0.24	19.48 %
Cook-Ele	0.11	100.00 %
Total	16.23	35.07 %

Branch *	MTD Sales L	Brand Share %
CH15	1.82	27.45 %
CH17	0.79	40.15 %
CH20	0.79	39.14 %
CH24	0.63	20.21 %
CH33	0.50	20.53 %
CH41	0.43	27.31 %
MJR1	0.38	20.67 %
CH09	0.35	38.44 %
CH23	0.21	27.05 %
CH36	0.21	23.92 %
CH34	0.20	7.51 %
PON1	0.20	33.56 %
CH44	0.16	14.67 %
CH46	0.13	15.69 %
GPD1	0.13	18.93 %
CH31	0.04	20.22 %
CH32	0.04	11.28 %
MC06		0.00 %
Total	16.23	35.07 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	5.45	53.51 %
Gas-Stov	2.63	33.57 %
Grinder	1.75	27.07 %
In-Stove	0.77	33.01 %
Chimney	0.26	47.64 %
Cook-Ele	0.24	85.68 %
Iron	0.22	25.11 %
Small-Ap	0.02	1.70 %
Total	11.35	38.00 %

Branch *	MTD Sales L	Brand Share %
POY1	1.47	39.45 %
CUD1	1.28	28.46 %
ULP1	0.49	36.76 %
VPM2	0.46	32.54 %
TRK1	0.38	32.57 %
KML1	0.37	33.02 %
TDM1	0.34	28.85 %
PRT1	0.33	28.12 %
CDM1	0.31	15.94 %
VPM1	0.23	44.79 %
VCM1	0.22	41.01 %
TVM2	0.21	22.96 %
STP1	0.14	43.24 %
MKM1	0.03	4.67 %
Total	11.35	38.00 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	4.78	52.22 %
Gas-Stov	2.34	30.35 %
Grinder	0.82	28.18 %
In-Stove	0.67	56.54 %
Chimney	0.37	46.93 %
Iron	0.24	20.72 %
Cook-Ele	0.03	41.16 %
Total	9.25	38.65 %

Branch *	MTD Sales L	Brand Share %
KPM2	1.02	40.86 %
SBR1	0.69	43.08 %
AKM1	0.44	38.54 %
TRR1	0.28	12.69 %
ARC2	0.24	33.96 %
WJD1	0.23	25.08 %
CYR1	0.22	30.98 %
CPT1	0.21	29.60 %
PTU1	0.17	26.20 %
TRT1	0.16	23.30 %
CGM1	0.16	21.58 %
ABR1	0.15	41.85 %
VSI1	0.14	27.36 %
SLG1	0.12	17.96 %
PLR1	0.09	39.05 %
VNB1	0.06	8.74 %
UGI1		0.00 %
WHVL		0.00 %
Total	9.25	38.65 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Mixie	1.39	67.22 %
Gas-Stov	0.33	22.18 %
Grinder	0.09	12.05 %
In-Stove	0.07	20.90 %
Cook-Ele	0.02	100.00 %
Iron	0.02	10.54 %
Total	1.93	36.65 %

Branch *	MTD Sales L	Brand Share %
TVP1	1.01	40.43 %
KLR1	0.67	43.65 %
PAS1	0.25	20.13 %
Total	1.93	36.65 %