

MTD Sales
230.01 L

Brand Share %
46.50 %

Information:

MTD : 01-08-2025 To 12-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **46.50 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	107.51	61.89 %
Gas-Stov	45.80	37.37 %
Grinder	41.57	36.23 %
Chimney	17.41	87.59 %
In-Stove	12.17	53.46 %
Iron	4.01	22.48 %
Cook-Ele	1.43	75.47 %
Small-Ap	0.11	0.52 %
Total	230.01	46.50 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	41.70	50.07 %
SOUTH-03	31.99	46.20 %
WEST-01	29.75	45.74 %
TRICHY-01	29.68	46.74 %
WEST-02	29.54	55.60 %
CHENNAI-01	24.49	42.13 %
CHENNAI-02	14.88	37.44 %
SOUTH ARCOT	13.96	43.93 %
NORTH ARCOT	12.74	47.06 %
KL-SOUTH	1.27	34.14 %
Total	230.01	46.50 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	17.59	66.14 %
Grinder	9.55	42.47 %
Gas-Stov	9.15	43.10 %
In-Stove	2.52	64.69 %
Chimney	1.66	82.70 %
Iron	0.96	30.38 %
Cook-Ele	0.26	89.80 %
Small-Ap	0.02	0.58 %
Total	41.70	50.07 %

Branch *	MTD Sales L	Brand Share %
TVL1	2.78	45.46 %
VNR2	1.94	43.96 %
SKD1	1.57	45.20 %
TKS1	1.22	25.79 %
MAR1	1.18	39.30 %
RND1	1.13	34.59 %
TCN1	0.97	39.92 %
APK1	0.91	38.38 %
SVK1	0.81	35.96 %
PKD1	0.80	45.26 %
ASM1	0.52	43.05 %
SDI1	0.41	45.48 %
KSM1	0.34	35.64 %
COL1	0.22	24.72 %
ERL1	0.19	35.33 %
ARM1	0.11	10.32 %
S2SD		0.00 %
Total	41.70	50.07 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	14.63	64.03 %
Grinder	6.77	37.26 %
Gas-Stov	5.59	34.00 %
Chimney	2.68	96.20 %
In-Stove	1.74	52.61 %
Iron	0.49	19.00 %
Cook-Ele	0.08	40.11 %
Small-Ap	0.02	0.69 %
Total	31.99	46.20 %

Branch *	MTD Sales L	Brand Share %
DGL1	3.14	46.49 %
MDU1	3.03	36.03 %
MDU2	1.68	45.31 %
MDU6	1.35	42.45 %
CBM1	1.24	42.91 %
MDU5	1.04	46.04 %
DGL2	0.68	45.79 %
DKI1	0.58	44.03 %
TDI1	0.56	35.77 %
BNR1	0.53	34.69 %
KKD2	0.50	24.06 %
BTU1	0.50	42.21 %
NKI1	0.45	38.28 %
PNI1	0.41	33.15 %
ADP1	0.32	24.41 %
PNV1	0.29	40.41 %
TEN1	0.22	22.25 %
PKM1	0.18	32.68 %
CMR1	0.16	31.52 %
ODM1	0.12	8.81 %
SZSD		0.00 %
Total	31.99	46.20 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	12.94	56.47 %
Gas-Stov	5.64	34.56 %
Chimney	4.79	88.44 %
Grinder	4.26	31.99 %
In-Stove	1.69	53.84 %
Iron	0.33	15.45 %
Cook-Ele	0.07	77.21 %
Small-Ap	0.04	2.44 %
Total	29.75	45.74 %

Branch *	MTD Sales L	Brand Share %
CBE2	4.24	45.80 %
KMR1	2.44	40.94 %
TPR2	1.07	27.43 %
SYM2	0.88	41.52 %
AVI1	0.73	37.64 %
CBE6	0.64	37.52 %
TPR3	0.61	37.99 %
TPR4	0.50	41.25 %
PLI1	0.47	12.54 %
UMP1	0.42	35.33 %
DPM2	0.42	20.70 %
KMD1	0.40	27.64 %
KGI1	0.34	28.27 %
GDR1	0.23	45.61 %
GBM1	0.09	42.48 %
WZSD		0.00 %
Total	29.75	45.74 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	13.15	59.04 %
Grinder	6.92	39.89 %
Gas-Stov	4.60	34.61 %
Chimney	2.15	95.30 %
In-Stove	1.96	53.29 %
Iron	0.56	28.51 %
Cook-Ele	0.34	77.73 %
Total	29.68	46.74 %

Branch *	MTD Sales L	Brand Share %
KUM1	1.98	40.79 %
TNJ2	1.92	44.67 %
TNJ1	1.53	33.09 %
MVM1	1.23	24.01 %
TVR2	1.22	39.93 %
JKM1	0.86	34.82 %
NGT1	0.61	44.95 %
PBR1	0.33	37.23 %
NCK1	0.31	24.80 %
KRN1	0.21	26.58 %
APM1	0.09	4.69 %
TZSD		0.00 %
Total	29.68	46.74 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	14.81	70.22 %
Gas-Stov	6.23	47.76 %
Grinder	3.77	40.12 %
Chimney	2.80	96.36 %
In-Stove	1.29	46.51 %
Iron	0.43	22.71 %
Cook-Ele	0.20	100.00 %
Small-Ap		0.24 %
Total	29.54	55.60 %

Branch *	MTD Sales L	Brand Share %
SLM1	1.73	40.57 %
ERD1	1.09	44.00 %
ATU1	0.73	32.76 %
TRM1	0.63	38.00 %
MCR1	0.56	38.73 %
RSP1	0.49	44.10 %
DPR2	0.47	35.55 %
KVP1	0.44	37.68 %
SGG1	0.33	41.36 %
OML1	0.31	27.44 %
HRR1	0.20	17.68 %
TCG1	0.12	27.41 %
EDP1	0.09	12.38 %
WZWH		0.00 %
Total	29.54	55.60 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mixie	11.52	61.16 %
Gas-Stov	6.23	40.43 %
Grinder	3.89	27.69 %
Chimney	1.31	72.50 %
In-Stove	0.92	52.72 %
Iron	0.43	23.16 %
Cook-Ele	0.18	63.99 %
Small-Ap	0.02	0.51 %
Total	24.49	42.13 %

Branch *	MTD Sales L	Brand Share %
CH16	1.93	41.55 %
CH07	1.58	39.95 %
CH42	1.19	30.99 %
CH05	1.19	34.70 %
CH28	1.11	39.12 %
CH39	0.62	36.11 %
CH35	0.53	33.31 %
TKM1	0.39	38.95 %
CH38	0.38	17.44 %
CH26	0.38	41.41 %
MRM1	0.34	19.96 %
SKL1	0.33	38.88 %
GUD2	0.19	12.67 %
CH29	0.14	18.93 %
CZWH	0.09	5.00 %
CH40	0.08	29.61 %
KNR1		0.00 %
MC10		0.00 %
WHC3		0.00 %
Total	24.49	42.13 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	8.32	54.48 %
Gas-Stov	2.93	27.53 %
Grinder	2.17	26.29 %
Chimney	0.55	61.03 %
In-Stove	0.54	42.90 %
Iron	0.25	19.45 %
Cook-Ele	0.12	100.00 %
Total	14.88	37.44 %

Branch *	MTD Sales L	Brand Share %
CH15	3.20	44.49 %
CH18	1.38	39.71 %
CH03	1.06	30.61 %
CH44	0.39	35.79 %
CH09	0.39	33.59 %
MJR1	0.32	21.27 %
PON1	0.31	35.18 %
CH41	0.31	29.51 %
CH24	0.30	15.36 %
CH21	0.28	17.30 %
GPD1	0.27	32.85 %
CH34	0.26	13.59 %
CH33	0.25	18.85 %
CH46	0.21	28.12 %
CH20	0.15	10.82 %
CH31	0.10	23.69 %
CH01		0.00 %
Total	14.88	37.44 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	6.94	58.60 %
Grinder	2.78	35.69 %
Gas-Stov	2.24	33.05 %
Chimney	0.76	87.76 %
In-Stove	0.73	44.66 %
Iron	0.36	26.16 %
Cook-Ele	0.16	79.50 %
Total	13.96	43.93 %

Branch *	MTD Sales L	Brand Share %
CUD1	1.83	37.07 %
POY1	1.07	27.10 %
POY2	1.01	35.74 %
ULP1	0.55	31.96 %
CDM1	0.44	16.50 %
TRK1	0.42	29.54 %
PRT1	0.42	46.04 %
VPM2	0.36	28.27 %
STP1	0.33	37.66 %
MKM1	0.14	21.07 %
TVM1	0.08	32.50 %
Total	13.96	43.93 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	7.11	65.92 %
Gas-Stov	2.92	35.26 %
Grinder	1.14	37.65 %
Chimney	0.71	76.06 %
In-Stove	0.64	56.10 %
Iron	0.18	11.86 %
Cook-Ele	0.03	31.19 %
Total	12.74	47.06 %

Branch *	MTD Sales L	Brand Share %
KPM2	1.04	46.23 %
TRR1	0.76	33.73 %
WJD1	0.58	45.70 %
VSI1	0.48	39.69 %
CPT1	0.30	38.42 %
SLG1	0.29	34.84 %
ABR1	0.29	27.75 %
PLR1	0.28	41.69 %
KPM1	0.24	16.94 %
UGI1	0.19	40.43 %
CYR1	0.18	33.72 %
WJP1	0.13	23.46 %
GDM1	0.11	36.38 %
PTU1	0.06	32.79 %
Total	12.74	47.06 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Mixie	0.51	40.04 %
Grinder	0.31	35.54 %
Gas-Stov	0.29	24.94 %
In-Stove	0.14	72.97 %
Iron	0.03	26.46 %
Total	1.27	34.14 %

Branch *	MTD Sales L	Brand Share %
TVP1	1.00	37.76 %
PAS1	0.27	25.26 %
Total	1.27	34.14 %