

MTD Sales
210.80 L

Brand Share %
45.85 %

Information:

MTD : 01-09-2025 To 12-09-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **45.85 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	93.35	62.05 %
Gas-Stov	48.82	37.93 %
Grinder	32.88	35.19 %
Chimney	16.54	93.78 %
In-Stove	13.38	51.80 %
Iron	4.09	26.18 %
Cook-Ele	1.52	84.42 %
Small-Ap	0.20	0.77 %
Total	210.80	45.85 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	42.76	49.44 %
SOUTH-03	32.00	49.52 %
WEST-02	26.21	56.41 %
CHENNAI-01	25.16	39.80 %
TRICHY-01	22.47	47.63 %
WEST-01	21.85	40.30 %
NORTH ARCOT	12.66	49.71 %
SOUTH ARCOT	12.20	42.85 %
CHENNAI-02	11.05	34.46 %
KL-SOUTH	4.43	38.41 %
Total	210.80	45.85 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	18.53	65.26 %
Gas-Stov	9.10	39.39 %
Grinder	8.39	42.27 %
Chimney	2.80	86.63 %
In-Stove	2.70	61.04 %
Iron	0.99	30.36 %
Cook-Ele	0.22	74.18 %
Small-Ap	0.04	1.09 %
Total	42.76	49.44 %

Branch *	MTD Sales L	Brand Share %
NGR1	2.59	45.77 %
MAR1	1.46	42.76 %
RND1	1.28	39.52 %
TY11	1.21	45.40 %
TCN1	1.19	38.34 %
TKS2	1.17	40.41 %
VNR2	1.07	30.98 %
KSM1	0.88	44.63 %
TKS1	0.78	24.28 %
ERL2	0.58	28.02 %
ASM1	0.55	38.05 %
APK1	0.48	34.14 %
PKD1	0.37	35.40 %
APK2	0.35	35.33 %
ARM1	0.26	32.06 %
TVL2	0.14	39.20 %
Total	42.76	49.44 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	14.69	69.38 %
Gas-Stov	7.25	39.75 %
Grinder	5.43	36.26 %
In-Stove	1.87	57.79 %
Chimney	1.78	95.25 %
Iron	0.72	37.21 %
Cook-Ele	0.25	100.00 %
Total	32.00	49.52 %

Branch *	MTD Sales L	Brand Share %
MDU1	2.72	32.28 %
DGL1	2.58	42.92 %
KKD2	0.96	35.73 %
DGL2	0.72	38.17 %
MDU3	0.51	38.80 %
BNR1	0.40	35.61 %
ODM1	0.36	27.21 %
PKM1	0.30	39.74 %
BTU1	0.26	43.60 %
PNI1	0.10	27.97 %
TEN1	0.10	9.74 %
ADP1	0.06	9.68 %
SZSD		0.00 %
Total	32.00	49.52 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	10.59	64.74 %
Gas-Stov	5.95	48.18 %
Chimney	4.12	100.00 %
Grinder	2.71	42.47 %
In-Stove	2.27	58.76 %
Iron	0.42	27.04 %
Cook-Ele	0.13	86.40 %
Small-Ap	0.01	0.72 %
Total	26.21	56.41 %

Branch *	MTD Sales L	Brand Share %
SLM1	1.45	43.57 %
ERD2	1.25	40.94 %
ATU1	0.67	41.96 %
OML1	0.55	39.79 %
KVP1	0.54	40.29 %
VKL1	0.48	36.44 %
PDR1	0.29	45.49 %
RSP1	0.29	31.16 %
HRR1	0.25	29.34 %
DPR2	0.24	39.10 %
PMP1	0.21	24.23 %
PLC1	0.20	21.55 %
SGG1	0.19	40.19 %
MCR1	0.19	13.98 %
EDP1	0.13	25.12 %
WZWH	0.01	9.09 %
Total	26.21	56.41 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mixie	12.12	68.08 %
Gas-Stov	6.41	37.66 %
Grinder	3.46	26.93 %
Chimney	1.31	100.00 %
In-Stove	1.26	45.21 %
Iron	0.38	24.56 %
Cook-Ele	0.16	52.70 %
Small-Ap	0.07	0.69 %
Total	25.16	39.80 %

Branch *	MTD Sales L	Brand Share %
CH42	1.29	34.60 %
CH28	1.18	37.69 %
CH39	0.65	28.36 %
CH38	0.62	44.36 %
AVD1	0.54	41.90 %
CH07	0.50	16.61 %
CH35	0.39	41.39 %
TKM1	0.37	29.52 %
GUD2	0.29	17.90 %
CGL1	0.23	41.23 %
MRM1	0.20	15.20 %
CH26	0.17	38.23 %
KNR1	0.14	20.15 %
CZWH		0.00 %
WHC3		0.00 %
Total	25.16	39.80 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	8.91	57.79 %
Gas-Stov	5.49	41.99 %
Grinder	4.75	43.25 %
In-Stove	1.46	53.85 %
Chimney	1.18	91.75 %
Iron	0.45	33.20 %
Cook-Ele	0.21	100.00 %
Small-Ap	0.02	1.03 %
Total	22.47	47.63 %

Branch *	MTD Sales L	Brand Share %
MVM1	1.33	36.42 %
TVR2	1.31	42.48 %
KIK1	1.19	38.35 %
TNJ1	1.09	33.07 %
KUM1	1.03	32.48 %
PDK1	0.53	42.77 %
NCK1	0.25	20.82 %
ORU1	0.24	30.05 %
TRY2	0.12	34.14 %
KRN1	0.08	13.56 %
APM1	0.05	6.45 %
TZSD		0.00 %
Total	22.47	47.63 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	9.03	53.77 %
Gas-Stov	5.70	33.11 %
Grinder	2.71	28.14 %
Chimney	2.45	83.93 %
In-Stove	1.55	42.62 %
Iron	0.25	12.55 %
Cook-Ele	0.14	77.53 %
Small-Ap	0.02	0.92 %
Total	21.85	40.30 %

Branch *	MTD Sales L	Brand Share %
KMR1	1.51	29.44 %
CBE2	1.26	20.24 %
CBE6	0.94	29.64 %
TPR3	0.76	35.67 %
SUL1	0.66	37.46 %
PPI1	0.55	44.47 %
CBE5	0.53	26.17 %
KMD1	0.46	23.92 %
DPM2	0.44	21.52 %
CBE3	0.39	30.29 %
PLI1	0.37	18.06 %
SYM2	0.24	33.65 %
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	10.31 %
GDR1	0.02	11.14 %
WZSD		0.00 %
Total	21.85	40.30 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	6.51	68.56 %
Gas-Stov	2.64	32.28 %
Grinder	1.31	41.64 %
Chimney	1.14	100.00 %
In-Stove	0.75	55.62 %
Iron	0.24	21.16 %
Cook-Ele	0.07	100.00 %
Small-Ap	0.02	2.03 %
Total	12.66	49.71 %

Branch *	MTD Sales L	Brand Share %
KPM2	1.23	40.59 %
TRR1	0.70	45.61 %
WJD1	0.44	41.38 %
CYR1	0.37	44.79 %
CGM1	0.27	43.37 %
ARC2	0.27	36.80 %
PLR1	0.21	44.13 %
KPM1	0.19	30.17 %
ABR1	0.16	23.86 %
GDM1	0.15	27.48 %
WJP1	0.14	42.91 %
UGI1		0.00 %
Total	12.66	49.71 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	5.03	53.95 %
Gas-Stov	2.91	37.83 %
Grinder	1.92	28.74 %
Chimney	1.33	100.00 %
In-Stove	0.54	44.55 %
Iron	0.27	23.86 %
Cook-Ele	0.20	100.00 %
Total	12.20	42.85 %

Branch *	MTD Sales L	Brand Share %
POY1	1.21	35.27 %
CUD1	1.19	30.97 %
ULP1	0.40	18.87 %
VPM2	0.39	24.76 %
MKM1	0.22	29.63 %
TVM1	0.18	36.28 %
CDM1	0.16	10.06 %
TVM2	0.08	43.95 %
Total	12.20	42.85 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	5.45	48.17 %
Gas-Stov	2.60	30.07 %
Grinder	1.34	20.61 %
In-Stove	0.78	40.29 %
Chimney	0.43	100.00 %
Iron	0.27	21.05 %
Cook-Ele	0.15	100.00 %
Small-Ap	0.02	1.24 %
Total	11.05	34.46 %

Branch *	MTD Sales L	Brand Share %
CH15	1.15	29.70 %
CH03	0.82	37.64 %
CH18	0.80	30.05 %
CH34	0.79	29.15 %
CH21	0.45	24.71 %
CH20	0.41	25.34 %
CH36	0.31	37.28 %
CH41	0.26	19.28 %
CH44	0.25	26.56 %
CH17	0.19	44.29 %
CH33	0.18	18.40 %
MJR1	0.18	11.47 %
CH24	0.15	10.84 %
GPD1	0.15	27.62 %
CH09	0.14	22.41 %
CH46	0.11	22.75 %
PON1	0.11	16.12 %
Total	11.05	34.46 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Mixie	2.49	56.84 %
Grinder	0.86	35.30 %
Gas-Stov	0.77	24.10 %
In-Stove	0.21	30.00 %
Iron	0.10	23.31 %
Total	4.43	38.41 %

Branch *	MTD Sales L	Brand Share %
PAS1	0.86	29.83 %
KLR1	0.49	20.33 %
Total	4.43	38.41 %