

MTD Sales
243.76 L

Brand Share %
41.38 %

Information:

MTD : 01-10-2025 To 12-10-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **41.38 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	108.81	56.93 %
Gas-Stov	53.41	35.77 %
Grinder	42.69	34.15 %
Chimney	21.43	72.03 %
In-Stove	12.11	46.44 %
Iron	3.57	21.50 %
Cook-Ele	2.00	82.95 %
Small-Ap		0.00 %
Acces-SA	-0.04	100.00 %
Cook-Pre	-0.22	-0.75 %
Total	243.76	41.38 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-03	41.62	43.19 %
SOUTH-01	40.51	43.42 %
CHENNAI-01	31.19	42.51 %
WEST-02	30.38	47.23 %
TRICHY-01	27.40	41.49 %
WEST-01	25.10	37.07 %
CHENNAI-02	16.69	33.30 %
NORTH ARCOT	14.85	40.99 %
SOUTH ARCOT	14.43	38.90 %
KL-SOUTH	1.57	35.32 %
Total	243.76	41.38 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	18.79	60.44 %
Grinder	8.38	36.50 %
Gas-Stov	7.59	35.20 %
Chimney	4.38	77.71 %
In-Stove	1.55	43.70 %
Iron	0.66	22.99 %
Cook-Ele	0.22	75.25 %
Small-Ap	0.03	0.84 %
Total	41.62	43.19 %

Branch *	MTD Sales L	Brand Share %
DGL1	3.94	35.43 %
MDU6	2.88	39.31 %
MDU1	2.83	33.92 %
MDU3	0.79	28.80 %
TEN1	0.64	28.93 %
PNI1	0.62	40.97 %
BNR1	0.50	31.96 %
NKI1	0.40	23.53 %
PKM1	0.31	33.41 %
ODM1	0.21	13.98 %
DGL2	0.21	8.90 %
MDU4	0.20	14.41 %
KPT1	0.16	15.12 %
CMR1	0.14	17.00 %
KKD2	0.11	11.41 %
ADP1	0.04	4.49 %
Total	41.62	43.19 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	18.77	61.32 %
Gas-Stov	8.27	34.78 %
Grinder	8.16	37.77 %
In-Stove	2.16	55.01 %
Chimney	1.93	86.02 %
Iron	0.71	24.39 %
Cook-Ele	0.54	86.54 %
Acces-SA	-0.01	100.00 %
Small-Ap	-0.02	-0.83 %
Total	40.51	43.42 %

Branch *	MTD Sales L	Brand Share %
NGR1	1.77	28.44 %
TKS1	1.16	22.34 %
TY11	1.08	37.80 %
VNR2	1.07	22.14 %
MAR1	1.05	37.43 %
RND1	0.92	32.27 %
SNL1	0.85	39.30 %
TCN1	0.84	27.98 %
APK1	0.68	34.25 %
ARM1	0.53	36.16 %
ASM1	0.44	37.66 %
APK2	0.41	26.75 %
ERL2	0.41	35.30 %
COL1	0.30	32.12 %
UDN1	0.29	33.52 %
KSM1	0.22	33.71 %
Total	40.51	43.42 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mixie	13.59	57.52 %
Gas-Stov	8.47	42.55 %
Grinder	4.84	29.33 %
Chimney	1.87	76.40 %
In-Stove	1.69	51.05 %
Iron	0.38	23.46 %
Cook-Ele	0.33	87.44 %
Small-Ap	0.02	0.89 %
Total	31.19	42.51 %

Branch *	MTD Sales L	Brand Share %
CH16	1.79	30.77 %
CH42	1.77	32.41 %
GUD1	1.19	40.98 %
CH07	1.10	25.13 %
CH45	1.09	38.10 %
CH28	0.89	30.70 %
CH30	0.68	25.27 %
CH39	0.65	31.06 %
CGL1	0.53	35.64 %
MRM1	0.52	25.97 %
TKM1	0.51	37.66 %
CH35	0.47	38.17 %
SKL1	0.37	27.29 %
GUD2	0.24	14.55 %
KNR1	0.09	10.39 %
CH40		0.00 %
CZWH		0.00 %
MC09		0.00 %
Total	31.19	42.51 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	13.35	60.78 %
Gas-Stov	7.09	42.72 %
Chimney	4.21	73.23 %
Grinder	4.07	42.39 %
In-Stove	1.35	43.92 %
Iron	0.35	19.78 %
Cook-Ele	0.03	100.00 %
Small-Ap	-0.01	-0.70 %
Acces-SA	-0.02	100.00 %
Cook-Pre	-0.03	-0.82 %
Total	30.38	47.23 %

Branch *	MTD Sales L	Brand Share %
SLM1	2.55	41.22 %
PLC1	0.63	24.63 %
KVP1	0.46	29.91 %
PMP1	0.43	24.99 %
VKL1	0.39	37.15 %
DPR2	0.37	25.67 %
MCR1	0.36	15.58 %
KMM1	0.32	24.23 %
TRM1	0.30	20.11 %
HRR1	0.21	15.65 %
SGG1	0.20	18.76 %
OML1	0.20	15.21 %
EDP1	0.20	21.54 %
TCG1	0.06	8.59 %
Total	30.38	47.23 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	10.99	56.28 %
Gas-Stov	6.96	39.94 %
Grinder	5.93	36.56 %
In-Stove	1.88	49.40 %
Chimney	1.02	61.72 %
Iron	0.33	23.95 %
Cook-Ele	0.30	73.80 %
Small-Ap		-0.04 %
Cook-Pre	-0.01	-0.33 %
Total	27.40	41.49 %

Branch *	MTD Sales L	Brand Share %
TNJ2	2.17	39.95 %
TNJ1	1.85	33.23 %
MVM1	1.71	28.72 %
KUM1	1.20	26.17 %
TVR2	1.16	28.70 %
JKM1	0.82	41.16 %
ORU1	0.71	33.53 %
TTP1	0.52	39.25 %
PBR1	0.31	37.09 %
NCK1	0.27	27.87 %
TRY2	0.27	33.15 %
MSI1	0.27	38.32 %
KRN1	0.22	21.03 %
APM1	0.09	7.47 %
Total	27.40	41.49 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	9.76	47.48 %
Gas-Stov	5.47	31.78 %
Chimney	4.61	81.16 %
Grinder	4.21	29.92 %
In-Stove	0.91	33.73 %
Iron	0.32	15.16 %
Cook-Ele	0.05	72.30 %
Acces-SA	-0.01	100.00 %
Small-Ap	-0.04	-1.89 %
Cook-Pre	-0.18	-5.34 %
Total	25.10	37.07 %

Branch *	MTD Sales L	Brand Share %
CBE2	2.89	29.83 %
MPM1	1.05	33.70 %
PLI1	0.99	26.74 %
TPR2	0.99	36.43 %
AVI1	0.74	29.10 %
CBE3	0.60	41.08 %
CBE5	0.58	21.49 %
KGM1	0.55	33.63 %
TPR3	0.41	14.93 %
DPM2	0.29	16.45 %
CBE6	0.25	11.24 %
CNR1	0.23	25.54 %
PPI1	0.23	15.70 %
SYM2	0.17	12.11 %
UMP1	0.16	27.39 %
Total	25.10	37.07 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	7.69	46.97 %
Gas-Stov	3.94	28.28 %
Grinder	2.40	23.86 %
Chimney	1.23	49.34 %
In-Stove	0.87	41.76 %
Cook-Ele	0.28	93.55 %
Iron	0.28	20.11 %
Total	16.69	33.30 %

Branch *	MTD Sales L	Brand Share %
CH15	1.98	32.50 %
CH03	1.96	41.07 %
CH12	1.33	40.57 %
CH18	1.23	38.73 %
CH21	0.89	37.72 %
CH24	0.72	21.53 %
CH09	0.49	40.65 %
CH20	0.43	24.62 %
PON1	0.28	21.03 %
MJR1	0.26	9.71 %
CH33	0.19	11.54 %
CH27	0.18	23.65 %
UKI1	0.17	35.40 %
CH44	0.16	19.50 %
CH36	0.16	27.03 %
CH41	0.14	9.01 %
GPD1	0.12	31.88 %
CH34	0.04	1.17 %
CH01		0.00 %
CH32		0.00 %
MC06		0.00 %
Total	16.69	33.30 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	8.02	59.84 %
Gas-Stov	2.39	25.12 %
Grinder	1.81	43.86 %
Chimney	1.43	51.61 %
In-Stove	0.91	52.56 %
Iron	0.18	17.31 %
Cook-Ele	0.12	85.86 %
Total	14.85	40.99 %

Branch *	MTD Sales L	Brand Share %
AKM1	0.71	30.24 %
SLG1	0.70	38.03 %
TRR1	0.47	16.57 %
CPT1	0.45	36.88 %
KPM1	0.40	40.95 %
ABR1	0.36	23.43 %
VNB1	0.26	25.04 %
WJD1	0.26	15.60 %
PLR1	0.25	38.91 %
CGM1	0.22	30.86 %
UGI1	0.21	29.94 %
CYR1	0.15	15.74 %
PTU1	0.13	26.98 %
Total	14.85	40.99 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	6.84	55.55 %
Gas-Stov	3.07	35.79 %
Grinder	2.74	30.55 %
In-Stove	0.72	43.21 %
Chimney	0.60	65.30 %
Iron	0.31	24.57 %
Cook-Ele	0.12	75.03 %
Small-Ap	0.02	1.62 %
Total	14.43	38.90 %

Branch *	MTD Sales L	Brand Share %
POY1	1.37	28.95 %
CUD1	1.27	23.76 %
KML1	0.59	40.14 %
SJI2	0.58	25.44 %
TRK1	0.56	38.38 %
ULP1	0.55	35.30 %
VPM2	0.46	30.62 %
TDM1	0.43	33.48 %
VCM1	0.22	31.29 %
CDM1	0.13	8.93 %
MKM1	0.10	18.16 %
Total	14.43	38.90 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Mixie	1.01	60.78 %
Gas-Stov	0.15	18.96 %
Grinder	0.15	16.78 %
Chimney	0.13	100.00 %
In-Stove	0.08	31.52 %
Iron	0.04	18.90 %
Total	1.57	35.32 %

Branch *	MTD Sales L	Brand Share %
KLR1	0.53	40.08 %
TVP1	0.46	23.57 %
Total	1.57	35.32 %