

MTD Sales
215.03 L

Brand Share %
44.53 %

Information:

MTD : 01-11-2025 To 12-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **44.53 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	95.93	58.69 %
Gas-Stov	46.53	36.93 %
Grinder	38.48	36.37 %
In-Stove	14.66	52.12 %
Chimney	14.25	62.23 %
Iron	3.43	23.26 %
Cook-Ele	1.48	76.41 %
Small-Ap	0.26	1.32 %
Total	215.03	44.53 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	36.40	47.75 %
SOUTH-03	31.60	46.77 %
CHENNAI-01	27.78	44.65 %
WEST-02	27.46	51.04 %
TRICHY-01	26.33	47.58 %
WEST-01	25.04	43.62 %
CHENNAI-02	16.56	34.41 %
SOUTH ARCOT	12.06	38.32 %
NORTH ARCOT	9.72	38.44 %
KL-SOUTH	2.08	38.29 %
Total	215.03	44.53 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	15.64	60.89 %
Grinder	8.12	45.45 %
Gas-Stov	7.36	37.91 %
In-Stove	2.37	56.84 %
Chimney	1.77	72.46 %
Iron	0.77	26.52 %
Cook-Ele	0.29	76.60 %
Small-Ap	0.09	2.54 %
Total	36.40	47.75 %

Branch *	MTD Sales L	Brand Share %
KVT1	2.77	42.15 %
TVL1	2.03	38.20 %
NGR1	1.56	39.45 %
VNR2	1.37	30.02 %
RND1	1.03	39.75 %
MAR1	0.98	34.67 %
APK2	0.58	37.51 %
TYI1	0.52	41.52 %
TKS1	0.51	18.59 %
SDI1	0.36	38.09 %
ARM1	0.18	17.26 %
KSM1	0.16	18.85 %
ASM1	0.09	15.29 %
S2SD		0.00 %
Total	36.40	47.75 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	14.00	60.46 %
Grinder	7.18	41.79 %
Gas-Stov	5.84	35.81 %
In-Stove	2.08	54.01 %
Chimney	1.79	72.24 %
Iron	0.49	27.47 %
Cook-Ele	0.21	64.27 %
Total	31.60	46.77 %

Branch *	MTD Sales L	Brand Share %
MDU1	2.98	35.06 %
MDU6	2.23	40.04 %
DGL1	1.45	36.02 %
CBM1	0.76	40.15 %
PNI1	0.56	38.96 %
MDU3	0.51	35.72 %
MDU4	0.45	35.00 %
DKI1	0.42	42.14 %
KPT1	0.36	36.22 %
BNR1	0.33	34.63 %
DGL2	0.31	17.98 %
PKM1	0.30	38.34 %
SGP1	0.30	41.11 %
MNM1	0.29	42.47 %
BTU1	0.26	35.48 %
ADP1	0.18	14.10 %
ODM1	0.10	12.06 %
TEN1	0.05	3.87 %
SZSD	0.03	20.82 %
Total	31.60	46.77 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mixie	11.90	62.56 %
Gas-Stov	7.29	43.36 %
Grinder	4.92	28.70 %
In-Stove	1.57	53.74 %
Chimney	1.45	67.65 %
Iron	0.36	22.79 %
Cook-Ele	0.18	81.37 %
Small-Ap	0.11	4.69 %
Total	27.78	44.65 %

Branch *	MTD Sales L	Brand Share %
CH08	2.23	43.16 %
CH16	2.14	43.07 %
CH07	0.97	32.50 %
CH28	0.77	39.35 %
CH38	0.74	34.43 %
AVD1	0.59	40.72 %
CH35	0.57	42.34 %
CH39	0.46	16.30 %
CH30	0.44	26.45 %
GUD2	0.41	25.68 %
MRM1	0.31	18.70 %
CH26	0.17	32.03 %
CH40	0.15	41.16 %
TKM1	0.12	15.77 %
CZWH	0.10	30.83 %
WHC3		0.00 %
Total	27.78	44.65 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	12.34	64.44 %
Gas-Stov	6.49	46.78 %
Grinder	3.35	37.91 %
Chimney	2.94	61.10 %
In-Stove	1.88	50.25 %
Iron	0.40	26.37 %
Cook-Ele	0.03	100.00 %
Small-Ap	0.02	1.17 %
Total	27.46	51.04 %

Branch *	MTD Sales L	Brand Share %
SLM1	1.47	30.04 %
RSP1	0.62	42.44 %
TRM1	0.62	29.84 %
OML1	0.53	34.31 %
MCR1	0.49	28.30 %
BMD1	0.41	40.49 %
DPR1	0.38	42.73 %
VKL1	0.33	43.43 %
KVP1	0.32	28.30 %
SGI1	0.31	33.03 %
PMP1	0.29	38.96 %
TCG1	0.27	36.80 %
PLC1	0.26	16.50 %
HRR1	0.23	21.62 %
DPR2	0.20	20.53 %
SGG1	0.17	26.52 %
PDR1	0.17	38.38 %
EDP1	0.14	17.10 %
Total	27.46	51.04 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	11.06	59.10 %
Gas-Stov	5.63	39.64 %
Grinder	5.36	42.07 %
In-Stove	2.39	60.50 %
Chimney	1.22	83.84 %
Iron	0.37	25.89 %
Cook-Ele	0.30	69.17 %
Total	26.33	47.58 %

Branch *	MTD Sales L	Brand Share %
MVM1	1.80	37.16 %
KUM1	1.64	38.05 %
TNJ1	1.28	35.72 %
TNJ2	1.03	41.79 %
PDK1	0.54	44.49 %
TRY4	0.42	15.92 %
MSI1	0.31	31.67 %
KRN1	0.29	39.82 %
TTP1	0.27	28.94 %
ORU1	0.27	29.02 %
NCK1	0.12	16.12 %
APM1	0.06	8.85 %
TRY2	0.03	33.09 %
Total	26.33	47.58 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	10.44	58.11 %
Gas-Stov	5.13	33.57 %
Grinder	3.76	33.11 %
Chimney	3.56	64.78 %
In-Stove	1.75	54.87 %
Iron	0.31	16.82 %
Cook-Ele	0.08	100.00 %
Small-Ap	0.02	0.99 %
Total	25.04	43.62 %

Branch *	MTD Sales L	Brand Share %
CBE2	3.03	33.70 %
KMR1	1.65	44.18 %
MPM1	1.23	43.46 %
TPR2	1.20	40.06 %
CBE6	0.76	32.93 %
DPM2	0.68	34.84 %
AVI1	0.62	32.70 %
PLI1	0.60	25.74 %
CBE5	0.58	27.86 %
TPR3	0.38	22.62 %
PDM1	0.28	22.02 %
PPI1	0.21	17.12 %
TPR4	0.21	19.24 %
CNR1	0.14	20.08 %
SYM2	0.09	8.20 %
WHCB		0.00 %
Total	25.04	43.62 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	8.33	48.17 %
Gas-Stov	3.34	27.12 %
Grinder	2.65	26.92 %
In-Stove	0.97	43.65 %
Chimney	0.91	34.78 %
Iron	0.24	18.55 %
Cook-Ele	0.11	100.00 %
Total	16.56	34.41 %

Branch *	MTD Sales L	Brand Share %
CH15	1.88	27.52 %
CH17	0.79	36.68 %
CH20	0.79	36.62 %
CH24	0.68	21.07 %
CH33	0.50	19.30 %
CH41	0.43	27.31 %
MJR1	0.38	18.17 %
CH09	0.35	35.08 %
PON1	0.27	33.79 %
CH23	0.21	27.05 %
CH36	0.21	23.92 %
CH34	0.20	7.37 %
GPD1	0.16	22.82 %
CH44	0.16	14.67 %
CH46	0.13	15.69 %
CH31	0.04	20.22 %
CH32	0.04	11.08 %
MC06		0.00 %
Total	16.56	34.41 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	5.70	53.22 %
Gas-Stov	2.66	32.64 %
Grinder	2.14	30.50 %
In-Stove	0.81	33.82 %
Chimney	0.26	47.64 %
Cook-Ele	0.24	85.68 %
Iron	0.22	23.01 %
Small-Ap	0.02	1.61 %
Total	12.06	38.32 %

Branch *	MTD Sales L	Brand Share %
POY1	1.53	38.35 %
CUD1	1.28	27.12 %
TRK1	0.54	39.82 %
ULP1	0.49	36.76 %
VPM2	0.48	33.36 %
KML1	0.43	36.13 %
TDM1	0.34	28.09 %
PRT1	0.33	27.92 %
CDM1	0.31	15.58 %
VCM1	0.22	41.01 %
TVM2	0.21	22.96 %
STP1	0.16	43.69 %
MKM1	0.10	12.34 %
Total	12.06	38.32 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	5.00	52.47 %
Gas-Stov	2.42	29.88 %
Grinder	0.91	29.64 %
In-Stove	0.75	57.39 %
Chimney	0.37	39.13 %
Iron	0.24	19.84 %
Cook-Ele	0.03	41.16 %
Total	9.72	38.44 %

Branch *	MTD Sales L	Brand Share %
KPM2	1.06	41.83 %
SBR1	0.71	43.52 %
AKM1	0.44	36.83 %
TRR1	0.35	15.16 %
WJD1	0.31	30.90 %
ARC2	0.24	30.94 %
CYR1	0.22	30.16 %
CPT1	0.21	29.60 %
TRT1	0.21	27.67 %
PTU1	0.17	26.20 %
CGM1	0.16	21.29 %
ABR1	0.15	31.23 %
VSI1	0.14	26.99 %
SLG1	0.12	17.73 %
PLR1	0.09	27.42 %
VNB1	0.06	7.04 %
UGI1		0.00 %
WHVL		0.00 %
Total	9.72	38.44 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Mixie	1.51	68.38 %
Gas-Stov	0.37	23.94 %
Grinder	0.09	12.05 %
In-Stove	0.07	20.90 %
Cook-Ele	0.02	100.00 %
Iron	0.02	10.54 %
Total	2.08	38.29 %

Branch *	MTD Sales L	Brand Share %
TVP1	1.05	41.24 %
KLR1	0.67	43.14 %
PAS1	0.36	27.05 %
Total	2.08	38.29 %