

MTD Sales  
243.80 L

Brand Share %  
46.78 %

Information:

MTD : 01-08-2025 To 13-08-2025

\* Branch where in Brand Share % is less than Overall State's Brand Share **46.78 %** are only listed below

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Mixie    | 113.18      | 62.09 %       |
| Gas-Stov | 48.59       | 37.45 %       |
| Grinder  | 43.96       | 36.67 %       |
| Chimney  | 19.20       | 88.61 %       |
| In-Stove | 13.00       | 53.45 %       |
| Iron     | 4.23        | 22.42 %       |
| Cook-Ele | 1.54        | 76.00 %       |
| Small-Ap | 0.11        | 0.49 %        |
| Total    | 243.80      | 46.78 %       |

| Sales Zone  | MTD Sales L | Brand Share % |
|-------------|-------------|---------------|
| SOUTH-01    | 44.32       | 50.45 %       |
| SOUTH-03    | 33.92       | 46.36 %       |
| WEST-01     | 31.79       | 46.26 %       |
| TRICHY-01   | 31.56       | 46.87 %       |
| WEST-02     | 30.50       | 55.33 %       |
| CHENNAI-01  | 26.35       | 42.99 %       |
| CHENNAI-02  | 15.50       | 37.56 %       |
| SOUTH ARCOT | 15.40       | 44.76 %       |
| NORTH ARCOT | 13.10       | 46.61 %       |
| KL-SOUTH    | 1.35        | 34.85 %       |
| Total       | 243.80      | 46.78 %       |

## SOUTH-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Mixie    | 18.79       | 66.82 %       |
| Grinder  | 10.02       | 42.81 %       |
| Gas-Stov | 9.70        | 43.15 %       |
| In-Stove | 2.70        | 64.55 %       |
| Chimney  | 1.80        | 83.76 %       |
| Iron     | 1.02        | 29.96 %       |
| Cook-Ele | 0.28        | 90.72 %       |
| Small-Ap | 0.02        | 0.56 %        |
| Total    | 44.32       | 50.45 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| TVL1     | 3.02        | 46.05 %       |
| VNR2     | 2.13        | 44.85 %       |
| SKD1     | 1.57        | 44.19 %       |
| TKS1     | 1.30        | 26.68 %       |
| MAR1     | 1.26        | 40.20 %       |
| RND1     | 1.19        | 34.59 %       |
| TCN1     | 1.08        | 42.43 %       |
| APK1     | 1.06        | 42.22 %       |
| SVK1     | 0.83        | 36.67 %       |
| PKD1     | 0.83        | 45.58 %       |
| ASM1     | 0.63        | 46.46 %       |
| SDI1     | 0.41        | 43.11 %       |
| KSM1     | 0.34        | 35.64 %       |
| COL1     | 0.22        | 24.72 %       |
| ERL1     | 0.19        | 35.33 %       |
| ARM1     | 0.11        | 10.32 %       |
| S2SD     |             | 0.00 %        |
| Total    | 44.32       | 50.45 %       |

### SOUTH-03

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Mixie    | 15.30       | 63.00 %       |
| Grinder  | 7.16        | 37.66 %       |
| Gas-Stov | 6.07        | 34.87 %       |
| Chimney  | 2.88        | 96.45 %       |
| In-Stove | 1.87        | 53.30 %       |
| Iron     | 0.55        | 20.37 %       |
| Cook-Ele | 0.08        | 40.11 %       |
| Small-Ap | 0.02        | 0.66 %        |
| Total    | 33.92       | 46.36 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| DGL1     | 3.23        | 44.88 %       |
| MDU1     | 3.13        | 35.55 %       |
| MDU2     | 1.72        | 45.88 %       |
| MDU6     | 1.41        | 41.76 %       |
| CBM1     | 1.38        | 44.99 %       |
| MDU5     | 1.10        | 46.74 %       |
| MDU4     | 0.92        | 46.73 %       |
| DGL2     | 0.72        | 46.19 %       |
| DKI1     | 0.64        | 45.12 %       |
| TDI1     | 0.56        | 31.13 %       |
| NKI1     | 0.53        | 42.22 %       |
| BNR1     | 0.53        | 34.31 %       |
| KKD2     | 0.52        | 24.98 %       |
| BTU1     | 0.50        | 42.21 %       |
| PNI1     | 0.45        | 31.86 %       |
| PNV1     | 0.32        | 41.11 %       |
| ADP1     | 0.32        | 22.84 %       |
| TEN1     | 0.22        | 22.25 %       |
| PKM1     | 0.18        | 32.68 %       |
| CMR1     | 0.17        | 32.84 %       |
| ODM1     | 0.12        | 8.70 %        |
| SZSD     |             | 0.00 %        |
| Total    | 33.92       | 46.36 %       |

### WEST-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Mixie    | 13.60       | 56.79 %       |
| Gas-Stov | 5.98        | 34.74 %       |
| Chimney  | 5.34        | 89.52 %       |
| Grinder  | 4.65        | 32.97 %       |
| In-Stove | 1.77        | 52.92 %       |
| Iron     | 0.35        | 15.51 %       |
| Cook-Ele | 0.07        | 77.21 %       |
| Small-Ap | 0.04        | 2.32 %        |
| Total    | 31.79       | 46.26 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CBE2     | 4.30        | 44.54 %       |
| KMR1     | 2.63        | 42.22 %       |
| TPR2     | 1.12        | 27.90 %       |
| SYM2     | 0.93        | 41.52 %       |
| TPR3     | 0.74        | 40.89 %       |
| AVI1     | 0.73        | 35.34 %       |
| CBE6     | 0.64        | 35.26 %       |
| TPR4     | 0.52        | 42.45 %       |
| DPM2     | 0.50        | 22.81 %       |
| PLI1     | 0.47        | 12.35 %       |
| UMP1     | 0.42        | 33.30 %       |
| KMD1     | 0.41        | 28.14 %       |
| KGI1     | 0.39        | 28.48 %       |
| GDR1     | 0.23        | 45.61 %       |
| GBM1     | 0.09        | 42.48 %       |
| WZSD     |             | 0.00 %        |
| Total    | 31.79       | 46.26 %       |

## TRICHY-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Mixie    | 13.95       | 59.38 %       |
| Grinder  | 7.31        | 40.36 %       |
| Gas-Stov | 4.85        | 33.87 %       |
| Chimney  | 2.52        | 95.96 %       |
| In-Stove | 2.04        | 52.55 %       |
| Iron     | 0.56        | 27.51 %       |
| Cook-Ele | 0.34        | 77.73 %       |
| Total    | 31.56       | 46.87 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| KUM1     | 2.02        | 39.67 %       |
| TNJ2     | 1.92        | 43.29 %       |
| TNJ1     | 1.69        | 34.50 %       |
| MVM1     | 1.40        | 24.76 %       |
| TVR2     | 1.32        | 38.97 %       |
| JKM1     | 1.02        | 38.47 %       |
| NGT1     | 0.61        | 43.16 %       |
| NCK1     | 0.41        | 28.34 %       |
| KRN1     | 0.38        | 39.35 %       |
| PBR1     | 0.33        | 37.23 %       |
| APM1     | 0.13        | 6.90 %        |
| TZSD     |             | 0.00 %        |
| Total    | 31.56       | 46.87 %       |

## WEST-02

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Mixie    | 15.25       | 70.23 %       |
| Gas-Stov | 6.37        | 47.02 %       |
| Grinder  | 3.86        | 40.18 %       |
| Chimney  | 2.98        | 96.57 %       |
| In-Stove | 1.38        | 46.51 %       |
| Iron     | 0.46        | 21.73 %       |
| Cook-Ele | 0.20        | 100.00 %      |
| Small-Ap |             | 0.23 %        |
| Total    | 30.50       | 55.33 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| SLM1     | 1.73        | 39.46 %       |
| ERD1     | 1.09        | 43.41 %       |
| PLC1     | 0.84        | 45.76 %       |
| ATU1     | 0.73        | 31.51 %       |
| TRM1     | 0.67        | 38.67 %       |
| MCR1     | 0.59        | 39.89 %       |
| RSP1     | 0.52        | 44.84 %       |
| DPR2     | 0.47        | 35.55 %       |
| KVP1     | 0.44        | 35.87 %       |
| OML1     | 0.36        | 29.89 %       |
| PDR1     | 0.33        | 46.45 %       |
| SGG1     | 0.33        | 40.16 %       |
| HRR1     | 0.20        | 15.66 %       |
| TCG1     | 0.12        | 27.41 %       |
| EDP1     | 0.09        | 11.49 %       |
| WZWH     |             | 0.00 %        |
| Total    | 30.50       | 55.33 %       |

## CHENNAI-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Mixie    | 12.14       | 62.01 %       |
| Gas-Stov | 6.71        | 40.42 %       |
| Grinder  | 4.30        | 29.34 %       |
| Chimney  | 1.48        | 74.90 %       |
| In-Stove | 1.01        | 52.91 %       |
| Iron     | 0.46        | 23.28 %       |
| Cook-Ele | 0.23        | 69.40 %       |
| Small-Ap | 0.02        | 0.50 %        |
| Total    | 26.35       | 42.99 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CH16     | 2.07        | 41.45 %       |
| CH07     | 1.60        | 40.26 %       |
| CH05     | 1.41        | 38.41 %       |
| CH42     | 1.35        | 33.37 %       |
| CH28     | 1.22        | 41.11 %       |
| GUD1     | 0.98        | 46.57 %       |
| CH39     | 0.67        | 37.44 %       |
| CH35     | 0.53        | 33.31 %       |
| CH38     | 0.47        | 20.72 %       |
| CH26     | 0.46        | 40.32 %       |
| SKL1     | 0.41        | 41.68 %       |
| TKM1     | 0.40        | 36.58 %       |
| MRM1     | 0.34        | 19.77 %       |
| GUD2     | 0.19        | 12.67 %       |
| CH29     | 0.14        | 18.93 %       |
| CZWH     | 0.09        | 5.00 %        |
| CH40     | 0.08        | 29.61 %       |
| KNR1     | 0.05        | 6.81 %        |
| MC10     |             | 0.00 %        |
| WHC3     |             | 0.00 %        |
| Total    | 26.35       | 42.99 %       |

## CHENNAI-02

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Mixie    | 8.86        | 54.90 %       |
| Gas-Stov | 2.99        | 27.08 %       |
| Grinder  | 2.17        | 25.98 %       |
| Chimney  | 0.55        | 61.03 %       |
| In-Stove | 0.53        | 40.06 %       |
| Iron     | 0.26        | 19.66 %       |
| Cook-Ele | 0.15        | 100.00 %      |
| Total    | 15.50       | 37.56 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CH15     | 3.26        | 44.94 %       |
| CH18     | 1.45        | 40.90 %       |
| CH03     | 1.14        | 31.22 %       |
| MJR1     | 0.41        | 24.82 %       |
| CH44     | 0.39        | 33.23 %       |
| CH09     | 0.39        | 33.59 %       |
| CH34     | 0.32        | 15.48 %       |
| PON1     | 0.31        | 35.18 %       |
| CH41     | 0.31        | 28.46 %       |
| CH24     | 0.30        | 14.15 %       |
| CH21     | 0.28        | 16.86 %       |
| GPD1     | 0.27        | 32.85 %       |
| CH33     | 0.25        | 18.12 %       |
| CH46     | 0.21        | 26.90 %       |
| CH20     | 0.15        | 10.23 %       |
| CH31     | 0.10        | 21.27 %       |
| CH01     |             | 0.00 %        |
| Total    | 15.50       | 37.56 %       |

## SOUTH ARCOT

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Mixie    | 7.48        | 59.14 %       |
| Grinder  | 2.98        | 35.33 %       |
| Gas-Stov | 2.56        | 34.78 %       |
| Chimney  | 0.95        | 89.95 %       |
| In-Stove | 0.91        | 49.53 %       |
| Iron     | 0.37        | 26.05 %       |
| Cook-Ele | 0.16        | 72.11 %       |
| Total    | 15.40       | 44.76 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CUD1     | 2.33        | 40.83 %       |
| POY1     | 1.37        | 31.18 %       |
| POY2     | 1.08        | 34.86 %       |
| ULP1     | 0.61        | 34.37 %       |
| CDM1     | 0.47        | 16.91 %       |
| TRK1     | 0.42        | 29.44 %       |
| PRT1     | 0.42        | 40.71 %       |
| VPM2     | 0.41        | 28.61 %       |
| STP1     | 0.36        | 39.59 %       |
| MKM1     | 0.14        | 20.07 %       |
| TVM1     | 0.11        | 37.63 %       |
| Total    | 15.40       | 44.76 %       |

## NORTH ARCOT

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Mixie    | 7.27        | 65.77 %       |
| Gas-Stov | 3.05        | 35.43 %       |
| Grinder  | 1.19        | 36.10 %       |
| Chimney  | 0.71        | 76.06 %       |
| In-Stove | 0.66        | 55.26 %       |
| Iron     | 0.19        | 11.84 %       |
| Cook-Ele | 0.03        | 31.19 %       |
| Total    | 13.10       | 46.61 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| KPM2     | 1.08        | 46.20 %       |
| TRR1     | 0.80        | 32.61 %       |
| WJD1     | 0.58        | 46.72 %       |
| AKM1     | 0.51        | 46.14 %       |
| VSI1     | 0.48        | 39.69 %       |
| TRT1     | 0.40        | 46.76 %       |
| CPT1     | 0.30        | 37.49 %       |
| SLG1     | 0.29        | 34.84 %       |
| ABR1     | 0.29        | 27.75 %       |
| PLR1     | 0.28        | 41.69 %       |
| KPM1     | 0.24        | 16.65 %       |
| UGI1     | 0.19        | 37.74 %       |
| CYR1     | 0.18        | 33.72 %       |
| GDM1     | 0.15        | 42.58 %       |
| WJP1     | 0.14        | 24.81 %       |
| PTU1     | 0.06        | 24.57 %       |
| Total    | 13.10       | 46.61 %       |

## KL-SOUTH

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Mixie    | 0.55        | 41.37 %       |
| Gas-Stov | 0.33        | 26.68 %       |
| Grinder  | 0.31        | 35.54 %       |
| In-Stove | 0.14        | 72.97 %       |
| Iron     | 0.03        | 26.46 %       |
| Total    | 1.35        | 34.85 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| TVP1     | 1.08        | 38.55 %       |
| PAS1     | 0.27        | 25.26 %       |
| Total    | 1.35        | 34.85 %       |