

MTD Sales
228.79 L

Brand Share %
46.10 %

Information:

MTD : 01-09-2025 To 13-09-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **46.10 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	100.17	61.95 %
Gas-Stov	53.42	38.33 %
Grinder	35.95	35.63 %
Chimney	18.26	93.82 %
In-Stove	14.85	52.45 %
Iron	4.31	25.75 %
Cook-Ele	1.64	82.44 %
Small-Ap	0.20	0.73 %
Total	228.79	46.10 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	46.21	49.65 %
SOUTH-03	36.31	50.19 %
WEST-02	27.91	55.84 %
CHENNAI-01	26.58	39.41 %
TRICHY-01	24.06	48.21 %
WEST-01	23.72	40.97 %
NORTH ARCOT	14.01	50.24 %
SOUTH ARCOT	13.03	42.01 %
CHENNAI-02	12.24	35.47 %
KL-SOUTH	4.72	38.59 %
Total	228.79	46.10 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	19.70	65.71 %
Gas-Stov	10.23	39.46 %
Grinder	9.12	43.22 %
Chimney	2.99	87.36 %
In-Stove	2.85	60.79 %
Iron	1.01	29.56 %
Cook-Ele	0.27	71.60 %
Small-Ap	0.04	1.04 %
Total	46.21	49.65 %

Branch *	MTD Sales L	Brand Share %
MAR1	1.53	42.19 %
TYI1	1.35	44.65 %
TCN1	1.31	38.53 %
RND1	1.28	38.56 %
TKS2	1.27	41.47 %
VNR2	1.26	30.26 %
KSM1	0.88	44.63 %
TKS1	0.80	22.69 %
ASM1	0.58	38.91 %
ERL2	0.54	25.79 %
APK1	0.48	33.33 %
PKD1	0.48	39.09 %
APK2	0.35	32.56 %
ARM1	0.26	31.75 %
Total	46.21	49.65 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	16.03	68.48 %
Gas-Stov	8.24	41.01 %
Grinder	6.38	37.50 %
Chimney	2.50	96.56 %
In-Stove	2.13	58.78 %
Iron	0.77	34.69 %
Cook-Ele	0.28	100.00 %
Total	36.31	50.19 %

Branch *	MTD Sales L	Brand Share %
DGL1	2.96	43.16 %
MDU1	2.75	31.54 %
DGL2	0.99	41.45 %
KKD2	0.98	34.90 %
MDU3	0.51	38.36 %
PKM1	0.40	45.87 %
ODM1	0.36	26.60 %
BTU1	0.29	42.49 %
PN11	0.24	44.79 %
TEN1	0.21	16.62 %
ADP1	0.06	7.87 %
SZSD		0.00 %
Total	36.31	50.19 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	11.61	65.28 %
Gas-Stov	6.30	47.36 %
Chimney	4.25	100.00 %
Grinder	2.80	40.61 %
In-Stove	2.37	58.58 %
Iron	0.44	26.14 %
Cook-Ele	0.13	86.40 %
Small-Ap	0.01	0.65 %
Total	27.91	55.84 %

Branch *	MTD Sales L	Brand Share %
SLM1	1.45	42.52 %
ERD2	1.25	40.94 %
ATU1	0.75	43.48 %
KVP1	0.60	42.73 %
OML1	0.55	37.44 %
VKL1	0.48	33.74 %
DPR2	0.30	39.99 %
PDR1	0.29	45.49 %
RSP1	0.29	31.16 %
HRR1	0.25	27.52 %
PMP1	0.21	23.55 %
PLC1	0.21	22.23 %
SGG1	0.19	38.04 %
MCR1	0.19	13.31 %
EDP1	0.13	22.75 %
WZWH	0.01	9.09 %
Total	27.91	55.84 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mixie	12.71	66.47 %
Gas-Stov	6.84	37.01 %
Grinder	3.70	26.93 %
In-Stove	1.40	45.87 %
Chimney	1.31	100.00 %
Iron	0.40	24.15 %
Cook-Ele	0.16	52.70 %
Small-Ap	0.07	0.67 %
Total	26.58	39.41 %

Branch *	MTD Sales L	Brand Share %
CH42	1.52	35.22 %
CH28	1.27	38.81 %
CH39	0.73	28.78 %
CH38	0.67	40.07 %
AVD1	0.54	40.01 %
CH07	0.54	15.90 %
CH35	0.40	38.98 %
TKM1	0.37	28.55 %
GUD2	0.31	18.12 %
CH26	0.26	44.26 %
CGL1	0.24	40.91 %
MRM1	0.20	14.25 %
KNR1	0.19	24.57 %
CZWH		0.00 %
WHC3		0.00 %
Total	26.58	39.41 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	9.44	58.18 %
Gas-Stov	5.91	43.23 %
Grinder	4.98	43.45 %
In-Stove	1.65	54.23 %
Chimney	1.35	92.73 %
Iron	0.48	33.28 %
Cook-Ele	0.24	100.00 %
Small-Ap	0.02	0.92 %
Total	24.06	48.21 %

Branch *	MTD Sales L	Brand Share %
MVM1	1.40	36.97 %
TVR2	1.31	40.38 %
KIK1	1.29	40.18 %
TNJ1	1.13	32.45 %
KUM1	1.08	32.63 %
PDK1	0.53	41.30 %
NCK1	0.28	22.55 %
ORU1	0.26	31.36 %
TRY2	0.12	34.14 %
KRN1	0.08	12.60 %
APM1	0.05	6.28 %
TZSD		0.00 %
Total	24.06	48.21 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	9.92	53.96 %
Gas-Stov	6.06	33.89 %
Grinder	3.03	29.56 %
Chimney	2.45	80.99 %
In-Stove	1.80	45.17 %
Iron	0.27	12.68 %
Cook-Ele	0.16	66.62 %
Small-Ap	0.02	0.86 %
Total	23.72	40.97 %

Branch *	MTD Sales L	Brand Share %
KMR1	1.64	29.81 %
CBE2	1.32	20.27 %
CBE6	0.97	30.28 %
TPR3	0.82	37.25 %
SUL1	0.78	41.37 %
PPI1	0.55	43.27 %
CBE5	0.53	25.20 %
DPM2	0.48	22.77 %
KMD1	0.46	22.91 %
CBE3	0.39	30.29 %
PLI1	0.33	15.73 %
TPR4	0.25	37.93 %
SYM2	0.24	32.10 %
PDM1	0.21	21.96 %
ANR1	0.20	30.43 %
GBM1	0.18	37.91 %
KGI1	0.16	41.77 %
AVI1	0.14	9.78 %
GDR1	0.08	32.73 %
WZSD		0.00 %
Total	23.72	40.97 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	7.01	68.50 %
Gas-Stov	2.86	32.67 %
Chimney	1.47	100.00 %
Grinder	1.40	40.96 %
In-Stove	0.92	56.23 %
Iron	0.26	22.01 %
Cook-Ele	0.07	100.00 %
Small-Ap	0.02	1.80 %
Total	14.01	50.24 %

Branch *	MTD Sales L	Brand Share %
KPM2	1.29	38.85 %
TRR1	0.72	45.72 %
CYR1	0.37	44.79 %
CGM1	0.27	42.16 %
ARC2	0.27	35.84 %
KPM1	0.24	34.70 %
PLR1	0.21	41.68 %
ABR1	0.19	25.45 %
GDM1	0.15	27.48 %
WJP1	0.14	39.58 %
UGI1		0.00 %
Total	14.01	50.24 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	5.25	52.99 %
Gas-Stov	3.23	38.30 %
Grinder	2.10	28.15 %
Chimney	1.33	100.00 %
In-Stove	0.64	46.27 %
Iron	0.28	23.72 %
Cook-Ele	0.20	100.00 %
Total	13.03	42.01 %

Branch *	MTD Sales L	Brand Share %
POY1	1.21	34.30 %
CUD1	1.18	26.56 %
VPM2	0.44	25.05 %
ULP1	0.41	18.48 %
MKM1	0.22	27.73 %
TVM1	0.20	39.31 %
CDM1	0.15	8.73 %
TVM2	0.08	43.95 %
Total	13.03	42.01 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	5.92	48.59 %
Gas-Stov	2.90	30.80 %
Grinder	1.48	21.56 %
In-Stove	0.86	41.49 %
Chimney	0.61	100.00 %
Iron	0.30	21.75 %
Cook-Ele	0.15	100.00 %
Small-Ap	0.02	1.22 %
Total	12.24	35.47 %

Branch *	MTD Sales L	Brand Share %
CH15	1.32	30.67 %
CH18	0.91	31.96 %
CH03	0.86	35.65 %
CH34	0.80	28.35 %
CH21	0.51	26.90 %
CH20	0.50	29.94 %
CH36	0.31	36.09 %
MJR1	0.30	18.14 %
CH41	0.26	18.37 %
CH44	0.25	26.56 %
CH09	0.24	28.38 %
CH33	0.20	19.12 %
CH17	0.19	44.29 %
CH46	0.16	29.34 %
CH24	0.15	10.84 %
GPD1	0.15	25.41 %
PON1	0.12	17.42 %
Total	12.24	35.47 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Mixie	2.59	57.82 %
Grinder	0.96	35.64 %
Gas-Stov	0.84	24.69 %
In-Stove	0.23	29.49 %
Iron	0.10	22.68 %
Total	4.72	38.59 %

Branch *	MTD Sales L	Brand Share %
PAS1	0.88	29.70 %
KLR1	0.49	20.33 %
Total	4.72	38.59 %