

MTD Sales
271.17 L

Brand Share %
41.73 %

Information:

MTD : 01-10-2025 To 13-10-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **41.73 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	120.93	57.29 %
Gas-Stov	58.87	35.93 %
Grinder	47.98	34.67 %
Chimney	23.95	72.21 %
In-Stove	13.57	46.87 %
Iron	4.01	21.83 %
Cook-Ele	2.09	81.59 %
Small-Ap	0.02	0.11 %
Acces-SA	-0.04	100.00 %
Cook-Pre	-0.22	-0.68 %
Total	271.17	41.73 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	45.83	43.55 %
SOUTH-03	45.55	43.06 %
WEST-02	34.06	48.02 %
CHENNAI-01	33.78	42.59 %
TRICHY-01	32.00	42.37 %
WEST-01	28.14	37.52 %
CHENNAI-02	18.15	33.91 %
NORTH ARCOT	16.28	42.09 %
SOUTH ARCOT	15.65	38.27 %
KL-SOUTH	1.73	34.70 %
Total	271.17	41.73 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	21.21	61.76 %
Gas-Stov	9.52	35.53 %
Grinder	9.36	37.89 %
In-Stove	2.51	55.90 %
Chimney	1.93	81.46 %
Iron	0.79	24.29 %
Cook-Ele	0.54	86.54 %
Acces-SA	-0.01	100.00 %
Small-Ap	-0.02	-0.73 %
Total	45.83	43.55 %

Branch *	MTD Sales L	Brand Share %
NGR1	2.18	29.81 %
RND1	1.34	34.12 %
TKS1	1.26	22.11 %
MAR1	1.23	37.42 %
TYI1	1.15	38.94 %
VNR2	1.12	20.22 %
SNL1	1.04	39.83 %
TCN1	0.97	29.19 %
APK1	0.71	33.61 %
ARM1	0.53	34.67 %
APK2	0.52	30.11 %
ASM1	0.52	41.08 %
ERL2	0.45	36.40 %
UDN1	0.30	34.29 %
KSM1	0.22	32.61 %
Total	45.83	43.55 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	20.89	60.21 %
Grinder	9.36	36.59 %
Gas-Stov	8.01	34.82 %
Chimney	4.54	76.23 %
In-Stove	1.75	43.93 %
Iron	0.73	23.89 %
Cook-Ele	0.22	75.25 %
Small-Ap	0.03	0.73 %
Total	45.55	43.06 %

Branch *	MTD Sales L	Brand Share %
DGL1	4.46	36.41 %
MDU1	3.18	34.13 %
MDU6	2.93	38.32 %
MDU3	0.86	29.30 %
TEN1	0.64	27.78 %
PNI1	0.62	40.60 %
BNR1	0.50	29.13 %
NKI1	0.45	25.48 %
DGL2	0.44	15.68 %
PKM1	0.35	35.10 %
MDU4	0.24	16.00 %
ODM1	0.21	9.49 %
KKD2	0.18	16.42 %
KPT1	0.16	14.25 %
CMR1	0.14	15.16 %
ADP1	0.04	4.20 %
Total	45.55	43.06 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	15.11	61.76 %
Gas-Stov	7.60	42.88 %
Chimney	4.94	74.32 %
Grinder	4.51	43.24 %
In-Stove	1.54	43.72 %
Iron	0.40	20.48 %
Cook-Ele	0.03	100.00 %
Small-Ap	-0.01	-0.64 %
Acces-SA	-0.02	100.00 %
Cook-Pre	-0.03	-0.74 %
Total	34.06	48.02 %

Branch *	MTD Sales L	Brand Share %
SLM1	2.63	38.78 %
PLC1	0.67	25.71 %
TRM1	0.52	28.57 %
KVP1	0.46	28.75 %
KMM1	0.44	29.62 %
VKL1	0.44	35.99 %
PMP1	0.43	23.86 %
DPR2	0.37	24.19 %
MCR1	0.36	15.13 %
OML1	0.28	19.63 %
HRR1	0.27	18.02 %
SGG1	0.20	17.09 %
EDP1	0.20	19.84 %
TCG1	0.06	7.92 %
Total	34.06	48.02 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mixie	14.51	57.78 %
Gas-Stov	9.35	42.36 %
Grinder	5.27	30.33 %
Chimney	2.01	70.08 %
In-Stove	1.82	49.94 %
Iron	0.42	24.21 %
Cook-Ele	0.36	88.32 %
Small-Ap	0.04	1.61 %
Total	33.78	42.59 %

Branch *	MTD Sales L	Brand Share %
CH42	2.00	33.72 %
CH16	1.94	30.50 %
CH28	1.22	34.36 %
CH07	1.20	26.45 %
GUD1	1.19	39.51 %
CH45	1.09	33.78 %
CH30	0.68	25.06 %
CH39	0.66	29.54 %
MRM1	0.60	26.99 %
CH35	0.59	41.35 %
CGL1	0.53	35.41 %
TKM1	0.53	38.68 %
SKL1	0.41	28.21 %
GUD2	0.24	13.66 %
KNR1	0.12	9.89 %
CH40		0.00 %
CZWH		0.00 %
MC09		0.00 %
Total	33.78	42.59 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	12.78	57.06 %
Gas-Stov	7.88	39.64 %
Grinder	7.06	37.72 %
In-Stove	2.15	51.47 %
Chimney	1.40	68.72 %
Iron	0.39	24.87 %
Cook-Ele	0.36	76.91 %
Small-Ap		-0.04 %
Cook-Pre	-0.01	-0.31 %
Total	32.00	42.37 %

Branch *	MTD Sales L	Brand Share %
TNJ2	2.31	38.69 %
TNJ1	2.04	33.49 %
MVM1	1.90	29.17 %
KUM1	1.37	26.32 %
TVR2	1.21	28.90 %
ORU1	0.83	35.12 %
JKM1	0.82	39.16 %
TTP1	0.52	38.20 %
TRY2	0.43	41.35 %
NCK1	0.35	29.37 %
PBR1	0.31	33.98 %
MSI1	0.30	37.88 %
KRN1	0.23	19.60 %
APM1	0.11	8.60 %
Total	32.00	42.37 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	10.87	47.68 %
Gas-Stov	6.07	31.74 %
Chimney	5.38	81.35 %
Grinder	4.55	30.05 %
In-Stove	1.08	35.46 %
Iron	0.36	15.07 %
Cook-Ele	0.05	47.23 %
Acces-SA	-0.01	100.00 %
Small-Ap	-0.04	-1.81 %
Cook-Pre	-0.18	-4.84 %
Total	28.14	37.52 %

Branch *	MTD Sales L	Brand Share %
CBE2	3.20	29.82 %
TPR2	1.17	39.05 %
PLI1	1.11	27.82 %
MPM1	1.10	33.90 %
CBE5	0.78	24.50 %
AVI1	0.74	28.44 %
KGM1	0.66	36.88 %
CBE3	0.60	39.26 %
KGI1	0.53	37.55 %
TPR3	0.41	13.50 %
DPM2	0.33	17.13 %
CBE6	0.32	12.65 %
CNR1	0.26	26.51 %
PPI1	0.24	15.60 %
SYM2	0.23	13.65 %
UMP1	0.16	20.28 %
Total	28.14	37.52 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	8.41	47.76 %
Gas-Stov	4.24	29.03 %
Grinder	2.78	25.34 %
Chimney	1.23	49.34 %
In-Stove	0.90	40.88 %
Iron	0.30	19.20 %
Cook-Ele	0.28	87.61 %
Total	18.15	33.91 %

Branch *	MTD Sales L	Brand Share %
CH15	2.22	33.75 %
CH03	2.01	41.49 %
CH18	1.33	37.10 %
CH21	0.92	35.81 %
CH24	0.72	21.45 %
CH09	0.49	38.61 %
CH20	0.43	23.29 %
MJR1	0.34	11.56 %
PON1	0.32	22.40 %
CH27	0.29	31.19 %
UKI1	0.25	37.88 %
CH33	0.23	13.92 %
CH44	0.17	19.55 %
CH36	0.16	26.84 %
CH41	0.14	8.94 %
GPD1	0.12	30.92 %
CH34	0.04	1.09 %
CH01		0.00 %
CH32		0.00 %
MC06		0.00 %
Total	18.15	33.91 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	8.63	60.31 %
Gas-Stov	2.64	26.36 %
Grinder	1.90	43.28 %
Chimney	1.79	57.14 %
In-Stove	0.97	53.56 %
Iron	0.22	19.26 %
Cook-Ele	0.12	85.86 %
Total	16.28	42.09 %

Branch *	MTD Sales L	Brand Share %
AKM1	1.12	38.92 %
SLG1	0.72	37.15 %
TRR1	0.51	17.30 %
CPT1	0.45	36.51 %
KPM1	0.40	38.63 %
ABR1	0.36	22.94 %
VNB1	0.30	27.31 %
WJD1	0.29	16.52 %
PLR1	0.25	38.15 %
CGM1	0.22	30.86 %
UGI1	0.21	29.94 %
CYR1	0.15	13.91 %
PTU1	0.13	26.98 %
Total	16.28	42.09 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	7.36	54.69 %
Gas-Stov	3.41	34.99 %
Grinder	3.03	30.22 %
In-Stove	0.77	43.56 %
Chimney	0.60	65.30 %
Iron	0.34	24.28 %
Cook-Ele	0.12	75.03 %
Small-Ap	0.02	1.59 %
Total	15.65	38.27 %

Branch *	MTD Sales L	Brand Share %
CUD1	1.46	24.35 %
POY1	1.39	26.05 %
SJI2	0.82	30.84 %
TDM1	0.60	37.62 %
ULP1	0.60	35.57 %
KML1	0.59	38.69 %
TRK1	0.56	36.61 %
VPM2	0.49	29.52 %
STP1	0.45	39.60 %
VCM1	0.22	31.29 %
VPM1	0.16	39.70 %
CDM1	0.13	8.45 %
MKM1	0.10	17.74 %
Total	15.65	38.27 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Mixie	1.16	60.89 %
Gas-Stov	0.15	17.30 %
Grinder	0.15	14.88 %
Chimney	0.13	100.00 %
In-Stove	0.08	26.26 %
Iron	0.05	18.50 %
Total	1.73	34.70 %

Branch *	MTD Sales L	Brand Share %
TVP1	0.57	24.42 %
Total	1.73	34.70 %