

MTD Sales  
224.41 L

Brand Share %  
44.30 %

Information:

MTD : 01-11-2025 To 13-11-2025

\* Branch where in Brand Share % is less than Overall State's Brand Share **44.30 %** are only listed below

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Mixie    | 100.60      | 58.58 %       |
| Gas-Stov | 48.39       | 36.43 %       |
| Grinder  | 39.65       | 36.05 %       |
| In-Stove | 15.27       | 51.41 %       |
| Chimney  | 14.98       | 62.12 %       |
| Iron     | 3.63        | 23.32 %       |
| Cook-Ele | 1.60        | 77.08 %       |
| Small-Ap | 0.29        | 1.39 %        |
| Total    | 224.41      | 44.30 %       |

| Sales Zone  | MTD Sales L | Brand Share % |
|-------------|-------------|---------------|
| SOUTH-01    | 37.74       | 46.75 %       |
| SOUTH-03    | 33.12       | 46.61 %       |
| WEST-02     | 28.64       | 51.06 %       |
| CHENNAI-01  | 28.55       | 44.17 %       |
| TRICHY-01   | 27.64       | 47.48 %       |
| WEST-01     | 26.07       | 43.35 %       |
| CHENNAI-02  | 17.25       | 34.48 %       |
| SOUTH ARCOT | 12.50       | 37.84 %       |
| NORTH ARCOT | 10.62       | 39.45 %       |
| KL-SOUTH    | 2.28        | 39.93 %       |
| Total       | 224.41      | 44.30 %       |

## SOUTH-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Mixie    | 16.18       | 60.23 %       |
| Grinder  | 8.40        | 44.75 %       |
| Gas-Stov | 7.76        | 36.61 %       |
| In-Stove | 2.49        | 55.17 %       |
| Chimney  | 1.77        | 67.99 %       |
| Iron     | 0.78        | 26.34 %       |
| Cook-Ele | 0.29        | 76.60 %       |
| Small-Ap | 0.09        | 2.47 %        |
| Total    | 37.74       | 46.75 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| KVT1     | 2.95        | 39.58 %       |
| TVL1     | 2.16        | 39.55 %       |
| NGR1     | 1.56        | 38.53 %       |
| VNR2     | 1.41        | 29.64 %       |
| RND1     | 1.08        | 39.06 %       |
| MAR1     | 1.06        | 35.20 %       |
| APK2     | 0.65        | 39.12 %       |
| TKS1     | 0.57        | 18.90 %       |
| TYL1     | 0.56        | 39.60 %       |
| SDI1     | 0.38        | 37.96 %       |
| ARM1     | 0.18        | 15.00 %       |
| ASM1     | 0.17        | 20.45 %       |
| KSM1     | 0.16        | 18.85 %       |
| S2SD     |             | 0.00 %        |
| Total    | 37.74       | 46.75 %       |

### SOUTH-03

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Mixie    | 15.08       | 61.31 %       |
| Grinder  | 7.31        | 40.32 %       |
| Gas-Stov | 6.00        | 35.10 %       |
| In-Stove | 2.16        | 53.97 %       |
| Chimney  | 1.79        | 72.24 %       |
| Iron     | 0.53        | 27.82 %       |
| Cook-Ele | 0.23        | 66.51 %       |
| Small-Ap | 0.02        | 0.89 %        |
| Total    | 33.12       | 46.61 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| MDU1     | 3.02        | 34.28 %       |
| MDU6     | 2.32        | 40.89 %       |
| DGL1     | 1.54        | 36.16 %       |
| CBM1     | 0.76        | 39.39 %       |
| PNI1     | 0.59        | 40.25 %       |
| MDU3     | 0.51        | 35.72 %       |
| MDU4     | 0.45        | 34.66 %       |
| BNR1     | 0.40        | 38.73 %       |
| KPT1     | 0.36        | 29.13 %       |
| DGL2     | 0.33        | 18.76 %       |
| SGP1     | 0.31        | 41.27 %       |
| PKM1     | 0.30        | 34.55 %       |
| MNM1     | 0.29        | 42.47 %       |
| BTU1     | 0.26        | 32.82 %       |
| ADP1     | 0.18        | 13.37 %       |
| ODM1     | 0.14        | 15.78 %       |
| TEN1     | 0.05        | 3.62 %        |
| SZSD     | 0.03        | 20.82 %       |
| Total    | 33.12       | 46.61 %       |

### WEST-02

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Mixie    | 12.87       | 64.60 %       |
| Gas-Stov | 6.71        | 46.83 %       |
| Grinder  | 3.40        | 37.55 %       |
| Chimney  | 3.13        | 60.68 %       |
| In-Stove | 2.06        | 51.45 %       |
| Iron     | 0.43        | 25.38 %       |
| Cook-Ele | 0.03        | 100.00 %      |
| Small-Ap | 0.02        | 1.11 %        |
| Total    | 28.64       | 51.06 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| SLM1     | 1.55        | 30.68 %       |
| RSP1     | 0.62        | 42.44 %       |
| TRM1     | 0.62        | 29.84 %       |
| OML1     | 0.53        | 32.04 %       |
| MCR1     | 0.49        | 28.12 %       |
| BMD1     | 0.41        | 36.53 %       |
| DPR1     | 0.38        | 42.73 %       |
| SGI1     | 0.34        | 34.48 %       |
| VKL1     | 0.33        | 43.43 %       |
| PMP1     | 0.33        | 40.74 %       |
| KVP1     | 0.32        | 26.76 %       |
| TCG1     | 0.27        | 36.80 %       |
| HRR1     | 0.27        | 23.90 %       |
| PLC1     | 0.26        | 15.55 %       |
| DPR2     | 0.24        | 22.35 %       |
| SGG1     | 0.18        | 22.14 %       |
| PDR1     | 0.17        | 38.38 %       |
| EDP1     | 0.14        | 16.00 %       |
| Total    | 28.64       | 51.06 %       |

## CHENNAI-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Mixie    | 12.35       | 61.91 %       |
| Gas-Stov | 7.51        | 42.44 %       |
| Grinder  | 4.97        | 28.44 %       |
| In-Stove | 1.57        | 51.98 %       |
| Chimney  | 1.45        | 67.65 %       |
| Iron     | 0.39        | 23.41 %       |
| Cook-Ele | 0.21        | 83.49 %       |
| Small-Ap | 0.11        | 4.55 %        |
| Total    | 28.55       | 44.17 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CH16     | 2.27        | 43.50 %       |
| CH08     | 2.24        | 42.64 %       |
| CH42     | 1.73        | 41.43 %       |
| CH07     | 1.06        | 33.95 %       |
| CH28     | 0.83        | 41.25 %       |
| CH38     | 0.74        | 34.43 %       |
| SKL1     | 0.60        | 43.86 %       |
| AVD1     | 0.59        | 40.72 %       |
| CH30     | 0.59        | 32.18 %       |
| CH35     | 0.57        | 42.34 %       |
| CH39     | 0.46        | 15.77 %       |
| GUD2     | 0.41        | 24.03 %       |
| MRM1     | 0.31        | 18.33 %       |
| CH26     | 0.17        | 32.03 %       |
| CH40     | 0.15        | 41.16 %       |
| TKM1     | 0.12        | 15.77 %       |
| CZWH     | 0.10        | 30.83 %       |
| WHC3     |             | 0.00 %        |
| Total    | 28.55       | 44.17 %       |

## TRICHY-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Mixie    | 11.60       | 58.86 %       |
| Gas-Stov | 5.89        | 39.47 %       |
| Grinder  | 5.69        | 42.50 %       |
| In-Stove | 2.54        | 59.77 %       |
| Chimney  | 1.22        | 83.84 %       |
| Iron     | 0.39        | 25.40 %       |
| Cook-Ele | 0.32        | 67.77 %       |
| Total    | 27.64       | 47.48 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| MVM1     | 2.00        | 38.66 %       |
| KUM1     | 1.67        | 38.28 %       |
| TNJ1     | 1.31        | 36.32 %       |
| TNJ2     | 1.06        | 39.96 %       |
| PDK1     | 0.54        | 43.24 %       |
| TRY4     | 0.42        | 14.78 %       |
| MSI1     | 0.33        | 33.40 %       |
| TTP1     | 0.30        | 28.97 %       |
| KRN1     | 0.29        | 37.45 %       |
| ORU1     | 0.27        | 27.77 %       |
| NCK1     | 0.16        | 17.20 %       |
| APM1     | 0.06        | 8.54 %        |
| TRY2     | 0.03        | 33.09 %       |
| Total    | 27.64       | 47.48 %       |

## WEST-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Mixie    | 10.97       | 57.56 %       |
| Gas-Stov | 5.36        | 33.42 %       |
| Grinder  | 3.80        | 32.33 %       |
| Chimney  | 3.75        | 65.94 %       |
| In-Stove | 1.77        | 53.52 %       |
| Iron     | 0.32        | 16.51 %       |
| Cook-Ele | 0.08        | 100.00 %      |
| Small-Ap | 0.02        | 0.96 %        |
| Total    | 26.07       | 43.35 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CBE2     | 3.03        | 32.39 %       |
| MPM1     | 1.23        | 43.46 %       |
| TPR2     | 1.20        | 40.06 %       |
| CBE6     | 0.86        | 33.55 %       |
| PLI1     | 0.79        | 29.61 %       |
| CBE5     | 0.71        | 31.74 %       |
| DPM2     | 0.68        | 33.14 %       |
| AVI1     | 0.65        | 31.35 %       |
| TPR3     | 0.38        | 22.16 %       |
| PDM1     | 0.28        | 21.36 %       |
| PPI1     | 0.21        | 16.37 %       |
| TPR4     | 0.21        | 18.37 %       |
| CNR1     | 0.18        | 24.90 %       |
| SYM2     | 0.09        | 7.86 %        |
| WHCB     |             | 0.00 %        |
| Total    | 26.07       | 43.35 %       |

## CHENNAI-02

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Mixie    | 8.86        | 48.74 %       |
| Gas-Stov | 3.34        | 26.03 %       |
| Grinder  | 2.74        | 27.02 %       |
| In-Stove | 1.00        | 43.37 %       |
| Chimney  | 0.91        | 34.78 %       |
| Iron     | 0.27        | 19.43 %       |
| Cook-Ele | 0.14        | 100.00 %      |
| Total    | 17.25       | 34.48 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CH15     | 1.97        | 27.96 %       |
| CH17     | 0.79        | 36.07 %       |
| CH20     | 0.79        | 36.62 %       |
| CH24     | 0.68        | 19.50 %       |
| CH33     | 0.50        | 19.10 %       |
| CH41     | 0.43        | 27.12 %       |
| MJR1     | 0.38        | 17.00 %       |
| CH09     | 0.36        | 35.75 %       |
| PON1     | 0.30        | 36.18 %       |
| CH34     | 0.26        | 9.47 %        |
| CH36     | 0.25        | 27.51 %       |
| CH44     | 0.22        | 19.17 %       |
| CH23     | 0.21        | 25.69 %       |
| GPD1     | 0.21        | 24.78 %       |
| CH46     | 0.13        | 15.69 %       |
| CH32     | 0.07        | 15.80 %       |
| CH31     | 0.04        | 20.22 %       |
| Total    | 17.25       | 34.48 %       |

## SOUTH ARCOT

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Mixie    | 5.97        | 53.05 %       |
| Gas-Stov | 2.76        | 32.28 %       |
| Grinder  | 2.19        | 30.16 %       |
| In-Stove | 0.84        | 32.95 %       |
| Chimney  | 0.26        | 36.01 %       |
| Cook-Ele | 0.24        | 85.68 %       |
| Iron     | 0.23        | 23.10 %       |
| Small-Ap | 0.02        | 1.54 %        |
| Total    | 12.50       | 37.84 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| POY1     | 1.64        | 40.03 %       |
| CUD1     | 1.31        | 26.07 %       |
| TRK1     | 0.58        | 40.47 %       |
| ULP1     | 0.49        | 34.98 %       |
| VPM2     | 0.48        | 33.36 %       |
| KML1     | 0.43        | 36.13 %       |
| TDM1     | 0.38        | 28.74 %       |
| PRT1     | 0.36        | 29.80 %       |
| CDM1     | 0.31        | 13.66 %       |
| VPM1     | 0.23        | 37.34 %       |
| TVM2     | 0.21        | 22.96 %       |
| STP1     | 0.16        | 39.99 %       |
| MKM1     | 0.10        | 12.24 %       |
| Total    | 12.50       | 37.84 %       |

## NORTH ARCOT

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Mixie    | 5.22        | 52.08 %       |
| Gas-Stov | 2.69        | 31.11 %       |
| Grinder  | 1.06        | 32.38 %       |
| In-Stove | 0.78        | 56.96 %       |
| Chimney  | 0.54        | 48.74 %       |
| Iron     | 0.27        | 20.83 %       |
| Cook-Ele | 0.05        | 56.40 %       |
| Total    | 10.62       | 39.45 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| KPM2     | 1.24        | 43.65 %       |
| SBR1     | 0.72        | 43.57 %       |
| AKM1     | 0.46        | 37.60 %       |
| TRR1     | 0.35        | 15.16 %       |
| WJD1     | 0.31        | 28.77 %       |
| ARC2     | 0.26        | 33.16 %       |
| CYR1     | 0.26        | 33.49 %       |
| VSI1     | 0.23        | 34.28 %       |
| ABR1     | 0.22        | 30.47 %       |
| CPT1     | 0.21        | 29.60 %       |
| TRT1     | 0.21        | 27.27 %       |
| PTU1     | 0.17        | 24.65 %       |
| PLR1     | 0.16        | 39.81 %       |
| CGM1     | 0.16        | 20.83 %       |
| SLG1     | 0.12        | 17.73 %       |
| VNB1     | 0.06        | 7.04 %        |
| UGI1     |             | 0.00 %        |
| WHVL     |             | 0.00 %        |
| Total    | 10.62       | 39.45 %       |

## KL-SOUTH

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Mixie    | 1.51        | 68.38 %       |
| Gas-Stov | 0.39        | 24.97 %       |
| Chimney  | 0.18        | 100.00 %      |
| Grinder  | 0.09        | 12.05 %       |
| In-Stove | 0.07        | 17.32 %       |
| Cook-Ele | 0.02        | 100.00 %      |
| Iron     | 0.02        | 10.26 %       |
| Total    | 2.28        | 39.93 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| KLR1     | 0.67        | 42.99 %       |
| PAS1     | 0.36        | 26.38 %       |
| Total    | 2.28        | 39.93 %       |