

MTD Sales
238.00 L

Brand Share %
46.52 %

Information:

MTD : 01-05-2026 To 14-05-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **46.52 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	107.77	59.67 %
Gas-Stov	43.79	36.86 %
Grinder	36.27	35.93 %
Chimney	28.11	69.27 %
In-Stove	9.72	49.05 %
Iron	4.82	37.32 %
Small-Ap	4.60	22.24 %
Cook-Ele	2.90	87.28 %
Cook-Pre	0.02	0.11 %
Total	238.00	46.52 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	42.92	46.25 %
CHENNAI-01	36.83	42.82 %
SOUTH-03	35.39	49.65 %
WEST-02	30.48	58.23 %
TRICHY-01	26.95	49.03 %
WEST-01	24.47	45.42 %
CHENNAI-02	16.35	38.71 %
NORTH ARCOT	12.59	45.93 %
SOUTH ARCOT	12.03	39.22 %
Total	238.00	46.52 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	21.00	63.04 %
Grinder	7.98	41.17 %
Gas-Stov	6.99	32.16 %
Chimney	3.83	71.72 %
Iron	1.01	35.74 %
Small-Ap	0.94	25.03 %
In-Stove	0.86	32.83 %
Cook-Ele	0.30	63.30 %
Total	42.92	46.25 %

Branch *	MTD Sales L	Brand Share %
KVT1	2.58	37.48 %
RND1	2.00	40.03 %
NGR1	1.55	32.18 %
TKS2	1.49	37.87 %
VNR2	1.45	33.76 %
TCN1	1.25	42.70 %
SVK1	1.13	44.30 %
TUT2	0.91	43.27 %
PKD1	0.65	38.77 %
TKS1	0.58	17.91 %
STU2	0.49	35.15 %
KGL1	0.46	36.00 %
ERL2	0.42	22.09 %
KSM1	0.35	28.41 %
APK1	0.31	29.55 %
APK2	0.31	13.69 %
COL1	0.30	33.63 %
SDI1	0.29	39.22 %
UDN1	0.28	41.00 %
TYI1	0.17	7.27 %
ARM1	0.14	13.48 %
WHTV	-0.10	4.68 %
Total	42.92	46.25 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mixie	18.08	72.21 %
Gas-Stov	7.09	42.58 %
Grinder	4.89	19.34 %
Chimney	2.77	56.10 %
In-Stove	1.51	29.79 %
Cook-Ele	1.20	96.25 %
Small-Ap	0.82	17.92 %
Iron	0.49	30.83 %
Total	36.83	42.82 %

Branch *	MTD Sales L	Brand Share %
CH08	2.37	39.92 %
CH47	1.78	30.71 %
CH42	1.71	37.30 %
CH49	1.46	29.25 %
CH07	1.33	34.59 %
CH35	0.75	40.00 %
CH39	0.71	35.49 %
GUD2	0.52	45.04 %
CH30	0.46	29.25 %
MRM1	0.27	13.05 %
SKL1	0.26	38.09 %
CH26	0.14	37.17 %
CH38	0.12	10.04 %
KNR1	0.10	39.01 %
CZWH	0.05	0.40 %
WCHN	-0.14	5.48 %
Total	36.83	42.82 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	13.56	58.91 %
Chimney	6.61	89.88 %
Gas-Stov	6.56	40.03 %
Grinder	6.06	38.68 %
Iron	0.85	43.23 %
Small-Ap	0.75	21.29 %
In-Stove	0.73	72.96 %
Cook-Ele	0.27	92.35 %
Total	35.39	49.65 %

Branch *	MTD Sales L	Brand Share %
KKD3	1.12	29.88 %
MDU6	1.03	33.76 %
TEN2	0.83	44.72 %
TEN1	0.59	33.92 %
MDU7	0.58	24.17 %
NKI1	0.50	35.25 %
KPT1	0.41	41.15 %
MDU3	0.38	20.12 %
PNV2	0.36	29.50 %
BNR1	0.31	20.47 %
TDI1	0.28	27.88 %
DGL2	0.27	19.15 %
PKM1	0.26	27.63 %
ADP1	0.24	29.54 %
ODM1	0.11	28.06 %
WHMD		0.00 %
Total	35.39	49.65 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	13.34	59.45 %
Gas-Stov	6.15	45.29 %
Chimney	4.86	69.27 %
Grinder	2.67	84.23 %
In-Stove	1.62	92.45 %
Cook-Ele	0.67	100.00 %
Iron	0.60	46.84 %
Small-Ap	0.55	60.02 %
Cook-Pre	0.02	1.04 %
Total	30.48	58.23 %

Branch *	MTD Sales L	Brand Share %
SLM1	1.15	39.12 %
SIG1	0.61	42.40 %
VPD1	0.57	36.55 %
PLC1	0.53	25.36 %
RSP1	0.50	34.74 %
MCR1	0.48	34.20 %
KVP1	0.45	23.52 %
BMD1	0.42	40.32 %
TRM1	0.34	23.29 %
CMI1	0.31	39.66 %
HRR1	0.20	26.34 %
SGG1	0.17	22.18 %
PDR1	0.15	36.62 %
EDP1	0.13	17.15 %
OML1	0.12	16.57 %
WHPD		0.00 %
Total	30.48	58.23 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	11.70	57.79 %
Grinder	5.36	47.77 %
Gas-Stov	5.32	39.89 %
Chimney	3.08	82.03 %
In-Stove	0.49	32.33 %
Iron	0.47	37.50 %
Small-Ap	0.34	16.41 %
Cook-Ele	0.20	89.84 %
Total	26.95	49.03 %

Branch *	MTD Sales L	Brand Share %
MVM1	1.51	37.59 %
TNJ2	1.25	34.73 %
KUM1	1.16	32.76 %
TVR2	0.69	25.14 %
JKM1	0.66	32.36 %
NCK1	0.53	39.25 %
PBR1	0.48	37.63 %
APM1	0.39	26.95 %
TTP1	0.32	41.40 %
MSI1	0.26	37.33 %
KUM2	0.22	22.17 %
PDK1	0.17	33.85 %
TRY4	0.13	11.25 %
TRY2	0.08	41.92 %
KRN1	0.03	2.03 %
WTRZ		0.00 %
Total	26.95	49.03 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	10.26	53.99 %
Chimney	4.33	67.53 %
Gas-Stov	3.64	32.97 %
Grinder	3.43	34.11 %
In-Stove	1.87	64.86 %
Small-Ap	0.35	17.01 %
Iron	0.30	38.65 %
Cook-Ele	0.27	100.00 %
Total	24.47	45.42 %

Branch *	MTD Sales L	Brand Share %
CBE2	2.41	36.59 %
KMR1	1.21	24.67 %
MPM1	0.88	36.05 %
PLI1	0.75	39.06 %
CBE6	0.64	27.16 %
UMP1	0.62	38.79 %
CNR1	0.56	44.69 %
CBE5	0.46	24.95 %
KGI1	0.41	37.26 %
PPI1	0.41	33.79 %
AVI1	0.36	21.03 %
SYM2	0.28	30.86 %
KGM1	0.26	27.29 %
DPM2	0.18	21.38 %
TPR3	0.17	20.13 %
GBM1	0.13	23.71 %
GDR1	0.03	15.11 %
Total	24.47	45.42 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	8.52	56.90 %
Gas-Stov	3.40	30.60 %
Grinder	2.10	26.40 %
In-Stove	0.87	51.99 %
Chimney	0.87	32.03 %
Iron	0.30	26.27 %
Small-Ap	0.29	16.58 %
Total	16.35	38.71 %

Branch *	MTD Sales L	Brand Share %
CH15	2.32	34.93 %
CH12	1.05	42.19 %
CH03	0.93	33.54 %
CH21	0.54	29.20 %
CH46	0.43	40.98 %
CH24	0.41	20.39 %
CH23	0.38	32.82 %
MJR1	0.25	16.43 %
CH34	0.25	15.02 %
PON1	0.22	34.03 %
CH33	0.18	17.40 %
CH36	0.18	22.84 %
GPD1	0.16	24.17 %
CH32	0.14	43.68 %
CH01	0.14	42.48 %
CH44	0.08	5.88 %
CH41	0.06	9.69 %
CH51	0.04	6.82 %
Total	16.35	38.71 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	6.03	54.19 %
Gas-Stov	2.37	28.33 %
In-Stove	1.74	73.33 %
Grinder	1.13	97.13 %
Chimney	0.79	48.34 %
Iron	0.31	31.47 %
Small-Ap	0.22	25.65 %
Total	12.59	45.93 %

Branch *	MTD Sales L	Brand Share %
TRR1	1.03	37.29 %
VEL2	0.81	25.93 %
KPM2	0.76	28.31 %
VNB1	0.48	34.24 %
CGM1	0.31	36.06 %
CPT1	0.27	39.59 %
PLR1	0.25	31.29 %
VSI1	0.24	32.48 %
CYR1	0.21	43.05 %
ANI1	0.20	30.13 %
ARC2	0.19	33.32 %
GDM1	0.15	29.51 %
SLG1	0.09	16.02 %
UGI1	0.09	34.34 %
WHVL		0.00 %
Total	12.59	45.93 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	5.28	46.14 %
Grinder	2.66	37.61 %
Gas-Stov	2.27	34.51 %
Chimney	0.97	68.01 %
Iron	0.49	44.52 %
Small-Ap	0.33	29.31 %
In-Stove	0.02	2.58 %
Total	12.03	39.22 %

Branch *	MTD Sales L	Brand Share %
POY1	1.02	35.15 %
CUD1	0.76	21.72 %
SJI2	0.43	25.73 %
KLM1	0.34	15.85 %
KML1	0.33	26.31 %
TDM1	0.32	44.49 %
CDM1	0.28	12.17 %
VPM2	0.23	22.47 %
TVM1	0.19	33.03 %
STP1	0.17	40.98 %
TVM2	0.08	18.21 %
VPM1	0.07	22.20 %
MKM1		0.00 %
WHUT		0.00 %
Total	12.03	39.22 %