

MTD Sales
258.84 L

Brand Share %
46.79 %

Information:

MTD : 01-08-2025 To 14-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **46.79 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	120.06	62.17 %
Gas-Stov	51.31	37.15 %
Grinder	47.07	36.84 %
Chimney	20.22	88.40 %
In-Stove	13.94	53.91 %
Iron	4.48	22.45 %
Cook-Ele	1.64	77.11 %
Small-Ap	0.11	0.47 %
Total	258.84	46.79 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	46.77	50.35 %
SOUTH-03	35.82	46.19 %
TRICHY-01	33.71	46.35 %
WEST-01	33.45	46.11 %
WEST-02	31.99	55.33 %
CHENNAI-01	28.22	43.96 %
SOUTH ARCOT	16.72	45.27 %
CHENNAI-02	16.55	37.53 %
NORTH ARCOT	14.06	47.01 %
KL-SOUTH	1.54	34.21 %
Total	258.84	46.79 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	19.85	66.68 %
Grinder	10.58	43.06 %
Gas-Stov	10.05	41.94 %
In-Stove	2.89	65.56 %
Chimney	1.97	85.01 %
Iron	1.09	30.70 %
Cook-Ele	0.33	91.98 %
Small-Ap	0.02	0.54 %
Total	46.77	50.35 %

Branch *	MTD Sales L	Brand Share %
TVL1	2.99	44.55 %
VNR2	2.16	44.55 %
SKD1	1.57	43.15 %
RND1	1.36	35.69 %
MAR1	1.35	40.21 %
TKS1	1.31	25.84 %
TCN1	1.11	42.00 %
APK1	1.11	41.60 %
TYI1	1.02	46.21 %
SVK1	0.83	35.87 %
ASM1	0.64	45.57 %
SDI1	0.44	41.46 %
KSM1	0.36	34.71 %
COL1	0.22	21.99 %
ERL1	0.19	35.33 %
ARM1	0.11	10.17 %
S2SD		0.00 %
Total	46.77	50.35 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	16.11	63.11 %
Grinder	7.56	37.69 %
Gas-Stov	6.35	34.04 %
Chimney	3.06	96.65 %
In-Stove	2.06	54.94 %
Iron	0.58	20.28 %
Cook-Ele	0.08	40.11 %
Small-Ap	0.02	0.61 %
Total	35.82	46.19 %

Branch *	MTD Sales L	Brand Share %
DGL1	3.51	44.94 %
MDU1	3.26	35.48 %
MDU2	1.78	45.13 %
CBM1	1.62	45.18 %
MDU6	1.41	40.37 %
MDU5	1.10	46.74 %
MDU4	0.92	46.43 %
DGL2	0.72	39.22 %
DKI1	0.64	44.43 %
TDI1	0.64	33.03 %
NKI1	0.56	40.80 %
BTU1	0.54	41.07 %
BNR1	0.53	34.31 %
KKD2	0.52	24.35 %
KRR1	0.52	45.83 %
PNI1	0.51	33.00 %
PNV1	0.40	46.41 %
ADP1	0.32	22.23 %
TEN1	0.27	25.62 %
PKM1	0.21	34.60 %
CMR1	0.17	30.48 %
ODM1	0.15	10.20 %
SZSD		0.00 %
Total	35.82	46.19 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	14.68	58.55 %
Grinder	7.99	40.27 %
Gas-Stov	5.22	33.26 %
Chimney	2.52	95.96 %
In-Stove	2.32	54.33 %
Iron	0.60	27.25 %
Cook-Ele	0.39	79.98 %
Total	33.71	46.35 %

Branch *	MTD Sales L	Brand Share %
KUM1	2.24	39.96 %
TNJ2	2.02	43.17 %
TNJ1	1.81	34.27 %
MVM1	1.58	25.95 %
TVR2	1.44	38.25 %
JKM1	1.10	39.30 %
NGT1	0.65	41.63 %
TTP1	0.63	46.58 %
PDK1	0.62	46.49 %
NCK1	0.41	28.12 %
KRN1	0.40	36.62 %
PBR1	0.37	36.46 %
APM1	0.13	6.45 %
TZSD		0.00 %
Total	33.71	46.35 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	14.05	56.18 %
Gas-Stov	6.24	34.58 %
Chimney	5.88	89.10 %
Grinder	4.95	33.20 %
In-Stove	1.86	53.49 %
Iron	0.36	14.90 %
Cook-Ele	0.07	77.21 %
Small-Ap	0.04	2.13 %
Total	33.45	46.11 %

Branch *	MTD Sales L	Brand Share %
CBE2	4.81	46.07 %
KMR1	2.66	41.27 %
TPR2	1.12	26.92 %
SYM2	1.00	42.26 %
TPR3	0.77	40.74 %
AVI1	0.76	35.38 %
CBE6	0.64	31.11 %
TPR4	0.55	41.20 %
DPM2	0.50	21.79 %
PLI1	0.47	12.35 %
UMP1	0.42	33.30 %
KMD1	0.41	26.73 %
KGI1	0.39	28.38 %
PDM1	0.36	38.34 %
GDR1	0.23	45.61 %
GBM1	0.09	42.48 %
WZSD		0.00 %
Total	33.45	46.11 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	16.10	70.57 %
Gas-Stov	6.66	46.92 %
Grinder	4.16	40.66 %
Chimney	2.98	96.57 %
In-Stove	1.40	45.12 %
Iron	0.49	21.94 %
Cook-Ele	0.20	100.00 %
Small-Ap		0.22 %
Total	31.99	55.33 %

Branch *	MTD Sales L	Brand Share %
SLM1	1.73	39.41 %
ERD1	1.22	46.28 %
PLC1	0.90	46.21 %
ATU1	0.80	33.97 %
TRM1	0.67	37.84 %
MCR1	0.59	39.16 %
KVP1	0.53	38.10 %
RSP1	0.52	41.95 %
DPR2	0.47	35.55 %
OML1	0.36	29.89 %
PDR1	0.33	43.07 %
SGG1	0.33	39.28 %
HRR1	0.28	18.26 %
TCG1	0.12	27.41 %
EDP1	0.09	11.49 %
WZWH		0.00 %
Total	31.99	55.33 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mixie	13.18	63.38 %
Gas-Stov	7.32	41.79 %
Grinder	4.48	29.41 %
Chimney	1.48	74.90 %
In-Stove	1.05	52.26 %
Iron	0.46	22.55 %
Cook-Ele	0.23	69.40 %
Small-Ap	0.02	0.49 %
Total	28.22	43.96 %

Branch *	MTD Sales L	Brand Share %
CH16	2.42	45.26 %
CH07	1.63	40.27 %
CH05	1.48	39.25 %
CH42	1.35	32.51 %
CH28	1.30	42.29 %
GUD1	0.98	45.65 %
CH39	0.69	37.12 %
CH35	0.53	32.21 %
CH38	0.50	21.28 %
SKL1	0.49	46.02 %
TKM1	0.47	39.77 %
CH26	0.46	40.32 %
CGL1	0.38	46.51 %
MRM1	0.34	19.33 %
GUD2	0.19	12.67 %
CH29	0.14	18.93 %
KNR1	0.13	16.92 %
CZWH	0.09	5.00 %
CH40	0.08	29.61 %
MC10		0.00 %
WHC3		0.00 %
Total	28.22	43.96 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	8.20	59.92 %
Grinder	3.21	35.21 %
Gas-Stov	2.79	35.78 %
In-Stove	1.01	51.85 %
Chimney	0.95	82.64 %
Iron	0.40	26.59 %
Cook-Ele	0.16	72.11 %
Total	16.72	45.27 %

Branch *	MTD Sales L	Brand Share %
CUD1	2.46	41.09 %
POY1	1.47	31.45 %
POY2	1.08	34.02 %
ULP1	0.66	35.78 %
PRT1	0.53	46.37 %
CDM1	0.47	16.85 %
TRK1	0.42	29.44 %
VPM2	0.41	26.12 %
STP1	0.41	39.23 %
MKM1	0.14	18.08 %
TVM1	0.13	34.19 %
Total	16.72	45.27 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	9.50	55.72 %
Gas-Stov	3.09	26.22 %
Grinder	2.45	26.58 %
Chimney	0.55	61.03 %
In-Stove	0.53	36.97 %
Iron	0.28	20.04 %
Cook-Ele	0.15	100.00 %
Total	16.55	37.53 %

Branch *	MTD Sales L	Brand Share %
CH15	3.50	44.19 %
CH18	1.54	40.22 %
CH03	1.18	30.17 %
MJR1	0.45	26.50 %
GPD1	0.41	42.73 %
CH09	0.40	33.36 %
CH44	0.39	31.18 %
CH34	0.32	14.48 %
PON1	0.31	32.34 %
CH41	0.31	28.01 %
CH21	0.31	17.41 %
CH24	0.30	13.39 %
CH33	0.25	16.19 %
CH46	0.21	26.90 %
CH20	0.15	10.23 %
CH31	0.10	18.36 %
CH01		0.00 %
Total	16.55	37.53 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	7.71	65.53 %
Gas-Stov	3.23	35.87 %
Grinder	1.37	38.06 %
Chimney	0.85	79.11 %
In-Stove	0.66	52.78 %
Iron	0.21	12.19 %
Cook-Ele	0.03	31.19 %
Total	14.06	47.01 %

Branch *	MTD Sales L	Brand Share %
KPM2	1.08	45.20 %
TRR1	0.94	34.29 %
WJD1	0.58	45.73 %
VSI1	0.56	42.09 %
AKM1	0.51	42.94 %
VNB1	0.51	44.36 %
TRT1	0.40	45.11 %
PLR1	0.33	45.63 %
ABR1	0.31	28.41 %
CPT1	0.30	37.49 %
SLG1	0.29	34.84 %
KPM1	0.29	19.09 %
ARC2	0.25	46.45 %
CYR1	0.25	40.59 %
UGI1	0.19	34.56 %
GDM1	0.15	41.08 %
WJP1	0.14	21.99 %
PTU1	0.06	24.57 %
Total	14.06	47.01 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Mixie	0.68	41.91 %
Gas-Stov	0.35	24.84 %
Grinder	0.31	32.85 %
In-Stove	0.16	76.08 %
Iron	0.03	26.46 %
Total	1.54	34.21 %

Branch *	MTD Sales L	Brand Share %
TVP1	1.17	36.96 %
PAS1	0.37	27.69 %
Total	1.54	34.21 %