

MTD Sales
291.58 L

Brand Share %
39.30 %

Information:

MTD : 01-10-2025 To 14-10-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **39.30 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	129.97	52.20 %
Gas-Stov	62.82	32.53 %
Grinder	51.90	34.74 %
Chimney	25.77	67.41 %
In-Stove	14.92	47.80 %
Iron	4.25	21.72 %
Cook-Ele	2.17	80.71 %
Small-Ap	0.04	0.20 %
Acces-SA	-0.04	100.00 %
Cook-Pre	-0.22	-0.61 %
Total	291.58	39.30 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	50.17	43.94 %
SOUTH-03	49.56	42.88 %
WEST-02	36.05	47.88 %
CHENNAI-01	35.58	27.68 %
TRICHY-01	35.11	43.17 %
WEST-01	30.12	37.50 %
CHENNAI-02	19.59	34.32 %
NORTH ARCOT	17.12	42.05 %
SOUTH ARCOT	16.52	37.90 %
KL-SOUTH	1.76	33.58 %
Total	291.58	39.30 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	23.12	61.98 %
Gas-Stov	10.38	35.30 %
Grinder	10.27	38.60 %
In-Stove	2.78	55.89 %
Chimney	2.28	83.84 %
Iron	0.82	23.86 %
Cook-Ele	0.54	86.54 %
Acces-SA	-0.01	100.00 %
Small-Ap	-0.02	-0.69 %
Total	50.17	43.94 %

Branch *	MTD Sales L	Brand Share %
NGR1	2.43	30.58 %
RND1	1.45	32.94 %
MAR1	1.30	35.47 %
TKS1	1.28	20.87 %
VNR2	1.27	20.70 %
TCN1	1.23	32.83 %
TYI1	1.15	38.50 %
APK1	0.81	34.55 %
APK2	0.59	31.75 %
ARM1	0.57	35.08 %
ERL2	0.51	34.50 %
UDN1	0.30	30.96 %
KSM1	0.22	28.40 %
Total	50.17	43.94 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	22.45	59.71 %
Grinder	10.43	36.15 %
Gas-Stov	8.57	35.00 %
Chimney	5.10	73.51 %
In-Stove	1.96	45.27 %
Iron	0.80	24.58 %
Cook-Ele	0.22	69.09 %
Small-Ap	0.03	0.69 %
Total	49.56	42.88 %

Branch *	MTD Sales L	Brand Share %
DGL1	4.68	36.36 %
MDU1	3.55	35.44 %
MDU6	3.08	38.94 %
MDU3	0.89	28.76 %
TEN1	0.64	27.52 %
PNI1	0.62	35.41 %
BNR1	0.50	27.06 %
NKI1	0.47	26.10 %
DGL2	0.44	14.76 %
MDU4	0.39	21.29 %
PKM1	0.37	32.80 %
CMR1	0.32	27.82 %
KPT1	0.31	24.13 %
ODM1	0.21	9.22 %
KKD2	0.18	14.22 %
ADP1	0.05	3.47 %
Total	49.56	42.88 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	16.03	62.16 %
Gas-Stov	8.22	43.63 %
Chimney	4.94	71.10 %
Grinder	4.75	41.74 %
In-Stove	1.74	45.63 %
Iron	0.42	20.05 %
Cook-Ele	0.03	100.00 %
Small-Ap	-0.01	-0.61 %
Acces-SA	-0.02	100.00 %
Cook-Pre	-0.03	-0.70 %
Total	36.05	47.88 %

Branch *	MTD Sales L	Brand Share %
SLM1	2.68	37.79 %
PLC1	0.68	25.69 %
TRM1	0.52	26.75 %
KMM1	0.49	31.21 %
KVP1	0.46	27.27 %
VKL1	0.44	35.64 %
PMP1	0.43	23.86 %
MCR1	0.38	15.55 %
DPR2	0.37	24.19 %
OML1	0.33	20.76 %
SGG1	0.28	21.20 %
HRR1	0.27	16.86 %
EDP1	0.20	19.48 %
TCG1	0.06	6.18 %
Total	36.05	47.88 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mixie	15.22	31.22 %
Gas-Stov	9.49	23.29 %
Grinder	5.63	30.50 %
Chimney	2.54	42.96 %
In-Stove	1.84	48.51 %
Iron	0.46	25.18 %
Cook-Ele	0.36	88.32 %
Small-Ap	0.04	1.54 %
Total	35.58	27.68 %

Branch *	MTD Sales L	Brand Share %
CH16	2.11	31.29 %
CH42	2.07	34.23 %
CH28	1.22	33.87 %
CH07	1.21	24.60 %
GUD1	1.21	36.10 %
CH45	1.09	33.50 %
CH39	0.69	30.17 %
CH30	0.68	23.75 %
MRM1	0.60	25.71 %
TKM1	0.59	37.91 %
CH35	0.59	39.00 %
CGL1	0.53	34.67 %
GUD2	0.50	22.55 %
SKL1	0.46	30.06 %
KNR1	0.12	9.89 %
CH40		0.00 %
CZWH		0.00 %
MC09		0.00 %
Total	35.58	27.68 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	14.42	58.25 %
Gas-Stov	8.32	39.58 %
Grinder	7.52	37.77 %
In-Stove	2.31	52.57 %
Chimney	1.78	73.65 %
Iron	0.41	24.18 %
Cook-Ele	0.36	73.75 %
Small-Ap	0.02	0.80 %
Cook-Pre	-0.01	-0.29 %
Total	35.11	43.17 %

Branch *	MTD Sales L	Brand Share %
TNJ1	2.12	34.18 %
MVM1	1.99	29.23 %
KUM1	1.47	26.85 %
TVR2	1.45	31.33 %
JKM1	0.88	37.32 %
ORU1	0.83	35.00 %
TTP1	0.55	36.93 %
TRY2	0.43	37.99 %
NCK1	0.42	31.51 %
PBR1	0.38	38.82 %
MSI1	0.33	38.23 %
KRN1	0.25	18.95 %
APM1	0.12	9.08 %
Total	35.11	43.17 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	11.65	47.44 %
Gas-Stov	6.56	31.58 %
Chimney	5.38	81.35 %
Grinder	4.89	30.43 %
In-Stove	1.40	40.05 %
Iron	0.39	15.21 %
Cook-Ele	0.08	56.18 %
Acces-SA	-0.01	100.00 %
Small-Ap	-0.04	-1.74 %
Cook-Pre	-0.18	-4.55 %
Total	30.12	37.50 %

Branch *	MTD Sales L	Brand Share %
CBE2	3.31	30.14 %
TPR2	1.21	37.23 %
PLI1	1.14	27.18 %
MPM1	1.10	33.61 %
AVI1	0.82	29.27 %
CBE5	0.79	23.05 %
KGM1	0.69	34.00 %
CBE3	0.63	36.79 %
TPR3	0.41	13.50 %
UMP1	0.36	31.68 %
DPM2	0.35	16.18 %
CBE6	0.32	12.36 %
SYM2	0.32	16.62 %
CNR1	0.28	27.22 %
PPI1	0.28	16.96 %
Total	30.12	37.50 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	9.33	48.82 %
Gas-Stov	4.50	28.70 %
Grinder	2.93	25.49 %
Chimney	1.23	49.34 %
In-Stove	0.99	41.99 %
Iron	0.31	17.81 %
Cook-Ele	0.31	88.60 %
Total	19.59	34.32 %

Branch *	MTD Sales L	Brand Share %
CH15	2.39	33.82 %
CH18	1.38	37.15 %
CH21	0.92	35.47 %
CH24	0.72	21.39 %
CH20	0.63	29.13 %
CH09	0.56	37.50 %
MJR1	0.44	13.60 %
PON1	0.32	22.00 %
CH27	0.29	31.19 %
UKI1	0.25	37.88 %
CH33	0.23	12.97 %
GPD1	0.20	34.16 %
CH44	0.17	18.99 %
CH41	0.17	10.57 %
CH36	0.16	26.84 %
CH34	0.04	1.04 %
MC06	0.02	6.06 %
CH32		0.00 %
Total	19.59	34.32 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	8.82	59.36 %
Gas-Stov	3.04	28.26 %
Grinder	2.05	42.97 %
Chimney	1.79	57.14 %
In-Stove	1.05	54.36 %
Iron	0.24	19.40 %
Cook-Ele	0.12	85.86 %
Total	17.12	42.05 %

Branch *	MTD Sales L	Brand Share %
AKM1	1.12	36.09 %
SLG1	0.73	36.73 %
TRR1	0.52	16.92 %
CPT1	0.45	35.22 %
ABR1	0.36	22.94 %
WJD1	0.33	18.65 %
VNB1	0.32	27.40 %
PLR1	0.25	34.45 %
UGI1	0.23	31.31 %
CGM1	0.22	29.89 %
CYR1	0.18	16.35 %
PTU1	0.13	26.98 %
Total	17.12	42.05 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	7.75	54.07 %
Gas-Stov	3.58	34.75 %
Grinder	3.29	30.26 %
In-Stove	0.77	43.11 %
Chimney	0.60	65.30 %
Iron	0.36	24.42 %
Cook-Ele	0.15	78.77 %
Small-Ap	0.02	1.52 %
Total	16.52	37.90 %

Branch *	MTD Sales L	Brand Share %
CUD1	1.54	24.56 %
POY1	1.52	26.39 %
SJI2	0.92	31.39 %
KML1	0.68	38.33 %
ULP1	0.62	32.09 %
TRK1	0.61	38.51 %
TDM1	0.60	37.62 %
VPM2	0.57	31.45 %
STP1	0.46	37.30 %
VCM1	0.22	31.29 %
CDM1	0.21	12.30 %
VPM1	0.16	32.06 %
MKM1	0.10	16.55 %
Total	16.52	37.90 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Mixie	1.19	61.41 %
Gas-Stov	0.15	14.45 %
Grinder	0.15	14.88 %
Chimney	0.13	100.00 %
In-Stove	0.08	24.31 %
Iron	0.05	17.47 %
Total	1.76	33.58 %

Branch *	MTD Sales L	Brand Share %
TVP1	0.57	22.89 %
Total	1.76	33.58 %