

MTD Sales
320.25 L

Brand Share %
39.18 %

Information:

MTD : 01-10-2025 To 15-10-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **39.18 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	143.50	52.13 %
Gas-Stov	68.45	31.91 %
Grinder	57.03	34.55 %
Chimney	27.78	67.86 %
In-Stove	16.70	48.48 %
Iron	4.77	22.42 %
Cook-Ele	2.24	80.67 %
Small-Ap	0.04	0.18 %
Acces-SA	-0.04	100.00 %
Cook-Pre	-0.22	-0.57 %
Total	320.25	39.18 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	55.30	44.19 %
SOUTH-03	55.06	43.45 %
TRICHY-01	39.48	43.20 %
WEST-02	39.18	47.95 %
CHENNAI-01	38.66	26.60 %
WEST-01	33.44	37.95 %
CHENNAI-02	20.87	34.05 %
NORTH ARCOT	18.23	41.76 %
SOUTH ARCOT	18.18	37.44 %
KL-SOUTH	1.85	34.06 %
Total	320.25	39.18 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	25.26	61.65 %
Grinder	11.58	39.16 %
Gas-Stov	11.50	35.73 %
In-Stove	3.23	57.81 %
Chimney	2.28	83.84 %
Iron	0.94	24.49 %
Cook-Ele	0.54	86.54 %
Acces-SA	-0.01	100.00 %
Small-Ap	-0.02	-0.65 %
Total	55.30	44.19 %

Branch *	MTD Sales L	Brand Share %
NGR1	2.56	30.81 %
RND1	1.73	34.06 %
MAR1	1.39	35.78 %
TKS1	1.37	20.70 %
TCN1	1.35	33.01 %
VNR2	1.34	20.52 %
TYI1	1.18	38.92 %
APK1	1.01	39.04 %
APK2	0.71	34.15 %
ARM1	0.62	32.70 %
ERL2	0.56	35.08 %
ASM1	0.52	34.25 %
UDN1	0.30	30.96 %
KSM1	0.22	26.97 %
Total	55.30	44.19 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	24.95	60.20 %
Grinder	11.51	36.41 %
Gas-Stov	9.69	35.77 %
Chimney	5.43	74.74 %
In-Stove	2.27	46.26 %
Iron	0.95	26.25 %
Cook-Ele	0.22	69.09 %
Small-Ap	0.03	0.66 %
Total	55.06	43.45 %

Branch *	MTD Sales L	Brand Share %
DGL1	5.11	36.78 %
MDU1	4.00	36.25 %
MDU6	3.12	38.84 %
MDU3	0.95	29.89 %
PNI1	0.71	37.78 %
TEN1	0.65	25.69 %
NKI1	0.59	28.72 %
BNR1	0.55	27.55 %
MDU4	0.49	22.78 %
CMR1	0.49	35.14 %
DGL2	0.45	13.67 %
PKM1	0.40	29.52 %
KPT1	0.36	22.31 %
ODM1	0.22	9.46 %
KKD2	0.21	15.74 %
ADP1	0.13	8.22 %
Total	55.06	43.45 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	16.64	58.73 %
Gas-Stov	9.16	39.49 %
Grinder	8.30	37.15 %
In-Stove	2.75	53.94 %
Chimney	1.78	71.48 %
Cook-Ele	0.44	77.43 %
Iron	0.42	22.63 %
Small-Ap	0.02	0.69 %
Cook-Pre	-0.01	-0.26 %
Total	39.48	43.20 %

Branch *	MTD Sales L	Brand Share %
TNJ1	2.38	32.20 %
MVM1	2.34	31.06 %
TVR2	1.77	33.76 %
KUM1	1.65	27.81 %
JKM1	0.98	38.15 %
ORU1	0.87	34.85 %
TTP1	0.59	38.30 %
NCK1	0.49	30.53 %
TRY2	0.46	37.96 %
MSI1	0.42	38.03 %
PBR1	0.41	36.31 %
AYR1	0.41	37.73 %
KRN1	0.25	17.83 %
APM1	0.15	9.17 %
Total	39.48	43.20 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	17.59	62.44 %
Gas-Stov	8.87	43.16 %
Chimney	5.28	70.92 %
Grinder	5.14	41.10 %
In-Stove	1.87	46.07 %
Iron	0.47	21.05 %
Cook-Ele	0.03	100.00 %
Small-Ap	-0.01	-0.59 %
Acces-SA	-0.02	100.00 %
Cook-Pre	-0.03	-0.67 %
Total	39.18	47.95 %

Branch *	MTD Sales L	Brand Share %
SLM1	2.75	36.76 %
PLC1	0.68	25.44 %
TRM1	0.52	24.77 %
KMM1	0.49	31.21 %
VKL1	0.48	35.71 %
KVP1	0.48	23.08 %
MCR1	0.45	17.64 %
PMP1	0.43	23.03 %
OML1	0.41	24.30 %
DPR2	0.37	24.00 %
SGG1	0.35	24.50 %
HRR1	0.27	16.63 %
EDP1	0.20	16.71 %
TCG1	0.06	5.68 %
Total	39.18	47.95 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mixie	16.67	30.30 %
Gas-Stov	10.38	21.48 %
Grinder	6.04	29.78 %
Chimney	2.73	43.64 %
In-Stove	1.93	47.62 %
Iron	0.51	25.17 %
Cook-Ele	0.36	84.07 %
Small-Ap	0.04	1.48 %
Total	38.66	26.60 %

Branch *	MTD Sales L	Brand Share %
CH16	2.39	31.81 %
CH42	2.21	34.83 %
GUD1	1.29	37.69 %
CH07	1.27	25.16 %
CH28	1.22	29.90 %
CH45	1.20	33.16 %
CH39	0.80	30.99 %
MRM1	0.76	29.81 %
CH30	0.68	22.86 %
TKM1	0.64	34.92 %
SKL1	0.54	33.09 %
CGL1	0.54	32.04 %
GUD2	0.50	20.13 %
KNR1	0.16	12.51 %
CH40		0.00 %
CZWH		0.00 %
MC09		0.00 %
Total	38.66	26.60 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	13.06	48.38 %
Gas-Stov	6.98	31.06 %
Chimney	6.34	83.72 %
Grinder	5.26	29.83 %
In-Stove	1.53	40.74 %
Iron	0.42	15.62 %
Cook-Ele	0.08	56.18 %
Acces-SA	-0.01	100.00 %
Small-Ap	-0.04	-1.52 %
Cook-Pre	-0.18	-4.09 %
Total	33.44	37.95 %

Branch *	MTD Sales L	Brand Share %
CBE2	3.53	29.98 %
TPR2	1.39	39.14 %
PLI1	1.30	29.07 %
MPM1	1.26	36.20 %
AVI1	0.93	30.73 %
KGM1	0.82	36.99 %
CBE5	0.79	20.94 %
CBE3	0.63	34.11 %
CBE6	0.44	13.78 %
TPR3	0.41	12.67 %
SYM2	0.39	17.88 %
UMP1	0.39	31.24 %
DPM2	0.35	15.08 %
PPI1	0.32	17.42 %
CNR1	0.28	23.91 %
Total	33.44	37.95 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	10.34	49.74 %
Gas-Stov	4.66	27.70 %
Grinder	2.97	23.91 %
Chimney	1.23	49.34 %
In-Stove	1.04	41.47 %
Iron	0.32	17.50 %
Cook-Ele	0.31	88.60 %
Total	20.87	34.05 %

Branch *	MTD Sales L	Brand Share %
CH15	2.57	34.28 %
CH18	1.42	34.89 %
CH21	0.99	35.12 %
CH24	0.79	22.12 %
CH20	0.70	31.29 %
PON1	0.46	28.38 %
MJR1	0.44	13.60 %
CH33	0.33	15.23 %
CH27	0.29	31.19 %
CH41	0.25	13.70 %
GPD1	0.20	30.38 %
CH44	0.17	18.16 %
CH36	0.16	26.84 %
CH34	0.04	0.97 %
MC06	0.02	6.06 %
CH32		0.00 %
Total	20.87	34.05 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	9.18	58.66 %
Gas-Stov	3.29	28.77 %
Grinder	2.26	41.37 %
Chimney	1.97	59.51 %
In-Stove	1.11	53.14 %
Iron	0.28	20.54 %
Cook-Ele	0.12	85.86 %
Total	18.23	41.76 %

Branch *	MTD Sales L	Brand Share %
KPM2	1.19	39.12 %
AKM1	1.12	35.50 %
SLG1	0.78	33.89 %
TRR1	0.70	21.15 %
KPM1	0.45	35.00 %
CPT1	0.45	30.96 %
ABR1	0.40	25.05 %
VNB1	0.40	29.03 %
WJD1	0.36	19.78 %
PLR1	0.29	36.29 %
UGI1	0.23	29.78 %
CGM1	0.22	29.89 %
CYR1	0.18	16.35 %
PTU1	0.13	23.87 %
Total	18.23	41.76 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	8.55	53.92 %
Grinder	3.83	31.27 %
Gas-Stov	3.77	33.27 %
In-Stove	0.85	42.64 %
Chimney	0.60	48.57 %
Iron	0.41	26.55 %
Cook-Ele	0.15	78.77 %
Small-Ap	0.02	1.36 %
Total	18.18	37.44 %

Branch *	MTD Sales L	Brand Share %
POY1	1.61	26.58 %
CUD1	1.56	23.06 %
SJI2	1.02	32.79 %
TRK1	0.69	35.93 %
ULP1	0.66	30.44 %
TDM1	0.65	37.09 %
VPM2	0.62	31.95 %
STP1	0.54	38.10 %
CDM1	0.28	10.88 %
VCM1	0.28	32.97 %
VPM1	0.16	27.16 %
MKM1	0.10	16.20 %
Total	18.18	37.44 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Mixie	1.26	61.31 %
Gas-Stov	0.15	13.85 %
Grinder	0.15	14.88 %
Chimney	0.13	100.00 %
In-Stove	0.11	28.84 %
Iron	0.05	17.47 %
Total	1.85	34.06 %

Branch *	MTD Sales L	Brand Share %
TVP1	0.64	24.83 %
Total	1.85	34.06 %