

MTD Sales
255.26 L

Brand Share %
44.15 %

Information:

MTD : 01-11-2025 To 15-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **44.15 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	114.17	58.39 %
Gas-Stov	55.31	36.19 %
Grinder	44.46	35.63 %
Chimney	17.86	64.42 %
In-Stove	17.22	51.97 %
Iron	4.11	23.07 %
Cook-Ele	1.78	76.66 %
Small-Ap	0.35	1.47 %
Total	255.26	44.15 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	43.63	46.65 %
SOUTH-03	37.64	46.88 %
CHENNAI-01	32.90	44.50 %
WEST-02	32.30	50.48 %
TRICHY-01	31.03	46.93 %
WEST-01	28.89	42.55 %
CHENNAI-02	19.91	35.15 %
SOUTH ARCOT	14.39	38.02 %
NORTH ARCOT	11.96	37.69 %
KL-SOUTH	2.62	41.83 %
Total	255.26	44.15 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	18.59	60.68 %
Grinder	9.63	44.64 %
Gas-Stov	9.14	36.62 %
In-Stove	2.76	55.18 %
Chimney	2.14	72.02 %
Iron	0.94	28.03 %
Cook-Ele	0.34	71.65 %
Small-Ap	0.09	1.89 %
Total	43.63	46.65 %

Branch *	MTD Sales L	Brand Share %
KVT1	3.20	39.92 %
TVL1	2.68	40.92 %
NGR1	1.79	40.22 %
VNR2	1.54	29.72 %
MAR1	1.38	35.41 %
RND1	1.23	38.67 %
TCN1	1.16	43.73 %
TKS1	0.90	23.63 %
TYI1	0.66	39.19 %
APK2	0.65	36.41 %
ASM1	0.46	33.50 %
SDI1	0.45	39.09 %
COL1	0.23	44.07 %
ARM1	0.18	13.48 %
KSM1	0.18	20.34 %
S2SD		0.00 %
Total	43.63	46.65 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	16.76	61.11 %
Grinder	7.91	38.86 %
Gas-Stov	6.88	35.78 %
Chimney	2.65	76.63 %
In-Stove	2.53	56.39 %
Iron	0.64	28.67 %
Cook-Ele	0.23	62.99 %
Small-Ap	0.04	1.63 %
Total	37.64	46.88 %

Branch *	MTD Sales L	Brand Share %
MDU1	3.31	33.98 %
MDU6	2.65	42.33 %
DGL1	1.87	36.70 %
ATG1	0.82	43.82 %
MDU4	0.62	40.37 %
PNI1	0.59	34.92 %
MDU3	0.59	30.33 %
PKM1	0.48	43.97 %
DKI1	0.46	43.34 %
BNR1	0.41	36.22 %
KPT1	0.40	29.08 %
DGL2	0.38	20.25 %
MNM1	0.33	41.95 %
SGP1	0.31	39.10 %
BTU1	0.29	31.30 %
ADP1	0.25	16.51 %
ODM1	0.21	19.60 %
TEN1	0.10	5.90 %
SZSD	0.03	9.16 %
Total	37.64	46.88 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mixie	14.53	62.39 %
Gas-Stov	8.51	41.76 %
Grinder	5.82	29.55 %
In-Stove	1.65	50.55 %
Chimney	1.63	70.20 %
Iron	0.42	22.25 %
Cook-Ele	0.21	83.49 %
Small-Ap	0.13	4.72 %
Total	32.90	44.50 %

Branch *	MTD Sales L	Brand Share %
CH08	2.52	42.74 %
CH42	1.95	40.98 %
CH07	1.32	33.12 %
CH30	0.94	40.71 %
CH38	0.82	35.69 %
SKL1	0.75	43.93 %
CH35	0.62	38.59 %
AVD1	0.59	38.86 %
CH39	0.49	16.34 %
GUD2	0.44	24.85 %
MRM1	0.40	20.92 %
CH26	0.20	32.26 %
CH40	0.15	34.02 %
TKM1	0.12	12.30 %
WHC3		0.00 %
Total	32.90	44.50 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	14.74	63.51 %
Gas-Stov	7.34	45.07 %
Grinder	3.83	37.08 %
Chimney	3.48	63.18 %
In-Stove	2.39	52.03 %
Iron	0.47	23.69 %
Cook-Ele	0.03	100.00 %
Small-Ap	0.02	1.04 %
Total	32.30	50.48 %

Branch *	MTD Sales L	Brand Share %
SLM1	1.92	32.62 %
TRM1	0.81	33.04 %
OML1	0.65	32.05 %
MCR1	0.53	28.20 %
KMM1	0.43	42.36 %
BMD1	0.41	33.14 %
SGI1	0.41	34.32 %
PMP1	0.36	42.28 %
KVP1	0.32	20.43 %
PLC1	0.30	16.49 %
HRR1	0.30	21.82 %
DPR2	0.29	22.43 %
TCG1	0.27	34.23 %
SGG1	0.23	24.31 %
EDP1	0.18	18.70 %
PDR1	0.17	37.65 %
Total	32.30	50.48 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	13.24	59.34 %
Gas-Stov	6.50	39.32 %
Grinder	6.30	40.17 %
In-Stove	2.83	60.37 %
Chimney	1.41	78.27 %
Iron	0.42	25.44 %
Cook-Ele	0.32	67.77 %
Total	31.03	46.93 %

Branch *	MTD Sales L	Brand Share %
MVM1	2.32	37.83 %
KUM1	1.87	36.77 %
TNJ1	1.53	38.32 %
TNJ2	1.12	36.46 %
PDK1	0.57	41.82 %
TRY4	0.43	14.15 %
MSI1	0.36	34.88 %
TTP1	0.34	30.95 %
ORU1	0.27	25.31 %
NCK1	0.16	16.51 %
APM1	0.06	8.01 %
Total	31.03	46.93 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	12.06	56.81 %
Gas-Stov	6.10	33.12 %
Chimney	4.10	66.22 %
Grinder	4.05	30.53 %
In-Stove	2.07	53.92 %
Iron	0.34	15.52 %
Cook-Ele	0.13	100.00 %
Small-Ap	0.04	1.68 %
Total	28.89	42.55 %

Branch *	MTD Sales L	Brand Share %
CBE2	3.58	33.66 %
KMR1	2.06	44.12 %
MPM1	1.30	43.30 %
TPR2	1.29	37.64 %
CBE6	0.99	33.79 %
PLI1	0.89	27.49 %
CBE5	0.71	29.03 %
DPM2	0.70	30.47 %
AVI1	0.65	26.80 %
TPR3	0.40	22.40 %
PDM1	0.38	26.34 %
TPR4	0.28	22.65 %
CNR1	0.26	27.04 %
PPI1	0.21	14.20 %
SYM2	0.12	10.29 %
WHCB		0.00 %
WZSD		0.00 %
Total	28.89	42.55 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	10.01	48.87 %
Gas-Stov	3.90	26.40 %
Grinder	3.16	27.93 %
Chimney	1.28	41.62 %
In-Stove	1.09	43.03 %
Iron	0.31	19.57 %
Cook-Ele	0.16	100.00 %
Total	19.91	35.15 %

Branch *	MTD Sales L	Brand Share %
CH15	2.12	28.42 %
CH24	0.96	21.36 %
CH17	0.89	35.55 %
CH20	0.84	36.59 %
CH33	0.50	18.85 %
CH09	0.44	36.41 %
CH41	0.43	25.80 %
PON1	0.39	41.71 %
MJR1	0.38	15.87 %
CH36	0.37	35.16 %
CH34	0.33	10.10 %
CH44	0.28	19.22 %
CH23	0.25	28.13 %
GPD1	0.21	22.65 %
CH46	0.17	19.74 %
CH32	0.07	14.43 %
CH31	0.04	19.31 %
Total	19.91	35.15 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	6.68	52.38 %
Gas-Stov	3.41	34.01 %
Grinder	2.48	30.71 %
In-Stove	1.00	35.27 %
Iron	0.27	21.64 %
Cook-Ele	0.27	86.97 %
Chimney	0.26	32.64 %
Small-Ap	0.02	1.24 %
Total	14.39	38.02 %

Branch *	MTD Sales L	Brand Share %
POY1	1.89	39.72 %
CUD1	1.56	28.20 %
POY2	1.48	42.97 %
TRK1	0.61	37.98 %
ULP1	0.58	34.22 %
VPM2	0.52	35.09 %
TDM1	0.46	30.22 %
KML1	0.43	33.17 %
PRT1	0.42	29.56 %
CDM1	0.31	10.60 %
TVM2	0.28	28.52 %
SJI2	0.26	39.52 %
VCM1	0.25	38.41 %
VPM1	0.23	37.34 %
STP1	0.19	41.34 %
MKM1	0.10	12.01 %
Total	14.39	38.02 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	5.96	50.20 %
Gas-Stov	3.02	28.94 %
Grinder	1.14	30.93 %
In-Stove	0.78	54.40 %
Chimney	0.72	51.06 %
Iron	0.28	19.15 %
Cook-Ele	0.05	56.40 %
Total	11.96	37.69 %

Branch *	MTD Sales L	Brand Share %
KPM2	1.32	43.79 %
AKM1	0.46	37.29 %
WJD1	0.37	29.44 %
TRR1	0.35	12.35 %
VSI1	0.31	28.70 %
CPT1	0.29	34.66 %
ARC2	0.26	31.95 %
CYR1	0.26	33.49 %
TRT1	0.24	26.92 %
PTU1	0.23	18.53 %
ABR1	0.22	21.20 %
PLR1	0.20	42.38 %
CGM1	0.16	15.48 %
SLG1	0.12	17.47 %
VNB1	0.09	7.52 %
UGI1		0.00 %
WHVL		0.00 %
Total	11.96	37.69 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Mixie	1.61	68.76 %
Gas-Stov	0.51	28.59 %
Chimney	0.18	100.00 %
Grinder	0.14	17.36 %
In-Stove	0.12	25.82 %
Cook-Ele	0.04	100.00 %
Iron	0.02	9.10 %
Total	2.62	41.83 %

Branch *	MTD Sales L	Brand Share %
PAS1	0.46	30.32 %
Total	2.62	41.83 %