

MTD Sales
354.33 L

Brand Share %
48.19 %

Information:

MTD : 01-08-2025 To 16-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **48.19 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	167.40	64.05 %
Gas-Stov	68.87	37.79 %
Grinder	63.11	37.41 %
Chimney	28.95	88.41 %
In-Stove	18.05	54.44 %
Iron	5.62	22.93 %
Cook-Ele	2.18	79.15 %
Small-Ap	0.15	0.51 %
Total	354.33	48.19 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	63.76	51.14 %
SOUTH-03	47.77	47.45 %
TRICHY-01	46.17	48.26 %
WEST-02	44.20	57.64 %
WEST-01	42.48	47.30 %
CHENNAI-01	41.28	46.62 %
SOUTH ARCOT	24.43	45.58 %
CHENNAI-02	23.20	38.23 %
NORTH ARCOT	19.44	49.23 %
KL-SOUTH	1.60	29.84 %
Total	354.33	48.19 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	27.76	68.08 %
Grinder	13.76	42.53 %
Gas-Stov	12.83	41.23 %
Chimney	3.95	84.51 %
In-Stove	3.68	65.86 %
Iron	1.34	30.70 %
Cook-Ele	0.43	86.42 %
Small-Ap	0.02	0.40 %
Total	63.76	51.14 %

Branch *	MTD Sales L	Brand Share %
TVL1	4.35	46.93 %
VNR2	3.38	42.17 %
SKD1	1.91	46.79 %
RND1	1.89	38.47 %
TKS1	1.86	27.70 %
MAR1	1.85	41.19 %
TCN1	1.62	44.25 %
APK1	1.50	46.33 %
SVK1	1.34	39.95 %
TYI1	1.20	46.35 %
ASM1	0.80	46.09 %
SDI1	0.52	34.42 %
KSM1	0.43	31.17 %
COL1	0.34	22.79 %
ARM1	0.23	16.92 %
ERL1	0.19	35.33 %
S2SD		0.00 %
Total	63.76	51.14 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	21.96	64.24 %
Grinder	9.78	37.96 %
Gas-Stov	8.53	35.98 %
Chimney	3.91	97.36 %
In-Stove	2.65	55.59 %
Iron	0.81	22.31 %
Cook-Ele	0.10	46.09 %
Small-Ap	0.02	0.47 %
Total	47.77	47.45 %

Branch *	MTD Sales L	Brand Share %
DGL1	4.43	44.51 %
MDU1	4.16	35.57 %
MDU2	2.52	44.06 %
CBM1	2.03	45.28 %
MDU6	1.94	43.93 %
MDU5	1.33	45.21 %
BNR1	0.94	42.26 %
KKD2	0.77	26.06 %
TDI1	0.76	35.35 %
DGL2	0.72	36.06 %
KPT1	0.68	45.16 %
DKI1	0.64	41.96 %
NKI1	0.59	39.80 %
BTU1	0.57	40.20 %
PNI1	0.56	31.12 %
MDU3	0.54	45.78 %
PNV1	0.48	46.35 %
TEN1	0.42	27.95 %
ADP1	0.42	22.40 %
PKM1	0.41	43.44 %
CMR1	0.22	29.46 %
ODM1	0.15	9.64 %
SZSD		0.00 %
Total	47.77	47.45 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	20.96	62.19 %
Grinder	9.89	39.68 %
Gas-Stov	7.90	36.68 %
In-Stove	3.21	56.21 %
Chimney	2.96	96.55 %
Iron	0.74	27.36 %
Cook-Ele	0.49	83.40 %
Small-Ap	0.02	0.62 %
Total	46.17	48.26 %

Branch *	MTD Sales L	Brand Share %
KUM1	3.09	40.50 %
TNJ2	2.94	46.87 %
MVM1	2.53	32.85 %
TNJ1	2.23	35.84 %
TVR2	1.85	39.20 %
JKM1	1.70	45.12 %
NGT1	0.83	45.61 %
NMM1	0.79	46.89 %
TTP1	0.72	41.47 %
KRN1	0.58	42.64 %
NCK1	0.57	28.61 %
PBR1	0.53	42.75 %
APM1	0.13	5.76 %
TZSD		0.00 %
Total	46.17	48.26 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	21.46	71.26 %
Gas-Stov	9.04	47.58 %
Grinder	6.30	46.59 %
Chimney	4.61	97.75 %
In-Stove	1.93	48.16 %
Iron	0.60	22.46 %
Cook-Ele	0.26	100.00 %
Small-Ap		0.18 %
Total	44.20	57.64 %

Branch *	MTD Sales L	Brand Share %
SLM1	3.00	45.81 %
ATU1	1.14	38.65 %
TRM1	1.04	41.55 %
APN1	0.74	47.39 %
RSP1	0.73	38.50 %
KVP1	0.70	40.75 %
DPR2	0.69	41.32 %
MCR1	0.61	33.97 %
OML1	0.55	38.89 %
HRR1	0.35	19.09 %
TCG1	0.34	36.29 %
EDP1	0.33	24.93 %
SGG1	0.33	35.03 %
WZWH		0.00 %
Total	44.20	57.64 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	18.34	59.05 %
Gas-Stov	7.93	34.53 %
Chimney	7.44	89.07 %
Grinder	6.01	33.41 %
In-Stove	2.22	53.19 %
Iron	0.39	14.07 %
Cook-Ele	0.09	81.86 %
Small-Ap	0.06	2.65 %
Total	42.48	47.30 %

Branch *	MTD Sales L	Brand Share %
CBE2	6.19	46.20 %
KMR1	3.19	40.23 %
TPR2	1.21	25.31 %
SYM2	1.07	39.39 %
KMD1	1.06	45.52 %
CBE6	0.99	31.75 %
AVI1	0.95	36.38 %
UMP1	0.68	41.83 %
TPR4	0.59	40.17 %
PLI1	0.54	13.08 %
KGI1	0.51	30.54 %
DPM2	0.50	19.84 %
PDM1	0.49	43.32 %
GDR1	0.30	44.12 %
GBM1	0.09	38.60 %
WZSD		0.00 %
Total	42.48	47.30 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mixie	20.23	67.11 %
Gas-Stov	9.58	41.50 %
Grinder	6.89	31.78 %
Chimney	2.40	76.06 %
In-Stove	1.34	52.36 %
Iron	0.54	21.21 %
Cook-Ele	0.26	67.97 %
Small-Ap	0.02	0.43 %
Total	41.28	46.62 %

Branch *	MTD Sales L	Brand Share %
CH16	3.25	47.04 %
CH05	2.46	42.28 %
CH07	2.19	37.23 %
CH28	2.01	44.21 %
CH42	1.85	35.31 %
CH39	0.93	38.21 %
CH35	0.88	39.41 %
CH38	0.85	25.87 %
TKM1	0.75	41.06 %
SKL1	0.58	42.26 %
MRM1	0.53	23.29 %
CH26	0.46	32.70 %
CGL1	0.39	40.83 %
GUD2	0.32	15.58 %
KNR1	0.23	20.71 %
CH29	0.20	22.45 %
CZWH	0.09	5.00 %
MC10		0.00 %
WHC3		0.00 %
Total	41.28	46.62 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	12.52	60.14 %
Grinder	4.69	35.35 %
Gas-Stov	3.95	35.59 %
Chimney	1.36	82.28 %
In-Stove	1.21	47.65 %
Iron	0.47	25.60 %
Cook-Ele	0.24	79.65 %
Total	24.43	45.58 %

Branch *	MTD Sales L	Brand Share %
CUD1	3.03	36.56 %
POY2	2.71	43.42 %
POY1	2.50	31.98 %
ULP1	0.81	33.93 %
VPM2	0.75	32.45 %
TRK1	0.73	36.71 %
CDM1	0.71	18.60 %
TVM1	0.30	46.27 %
MKM1	0.17	16.62 %
Total	24.43	45.58 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	12.87	56.94 %
Gas-Stov	4.63	27.32 %
Grinder	3.30	25.41 %
Chimney	0.93	66.35 %
In-Stove	0.84	41.63 %
Iron	0.40	22.33 %
Cook-Ele	0.23	100.00 %
Total	23.20	38.23 %

Branch *	MTD Sales L	Brand Share %
CH15	4.31	44.16 %
CH18	2.12	41.64 %
CH03	1.74	33.08 %
CH21	0.79	29.22 %
CH17	0.70	48.19 %
CH33	0.69	28.26 %
MJR1	0.57	22.53 %
PON1	0.54	37.59 %
GPD1	0.53	43.60 %
CH09	0.52	29.96 %
CH24	0.48	15.02 %
CH44	0.45	28.93 %
CH20	0.37	15.41 %
CH41	0.36	22.66 %
CH46	0.36	32.65 %
CH34	0.33	12.01 %
CH31	0.10	17.27 %
CH01		0.00 %
Total	23.20	38.23 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	10.56	66.43 %
Gas-Stov	4.14	37.08 %
Grinder	2.18	42.02 %
Chimney	1.38	81.31 %
In-Stove	0.81	52.56 %
Iron	0.28	14.12 %
Cook-Ele	0.08	57.81 %
Total	19.44	49.23 %

Branch *	MTD Sales L	Brand Share %
KPM2	1.35	46.55 %
TRR1	1.22	35.88 %
VSI1	0.75	38.58 %
WJD1	0.73	44.20 %
TRT1	0.51	44.15 %
ABR1	0.49	31.40 %
CYR1	0.46	43.09 %
KPM1	0.46	24.10 %
CPT1	0.40	39.44 %
SLG1	0.40	36.44 %
WJP1	0.29	35.63 %
UGI1	0.19	29.49 %
GDM1	0.16	38.23 %
PTU1	0.06	16.29 %
Total	19.44	49.23 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Mixie	0.73	35.74 %
Gas-Stov	0.35	21.36 %
Grinder	0.31	30.58 %
In-Stove	0.16	63.65 %
Iron	0.04	23.38 %
Total	1.60	29.84 %

Branch *	MTD Sales L	Brand Share %
TVP1	1.23	33.16 %
PAS1	0.37	22.35 %
Total	1.60	29.84 %