

MTD Sales
262.80 L

Brand Share %
45.76 %

Information:

MTD : 01-09-2025 To 16-09-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **45.76 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	116.33	61.92 %
Gas-Stov	61.28	37.98 %
Grinder	41.24	34.92 %
Chimney	19.61	93.01 %
In-Stove	17.13	51.61 %
Iron	5.07	25.54 %
Cook-Ele	1.94	79.56 %
Small-Ap	0.20	0.67 %
Total	262.80	45.76 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	52.11	49.62 %
SOUTH-03	40.58	49.32 %
WEST-02	32.46	54.99 %
CHENNAI-01	31.33	38.88 %
WEST-01	27.64	41.13 %
TRICHY-01	27.57	48.22 %
NORTH ARCOT	15.94	49.15 %
SOUTH ARCOT	14.97	42.75 %
CHENNAI-02	14.87	35.67 %
KL-SOUTH	5.34	38.37 %
Total	262.80	45.76 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	22.20	64.97 %
Gas-Stov	11.49	39.31 %
Grinder	10.53	44.23 %
In-Stove	3.29	61.23 %
Chimney	2.99	87.36 %
Iron	1.18	29.92 %
Cook-Ele	0.40	71.89 %
Small-Ap	0.04	0.95 %
Total	52.11	49.62 %

Branch *	MTD Sales L	Brand Share %
NGR1	2.93	44.42 %
RND1	1.55	38.34 %
TYI1	1.53	44.28 %
TKS2	1.50	41.58 %
TCN1	1.48	38.35 %
VNR2	1.35	29.06 %
TKS1	0.89	22.69 %
ERL2	0.77	31.53 %
PKD1	0.67	41.13 %
ASM1	0.65	41.24 %
APK1	0.53	32.48 %
APK2	0.35	28.07 %
ARM1	0.30	32.92 %
Total	52.11	49.62 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	18.13	67.92 %
Gas-Stov	8.88	39.38 %
Grinder	7.21	36.96 %
Chimney	2.86	96.98 %
In-Stove	2.29	55.64 %
Iron	0.91	33.11 %
Cook-Ele	0.30	94.08 %
Total	40.58	49.32 %

Branch *	MTD Sales L	Brand Share %
MDU1	3.12	32.33 %
DGL1	3.04	40.53 %
DGL2	1.06	36.88 %
KKD2	1.01	31.40 %
MDU3	0.52	35.41 %
ODM1	0.44	28.38 %
PKM1	0.40	41.33 %
BTU1	0.30	36.07 %
TEN1	0.21	16.62 %
ADP1	0.06	6.66 %
SZSD		0.00 %
Total	40.58	49.32 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	13.82	65.86 %
Gas-Stov	7.46	45.58 %
Chimney	4.81	97.34 %
Grinder	2.99	39.30 %
In-Stove	2.65	55.59 %
Iron	0.55	27.17 %
Cook-Ele	0.16	88.47 %
Small-Ap	0.01	0.57 %
Total	32.46	54.99 %

Branch *	MTD Sales L	Brand Share %
HSR2	1.81	43.78 %
SLM1	1.54	40.08 %
ERD2	1.51	43.16 %
ATU1	0.84	45.03 %
VKL1	0.75	43.12 %
KVP1	0.64	40.71 %
OML1	0.63	37.32 %
MCR1	0.39	22.41 %
RSP1	0.33	33.50 %
PMP1	0.32	29.67 %
HRR1	0.31	25.96 %
DPR2	0.31	34.75 %
PDR1	0.29	42.33 %
PLC1	0.24	23.58 %
SGG1	0.19	29.23 %
EDP1	0.14	21.73 %
WZWH	0.01	9.09 %
Total	32.46	54.99 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mixie	15.09	66.28 %
Gas-Stov	7.94	37.15 %
Grinder	4.66	24.32 %
In-Stove	1.59	45.20 %
Chimney	1.31	100.00 %
Iron	0.46	23.12 %
Cook-Ele	0.21	56.79 %
Small-Ap	0.07	0.66 %
Total	31.33	38.88 %

Branch *	MTD Sales L	Brand Share %
CH42	1.79	35.63 %
CH28	1.47	40.27 %
CH07	0.91	21.46 %
CH39	0.83	25.02 %
CH38	0.74	37.35 %
AVD1	0.63	43.02 %
CH29	0.47	45.74 %
CH35	0.47	33.59 %
TKM1	0.37	25.93 %
GUD2	0.31	15.31 %
CH26	0.30	40.24 %
MRM1	0.26	15.61 %
KNR1	0.23	27.26 %
CZWH		0.00 %
WHC3		0.00 %
Total	31.33	38.88 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	11.75	54.33 %
Gas-Stov	7.30	35.23 %
Grinder	3.37	28.61 %
Chimney	2.58	78.26 %
In-Stove	2.09	45.18 %
Iron	0.36	13.91 %
Cook-Ele	0.16	61.49 %
Small-Ap	0.02	0.76 %
Total	27.64	41.13 %

Branch *	MTD Sales L	Brand Share %
KMR1	2.07	31.09 %
CBE2	1.52	19.84 %
CBE6	1.10	31.19 %
SUL1	0.95	43.33 %
TPR3	0.88	36.94 %
CBE5	0.63	23.93 %
PPI1	0.55	39.93 %
KMD1	0.53	23.66 %
CBE3	0.50	35.02 %
DPM2	0.48	21.84 %
SYM2	0.37	37.89 %
AVI1	0.35	18.93 %
PLI1	0.33	13.69 %
TPR4	0.25	34.77 %
PDM1	0.24	24.53 %
ANR1	0.24	33.89 %
GBM1	0.18	37.91 %
KGI1	0.16	38.28 %
GDR1	0.12	40.01 %
WZSD		0.00 %
Total	27.64	41.13 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	11.00	57.94 %
Gas-Stov	6.64	43.43 %
Grinder	5.78	43.35 %
In-Stove	1.99	56.09 %
Chimney	1.35	92.73 %
Iron	0.52	31.55 %
Cook-Ele	0.26	100.00 %
Small-Ap	0.02	0.83 %
Total	27.57	48.22 %

Branch *	MTD Sales L	Brand Share %
MVM1	1.64	37.56 %
KIK1	1.34	39.01 %
TVR2	1.32	39.84 %
KUM1	1.31	34.03 %
TNJ1	1.29	33.55 %
PDK1	0.61	43.30 %
MSI1	0.48	45.62 %
NCK1	0.28	21.15 %
ORU1	0.26	28.21 %
TRY2	0.17	41.25 %
KRN1	0.10	15.19 %
APM1	0.05	6.24 %
TZSD		0.00 %
Total	27.57	48.22 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	7.89	67.17 %
Gas-Stov	3.57	34.78 %
Grinder	1.54	37.47 %
Chimney	1.47	100.00 %
In-Stove	1.08	52.60 %
Iron	0.30	21.46 %
Cook-Ele	0.07	77.82 %
Small-Ap	0.02	1.55 %
Total	15.94	49.15 %

Branch *	MTD Sales L	Brand Share %
KPM2	1.37	37.87 %
TRR1	0.77	42.29 %
CYR1	0.39	42.27 %
CGM1	0.27	34.20 %
ARC2	0.27	32.09 %
GDM1	0.26	38.89 %
KPM1	0.25	23.75 %
WJP1	0.21	41.08 %
PLR1	0.21	34.86 %
ABR1	0.19	25.45 %
UGI1		0.00 %
Total	15.94	49.15 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	6.20	55.40 %
Gas-Stov	3.63	37.91 %
Grinder	2.34	28.79 %
Chimney	1.52	100.00 %
In-Stove	0.75	44.00 %
Iron	0.33	23.86 %
Cook-Ele	0.20	90.80 %
Total	14.97	42.75 %

Branch *	MTD Sales L	Brand Share %
POY2	1.44	44.56 %
CUD1	1.41	28.87 %
POY1	1.29	33.14 %
ULP1	0.63	23.89 %
VPM2	0.52	28.17 %
CDM1	0.24	12.39 %
MKM1	0.22	24.15 %
TVM1	0.20	38.78 %
TVM2	0.08	43.95 %
Total	14.97	42.75 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	7.45	49.75 %
Gas-Stov	3.42	28.55 %
Grinder	1.66	22.14 %
In-Stove	1.07	42.46 %
Chimney	0.72	100.00 %
Iron	0.35	22.23 %
Cook-Ele	0.18	100.00 %
Small-Ap	0.02	1.00 %
Total	14.87	35.67 %

Branch *	MTD Sales L	Brand Share %
CH15	1.50	28.86 %
CH03	1.14	39.68 %
CH18	1.08	33.83 %
CH34	0.91	29.40 %
CH21	0.67	27.57 %
CH20	0.57	32.41 %
GPD1	0.45	42.03 %
CH36	0.43	39.01 %
CH41	0.32	20.04 %
CH33	0.32	21.91 %
MJR1	0.30	17.28 %
CH24	0.27	10.98 %
CH44	0.26	25.46 %
CH17	0.26	45.18 %
CH09	0.24	20.42 %
CH46	0.16	26.46 %
PON1	0.12	16.20 %
MC06	0.02	35.13 %
Total	14.87	35.67 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Mixie	2.81	59.06 %
Grinder	1.16	36.63 %
Gas-Stov	0.95	23.67 %
In-Stove	0.32	33.97 %
Iron	0.10	19.88 %
Total	5.34	38.37 %

Branch *	MTD Sales L	Brand Share %
TVP1	3.65	45.50 %
PAS1	1.12	34.77 %
KLR1	0.57	21.32 %
Total	5.34	38.37 %