

MTD Sales
352.43 L

Brand Share %
39.48 %

Information:

MTD : 01-10-2025 To 16-10-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **39.48 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	158.30	52.96 %
Gas-Stov	74.72	32.03 %
Grinder	63.29	34.64 %
Chimney	30.26	67.21 %
In-Stove	18.48	49.35 %
Iron	5.13	22.48 %
Cook-Ele	2.46	81.53 %
Small-Ap	0.04	0.17 %
Acces-SA	-0.04	100.00 %
Cook-Pre	-0.22	-0.51 %
Total	352.43	39.48 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-03	61.62	43.53 %
SOUTH-01	61.21	44.17 %
TRICHY-01	43.37	42.95 %
WEST-02	43.05	48.39 %
CHENNAI-01	41.14	26.95 %
WEST-01	37.85	38.77 %
CHENNAI-02	22.96	34.65 %
NORTH ARCOT	19.78	41.72 %
SOUTH ARCOT	19.39	36.85 %
KL-SOUTH	2.06	34.62 %
Total	352.43	39.48 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	27.32	60.40 %
Grinder	13.01	37.14 %
Gas-Stov	11.16	35.84 %
Chimney	6.13	74.18 %
In-Stove	2.69	48.02 %
Iron	1.01	25.96 %
Cook-Ele	0.27	73.17 %
Small-Ap	0.03	0.63 %
Total	61.62	43.53 %

Branch *	MTD Sales L	Brand Share %
DGL1	5.82	37.28 %
MDU1	4.33	36.35 %
MDU6	3.14	38.88 %
MDU3	1.07	30.07 %
MDU4	0.94	35.27 %
PNI1	0.78	38.98 %
NKI1	0.69	31.64 %
BNR1	0.67	26.99 %
SGP1	0.66	34.87 %
TEN1	0.65	22.86 %
CMR1	0.52	36.41 %
DGL2	0.52	13.51 %
PKM1	0.46	29.48 %
KPT1	0.43	21.78 %
KKD2	0.23	16.43 %
ODM1	0.22	6.61 %
ADP1	0.16	7.94 %
Total	61.62	43.53 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	27.98	61.73 %
Grinder	13.10	39.39 %
Gas-Stov	12.51	35.52 %
In-Stove	3.62	58.90 %
Chimney	2.47	80.75 %
Iron	0.98	24.00 %
Cook-Ele	0.57	87.12 %
Acces-SA	-0.01	100.00 %
Small-Ap	-0.02	-0.59 %
Total	61.21	44.17 %

Branch *	MTD Sales L	Brand Share %
NGR1	3.31	34.42 %
RND1	1.97	34.67 %
VNR2	1.59	21.49 %
TCN1	1.49	34.44 %
MAR1	1.45	32.92 %
TKS1	1.40	19.53 %
APK1	1.01	39.04 %
APK2	0.74	31.75 %
ARM1	0.67	31.20 %
ERL2	0.64	35.30 %
ASM1	0.52	32.55 %
COL1	0.51	38.87 %
UDN1	0.33	30.05 %
KSM1	0.26	28.52 %
Total	61.21	44.17 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	18.13	58.75 %
Gas-Stov	10.02	39.14 %
Grinder	9.01	36.16 %
In-Stove	3.09	54.84 %
Chimney	2.12	74.95 %
Cook-Ele	0.52	77.96 %
Iron	0.47	23.05 %
Small-Ap	0.02	0.62 %
Cook-Pre	-0.01	-0.23 %
Total	43.37	42.95 %

Branch *	MTD Sales L	Brand Share %
MVM1	2.54	30.58 %
TNJ1	2.48	30.66 %
TVR2	2.19	37.13 %
KUM1	1.84	27.96 %
JKM1	1.14	35.54 %
ORU1	0.90	34.42 %
TTP1	0.59	35.66 %
NCK1	0.52	29.02 %
MSI1	0.51	35.15 %
PBR1	0.48	34.86 %
TRY2	0.46	36.01 %
AYR1	0.44	34.08 %
KRN1	0.27	18.16 %
APM1	0.15	8.97 %
Total	43.37	42.95 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	19.66	63.13 %
Gas-Stov	9.56	43.05 %
Chimney	5.81	71.49 %
Grinder	5.51	40.19 %
In-Stove	2.01	46.96 %
Iron	0.53	21.54 %
Cook-Ele	0.03	100.00 %
Small-Ap	-0.01	-0.57 %
Acces-SA	-0.02	100.00 %
Cook-Pre	-0.03	-0.65 %
Total	43.05	48.39 %

Branch *	MTD Sales L	Brand Share %
SLM1	2.83	34.95 %
PLC1	0.74	26.75 %
TRM1	0.59	25.26 %
KMM1	0.54	32.46 %
MCR1	0.53	17.93 %
KVP1	0.53	23.99 %
VKL1	0.50	35.56 %
PMP1	0.43	23.56 %
SGG1	0.42	27.97 %
OML1	0.42	23.78 %
DPR2	0.40	24.00 %
HRR1	0.27	14.63 %
EDP1	0.20	14.87 %
TCG1	0.11	9.40 %
Total	43.05	48.39 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mixie	17.99	31.32 %
Gas-Stov	10.87	21.69 %
Grinder	6.58	29.63 %
Chimney	2.73	41.22 %
In-Stove	2.02	47.48 %
Iron	0.53	25.22 %
Cook-Ele	0.36	84.07 %
Small-Ap	0.04	1.38 %
Total	41.14	26.95 %

Branch *	MTD Sales L	Brand Share %
CH16	2.48	31.16 %
CH42	2.26	35.22 %
CH45	1.36	34.14 %
GUD1	1.33	35.54 %
CH07	1.27	24.92 %
CH28	1.25	27.70 %
CH39	0.80	30.09 %
MRM1	0.78	26.62 %
CH30	0.75	23.33 %
TKM1	0.71	34.43 %
SKL1	0.63	36.14 %
GUD2	0.62	22.65 %
CGL1	0.62	33.25 %
KNR1	0.16	10.07 %
CH40		0.00 %
CZWH		0.00 %
MC09		0.00 %
Total	41.14	26.95 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	15.11	50.65 %
Gas-Stov	7.64	30.90 %
Chimney	7.06	80.41 %
Grinder	5.93	30.45 %
In-Stove	1.78	42.29 %
Iron	0.47	16.36 %
Cook-Ele	0.08	56.18 %
Acces-SA	-0.01	100.00 %
Small-Ap	-0.04	-1.40 %
Cook-Pre	-0.18	-3.65 %
Total	37.85	38.77 %

Branch *	MTD Sales L	Brand Share %
CBE2	4.06	32.03 %
PLI1	1.55	29.71 %
TPR2	1.46	37.96 %
MPM1	1.33	33.38 %
AVI1	0.94	28.91 %
CBE5	0.86	21.29 %
KGM1	0.82	35.25 %
CBE3	0.66	34.16 %
KGI1	0.62	39.14 %
DPM2	0.59	21.70 %
SYM2	0.54	21.31 %
CBE6	0.49	14.59 %
UMP1	0.46	33.01 %
TPR3	0.44	13.22 %
PPI1	0.40	19.98 %
CNR1	0.35	24.48 %
Total	37.85	38.77 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	11.51	51.02 %
Gas-Stov	5.11	28.07 %
Grinder	3.31	24.57 %
Chimney	1.23	49.34 %
In-Stove	1.09	42.53 %
Cook-Ele	0.36	90.19 %
Iron	0.34	17.65 %
Total	22.96	34.65 %

Branch *	MTD Sales L	Brand Share %
CH15	2.57	33.37 %
CH18	1.71	36.47 %
CH21	1.00	32.68 %
CH24	0.79	21.95 %
CH20	0.75	31.29 %
CH09	0.66	39.10 %
PON1	0.50	29.16 %
MJR1	0.49	14.54 %
CH41	0.37	18.37 %
CH33	0.33	14.25 %
CH27	0.29	30.07 %
GPD1	0.23	31.33 %
CH44	0.17	16.47 %
CH36	0.16	26.29 %
CH34	0.04	0.91 %
CH32	0.04	8.57 %
MC06	0.02	6.06 %
Total	22.96	34.65 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	10.00	58.42 %
Gas-Stov	3.68	29.33 %
Grinder	2.53	40.25 %
Chimney	1.97	59.51 %
In-Stove	1.18	53.07 %
Iron	0.30	20.39 %
Cook-Ele	0.12	85.86 %
Total	19.78	41.72 %

Branch *	MTD Sales L	Brand Share %
KPM2	1.27	37.39 %
AKM1	1.17	35.91 %
TRR1	0.86	22.54 %
SLG1	0.78	33.29 %
KPM1	0.45	32.40 %
CPT1	0.45	30.96 %
ABR1	0.43	25.19 %
WJD1	0.42	20.39 %
VNB1	0.40	29.03 %
UGI1	0.23	29.78 %
CGM1	0.22	28.30 %
CYR1	0.22	18.20 %
PTU1	0.13	19.96 %
Total	19.78	41.72 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	9.25	53.96 %
Grinder	4.09	31.05 %
Gas-Stov	3.94	32.08 %
In-Stove	0.88	41.56 %
Chimney	0.60	43.35 %
Iron	0.45	26.94 %
Cook-Ele	0.15	78.77 %
Small-Ap	0.02	1.19 %
Total	19.39	36.85 %

Branch *	MTD Sales L	Brand Share %
POY1	1.73	26.47 %
CUD1	1.69	22.65 %
SJI2	1.02	31.88 %
TDM1	0.80	38.85 %
TRK1	0.74	35.70 %
ULP1	0.66	27.67 %
VPM2	0.62	31.27 %
VCM1	0.33	36.22 %
CDM1	0.31	10.42 %
VPM1	0.16	23.71 %
MKM1	0.10	14.56 %
Total	19.39	36.85 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Mixie	1.35	59.45 %
Gas-Stov	0.22	17.78 %
Grinder	0.21	18.23 %
Chimney	0.13	100.00 %
In-Stove	0.11	27.40 %
Iron	0.05	16.30 %
Total	2.06	34.62 %

Branch *	MTD Sales L	Brand Share %
TVP1	0.71	25.11 %
Total	2.06	34.62 %