

MTD Sales
276.71 L

Brand Share %
43.96 %

Information:

MTD : 01-11-2025 To 16-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **43.96 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	123.97	58.48 %
Gas-Stov	60.36	36.10 %
Grinder	47.99	34.93 %
Chimney	19.10	64.08 %
In-Stove	18.61	52.05 %
Iron	4.45	23.31 %
Cook-Ele	1.89	75.65 %
Small-Ap	0.35	1.37 %
Total	276.71	43.96 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	46.42	46.00 %
SOUTH-03	40.88	46.79 %
CHENNAI-01	36.61	44.94 %
WEST-02	34.93	49.76 %
TRICHY-01	32.30	46.28 %
WEST-01	31.86	42.51 %
CHENNAI-02	21.97	35.35 %
SOUTH ARCOT	15.79	38.27 %
NORTH ARCOT	13.24	38.15 %
KL-SOUTH	2.72	40.30 %
Total	276.71	43.96 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	19.65	59.70 %
Grinder	10.23	43.38 %
Gas-Stov	9.79	36.46 %
In-Stove	3.10	55.91 %
Chimney	2.14	68.73 %
Iron	1.03	28.83 %
Cook-Ele	0.39	71.14 %
Small-Ap	0.09	1.80 %
Total	46.42	46.00 %

Branch *	MTD Sales L	Brand Share %
KVT1	3.45	39.29 %
TVL1	2.91	40.97 %
NGR1	1.90	40.80 %
VNR2	1.84	32.35 %
MAR1	1.37	34.35 %
RND1	1.23	38.05 %
TCN1	1.20	41.06 %
TKS1	0.99	23.91 %
TYI1	0.72	38.99 %
APK2	0.67	35.58 %
ASM1	0.56	32.00 %
SDI1	0.50	38.37 %
ARM1	0.24	15.34 %
KSM1	0.18	19.43 %
S2SD		0.00 %
Total	46.42	46.00 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	17.96	61.55 %
Grinder	8.50	37.60 %
Gas-Stov	7.63	36.17 %
Chimney	3.00	78.77 %
In-Stove	2.79	56.44 %
Iron	0.71	28.92 %
Cook-Ele	0.23	62.99 %
Small-Ap	0.04	1.55 %
Total	40.88	46.79 %

Branch *	MTD Sales L	Brand Share %
MDU1	3.52	34.44 %
MDU6	2.79	41.98 %
DGL1	2.72	42.45 %
MDU3	0.81	29.40 %
PNI1	0.65	35.21 %
MDU4	0.62	39.49 %
BNR1	0.48	35.81 %
DKI1	0.46	41.82 %
KPT1	0.40	26.48 %
DGL2	0.38	19.26 %
MNM1	0.35	43.66 %
SGP1	0.31	38.75 %
BTU1	0.29	29.95 %
ADP1	0.25	16.51 %
ODM1	0.23	21.06 %
TEN1	0.11	6.24 %
SZSD	0.03	9.16 %
Total	40.88	46.79 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mixie	16.64	63.67 %
Gas-Stov	9.47	41.70 %
Grinder	6.13	28.84 %
Chimney	1.81	72.35 %
In-Stove	1.75	49.79 %
Iron	0.45	22.60 %
Cook-Ele	0.23	79.23 %
Small-Ap	0.13	4.38 %
Total	36.61	44.94 %

Branch *	MTD Sales L	Brand Share %
CH08	2.61	41.61 %
CH42	2.04	40.09 %
CH07	1.50	35.36 %
CH30	0.97	36.78 %
CH38	0.87	35.98 %
SKL1	0.78	39.49 %
AVD1	0.68	42.05 %
CH39	0.49	15.76 %
MRM1	0.47	19.08 %
GUD2	0.44	23.18 %
CH26	0.27	35.12 %
CH40	0.20	41.00 %
TKM1	0.13	11.38 %
WHC3		0.00 %
Total	36.61	44.94 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	16.11	63.37 %
Gas-Stov	8.15	44.19 %
Grinder	4.10	36.64 %
Chimney	3.48	58.79 %
In-Stove	2.54	51.66 %
Iron	0.50	23.51 %
Cook-Ele	0.03	100.00 %
Small-Ap	0.02	0.99 %
Total	34.93	49.76 %

Branch *	MTD Sales L	Brand Share %
SLM1	2.19	34.41 %
TRM1	0.88	32.34 %
OML1	0.65	30.57 %
KMM1	0.58	36.43 %
MCR1	0.56	25.92 %
BMD1	0.41	32.20 %
SGI1	0.41	32.20 %
PMP1	0.40	40.34 %
KVP1	0.39	18.48 %
PLC1	0.33	16.22 %
HRR1	0.30	17.97 %
DPR2	0.29	21.22 %
TCG1	0.27	31.12 %
SGG1	0.26	25.71 %
EDP1	0.21	20.64 %
PDR1	0.21	42.79 %
Total	34.93	49.76 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	13.61	58.92 %
Gas-Stov	6.79	39.13 %
Grinder	6.55	38.74 %
In-Stove	2.97	60.18 %
Chimney	1.59	80.25 %
Iron	0.47	26.38 %
Cook-Ele	0.32	64.97 %
Total	32.30	46.28 %

Branch *	MTD Sales L	Brand Share %
MVM1	2.36	37.78 %
KUM1	1.91	36.31 %
TNJ1	1.68	37.70 %
TNJ2	1.19	34.53 %
JKM1	1.04	43.54 %
PDK1	0.60	42.60 %
TRY4	0.44	14.13 %
TTP1	0.42	35.33 %
MSI1	0.40	35.26 %
ORU1	0.27	22.76 %
NCK1	0.20	17.45 %
APM1	0.06	7.24 %
Total	32.30	46.28 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	13.37	57.05 %
Gas-Stov	6.81	33.08 %
Chimney	4.47	66.68 %
Grinder	4.42	29.88 %
In-Stove	2.23	54.02 %
Iron	0.36	15.28 %
Cook-Ele	0.16	100.00 %
Small-Ap	0.04	1.59 %
Total	31.86	42.51 %

Branch *	MTD Sales L	Brand Share %
CBE2	3.70	32.07 %
KMR1	2.12	41.96 %
MPM1	1.50	42.84 %
TPR2	1.29	36.11 %
CBE6	0.99	30.82 %
PLI1	0.98	27.97 %
CBE5	0.96	32.39 %
AVI1	0.77	28.87 %
DPM2	0.73	30.55 %
TPR3	0.51	24.61 %
CNR1	0.39	35.55 %
PDM1	0.38	26.25 %
TPR4	0.28	20.71 %
PPI1	0.21	13.11 %
SYM2	0.12	9.49 %
WHCB		0.00 %
WZSD		0.00 %
Total	31.86	42.51 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	10.89	48.79 %
Gas-Stov	4.39	26.62 %
Grinder	3.78	29.69 %
Chimney	1.28	41.62 %
In-Stove	1.13	41.64 %
Iron	0.33	19.24 %
Cook-Ele	0.16	100.00 %
Total	21.97	35.35 %

Branch *	MTD Sales L	Brand Share %
CH15	2.35	29.41 %
CH24	1.01	20.98 %
CH17	0.97	36.09 %
CH20	0.92	34.00 %
MJR1	0.50	17.45 %
CH09	0.50	35.66 %
CH33	0.50	18.85 %
CH41	0.46	23.09 %
CH36	0.43	33.60 %
PON1	0.42	40.68 %
CH34	0.33	9.43 %
GPD1	0.31	29.18 %
CH23	0.30	31.02 %
CH44	0.29	18.82 %
CH32	0.19	26.38 %
CH46	0.17	18.12 %
CH31	0.04	17.94 %
Total	21.97	35.35 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	7.49	53.75 %
Gas-Stov	3.51	33.08 %
Grinder	2.81	30.53 %
In-Stove	1.15	38.09 %
Iron	0.29	21.88 %
Cook-Ele	0.27	86.97 %
Chimney	0.26	27.40 %
Small-Ap	0.02	1.16 %
Total	15.79	38.27 %

Branch *	MTD Sales L	Brand Share %
POY1	2.05	40.17 %
CUD1	1.59	27.52 %
ULP1	0.66	34.81 %
TRK1	0.65	33.29 %
PRT1	0.62	37.64 %
VPM2	0.55	35.30 %
KML1	0.49	34.30 %
TDM1	0.46	28.60 %
CDM1	0.31	10.52 %
VCM1	0.30	42.75 %
TVM2	0.28	28.52 %
SJI2	0.26	34.67 %
VPM1	0.23	37.34 %
STP1	0.19	37.13 %
MKM1	0.10	9.83 %
Total	15.79	38.27 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	6.55	50.40 %
Gas-Stov	3.31	29.42 %
Grinder	1.33	30.78 %
Chimney	0.88	56.24 %
In-Stove	0.83	53.33 %
Iron	0.29	18.81 %
Cook-Ele	0.05	56.40 %
Total	13.24	38.15 %

Branch *	MTD Sales L	Brand Share %
KPM2	1.56	42.91 %
TRR1	0.61	18.76 %
AKM1	0.49	38.40 %
WJD1	0.41	30.23 %
VSI1	0.39	29.87 %
CYR1	0.32	35.07 %
KPM1	0.31	42.79 %
CPT1	0.29	32.56 %
ARC2	0.26	29.53 %
PTU1	0.26	19.28 %
PLR1	0.24	41.37 %
TRT1	0.24	25.34 %
ABR1	0.22	20.16 %
SLG1	0.20	24.30 %
CGM1	0.16	13.77 %
VNB1	0.09	7.52 %
UGI1		0.00 %
WHVL		0.00 %
Total	13.24	38.15 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Mixie	1.71	66.75 %
Gas-Stov	0.51	28.02 %
Chimney	0.18	100.00 %
Grinder	0.14	17.36 %
In-Stove	0.12	24.43 %
Cook-Ele	0.04	100.00 %
Iron	0.02	8.89 %
Total	2.72	40.30 %

Branch *	MTD Sales L	Brand Share %
PAS1	0.46	27.91 %
Total	2.72	40.30 %