

MTD Sales
299.86 L

Brand Share %
46.13 %

Information:

MTD : 01-05-2026 To 17-05-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **46.13 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	135.42	59.76 %
Gas-Stov	58.52	37.80 %
Grinder	45.64	35.67 %
Chimney	34.62	68.64 %
In-Stove	11.22	41.90 %
Iron	6.09	38.48 %
Small-Ap	5.38	20.26 %
Cook-Ele	2.95	84.33 %
Cook-Pre	0.02	0.09 %
Total	299.86	46.13 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	55.66	45.49 %
SOUTH-03	45.37	49.34 %
CHENNAI-01	45.05	43.19 %
WEST-02	38.06	57.19 %
TRICHY-01	33.08	46.46 %
WEST-01	32.74	46.76 %
CHENNAI-02	20.12	38.16 %
NORTH ARCOT	15.18	45.46 %
SOUTH ARCOT	14.58	38.96 %
Total	299.86	46.13 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	26.74	63.10 %
Grinder	10.37	39.08 %
Gas-Stov	9.39	32.09 %
Chimney	5.49	75.25 %
Iron	1.31	36.54 %
Small-Ap	1.13	20.77 %
In-Stove	0.94	27.83 %
Cook-Ele	0.30	63.30 %
Total	55.66	45.49 %

Branch *	MTD Sales L	Brand Share %
TVL1	4.37	43.40 %
KVT1	3.66	41.76 %
RND1	2.53	37.88 %
MAR1	2.43	45.92 %
TKS2	2.33	43.14 %
NGR1	2.22	32.20 %
VNR2	1.68	30.81 %
TCN1	1.41	36.93 %
PKD1	1.03	44.89 %
TKS1	0.74	16.26 %
ERL2	0.70	25.56 %
STU2	0.69	36.96 %
KGL1	0.53	34.46 %
APK1	0.46	30.20 %
SDI1	0.45	38.03 %
APK2	0.43	14.43 %
KSM1	0.38	28.47 %
UDN1	0.35	36.08 %
ARM1	0.23	19.78 %
TYI1	0.22	7.09 %
WHTV	-0.10	4.68 %
Total	55.66	45.49 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	17.52	60.36 %
Gas-Stov	9.66	42.98 %
Chimney	7.66	83.50 %
Grinder	7.48	37.24 %
Iron	1.08	46.72 %
Small-Ap	0.89	20.15 %
In-Stove	0.80	60.78 %
Cook-Ele	0.27	92.35 %
Total	45.37	49.34 %

Branch *	MTD Sales L	Brand Share %
MDU6	1.63	42.90 %
KKD3	1.62	30.05 %
CBM1	1.14	45.25 %
NKI1	0.87	45.36 %
MDU7	0.64	22.18 %
TEN1	0.63	29.57 %
PNI1	0.52	38.64 %
MDU3	0.50	21.82 %
TDI1	0.49	35.03 %
PNV2	0.45	29.06 %
BTU1	0.44	45.93 %
BNR1	0.42	20.47 %
PKM1	0.36	27.42 %
DGL2	0.34	17.42 %
ODM1	0.26	34.95 %
ADP1	0.24	21.58 %
WHMD		0.00 %
Total	45.37	49.34 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mixie	22.11	71.67 %
Gas-Stov	9.55	45.25 %
Grinder	5.93	19.90 %
Chimney	3.09	56.44 %
In-Stove	1.55	25.28 %
Cook-Ele	1.20	94.48 %
Small-Ap	0.95	17.02 %
Iron	0.69	32.34 %
Total	45.05	43.19 %

Branch *	MTD Sales L	Brand Share %
CH08	2.65	39.02 %
CH42	2.09	38.31 %
CH47	2.02	27.97 %
CH07	1.83	35.81 %
CH49	1.65	26.40 %
CH35	1.15	45.13 %
CH39	0.84	33.17 %
CH30	0.65	34.32 %
CH29	0.56	44.87 %
GUD2	0.55	42.05 %
MRM1	0.46	17.10 %
CGL1	0.31	45.66 %
SKL1	0.30	38.58 %
CH38	0.21	12.30 %
CH26	0.18	39.92 %
KNR1	0.14	36.46 %
CZWH	0.05	0.40 %
WCHN	-0.14	5.35 %
Total	45.05	43.19 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	17.22	59.77 %
Gas-Stov	7.99	46.67 %
Chimney	5.37	67.25 %
Grinder	3.28	73.27 %
In-Stove	2.07	83.68 %
Cook-Ele	0.72	100.00 %
Iron	0.70	45.47 %
Small-Ap	0.69	45.08 %
Cook-Pre	0.02	0.83 %
Total	38.06	57.19 %

Branch *	MTD Sales L	Brand Share %
SLM1	1.56	44.20 %
SGI1	1.35	41.84 %
VPD1	0.72	36.02 %
BMD1	0.71	42.05 %
PLC1	0.58	23.07 %
CMI1	0.56	45.53 %
RSP1	0.55	33.41 %
MCR1	0.49	32.31 %
KVP1	0.46	22.80 %
TRM1	0.41	22.56 %
HRR1	0.24	25.47 %
SGG1	0.22	25.84 %
TCG1	0.21	42.96 %
EDP1	0.19	19.23 %
PDR1	0.15	34.85 %
OML1	0.12	14.31 %
WHPD		0.00 %
Total	38.06	57.19 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	14.69	56.29 %
Gas-Stov	6.81	39.57 %
Grinder	6.78	46.14 %
Chimney	3.08	77.45 %
In-Stove	0.63	19.18 %
Iron	0.52	34.76 %
Small-Ap	0.38	15.87 %
Cook-Ele	0.20	65.90 %
Total	33.08	46.46 %

Branch *	MTD Sales L	Brand Share %
MVM1	2.03	38.62 %
TNJ1	1.72	41.63 %
KUM1	1.49	34.39 %
TNJ2	1.36	33.16 %
JKM1	1.04	34.32 %
TVR2	0.69	21.52 %
PBR1	0.62	35.21 %
NCK1	0.58	34.24 %
TTP1	0.42	34.07 %
APM1	0.39	23.96 %
KUM2	0.38	25.38 %
MSI1	0.36	40.22 %
KRN1	0.19	11.34 %
PDK1	0.17	24.52 %
TRY4	0.13	6.04 %
TRY2	0.08	41.92 %
WTRZ		0.00 %
Total	33.08	46.46 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	12.58	53.47 %
Chimney	6.53	69.55 %
Gas-Stov	5.42	35.63 %
Grinder	4.66	37.70 %
In-Stove	2.44	59.98 %
Small-Ap	0.42	16.01 %
Iron	0.41	39.55 %
Cook-Ele	0.27	100.00 %
Total	32.74	46.76 %

Branch *	MTD Sales L	Brand Share %
CBE2	3.44	40.70 %
KMR1	1.65	26.25 %
PLI1	1.44	44.24 %
MPM1	1.30	41.36 %
CNR1	0.75	46.13 %
UMP1	0.75	38.42 %
CBE6	0.70	24.17 %
CBE5	0.70	29.85 %
PPI1	0.61	35.01 %
KMD1	0.54	41.68 %
AVI1	0.53	22.79 %
KGI1	0.41	34.41 %
KGM1	0.36	31.56 %
SYM2	0.32	30.24 %
DPM2	0.22	16.73 %
GBM1	0.21	30.25 %
TPR3	0.18	16.93 %
GDR1	0.03	14.64 %
Total	32.74	46.76 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	10.67	57.86 %
Gas-Stov	4.23	29.54 %
Grinder	2.63	27.42 %
Chimney	1.03	31.29 %
In-Stove	0.87	38.00 %
Iron	0.39	29.33 %
Small-Ap	0.29	12.71 %
Total	20.12	38.16 %

Branch *	MTD Sales L	Brand Share %
CH15	2.35	31.32 %
CH12	1.90	43.17 %
CH03	1.30	38.21 %
CH21	0.68	30.71 %
CH46	0.48	39.67 %
CH27	0.44	42.32 %
CH24	0.41	17.43 %
CH23	0.38	30.88 %
MJR1	0.31	15.74 %
CH34	0.30	16.60 %
PON1	0.28	37.34 %
CH33	0.26	18.22 %
CH44	0.22	12.85 %
CH36	0.22	21.69 %
GPD1	0.20	26.08 %
CH32	0.14	38.46 %
CH01	0.14	42.48 %
CH41	0.08	10.90 %
CH51	0.04	3.45 %
MC06	0.01	27.32 %
Total	20.12	38.16 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	7.36	54.31 %
Gas-Stov	2.79	28.52 %
In-Stove	1.90	69.02 %
Chimney	1.27	55.50 %
Grinder	1.22	70.42 %
Iron	0.37	34.99 %
Small-Ap	0.26	26.05 %
Total	15.18	45.46 %

Branch *	MTD Sales L	Brand Share %
VEL2	1.29	31.30 %
TRR1	1.06	34.42 %
KPM2	0.84	27.93 %
VNB1	0.69	41.25 %
ABR1	0.48	36.53 %
PLR1	0.45	42.90 %
CGM1	0.39	40.94 %
CPT1	0.36	42.05 %
TRT1	0.30	42.82 %
ARC2	0.29	37.95 %
VSI1	0.28	32.09 %
CYR1	0.26	43.84 %
ANI1	0.22	27.27 %
GDM1	0.15	28.27 %
SLG1	0.10	15.51 %
UGI1	0.09	31.92 %
WHVL		0.00 %
Total	15.18	45.46 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	6.53	46.86 %
Grinder	3.29	37.94 %
Gas-Stov	2.67	32.17 %
Chimney	1.10	70.75 %
Iron	0.60	46.63 %
Small-Ap	0.37	28.30 %
In-Stove	0.02	2.16 %
Total	14.58	38.96 %

Branch *	MTD Sales L	Brand Share %
POY1	1.27	34.03 %
CUD1	0.97	20.74 %
SJI2	0.43	23.30 %
KML1	0.43	28.06 %
KLM1	0.42	17.36 %
TDM1	0.33	35.86 %
CDM1	0.28	9.54 %
VPM2	0.23	21.76 %
TVM1	0.19	29.25 %
STP1	0.17	35.37 %
TVM2	0.08	16.87 %
VPM1	0.07	22.20 %
MKM1		0.00 %
WHUT		0.00 %
Total	14.58	38.96 %