

MTD Sales
378.49 L

Brand Share %
48.10 %

Information:

MTD : 01-08-2025 To 17-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **48.10 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	179.53	64.07 %
Gas-Stov	73.27	37.62 %
Grinder	67.37	37.21 %
Chimney	30.54	87.81 %
In-Stove	19.23	54.33 %
Iron	6.09	23.11 %
Cook-Ele	2.28	79.27 %
Small-Ap	0.17	0.56 %
Total	378.49	48.10 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	67.87	50.96 %
SOUTH-03	51.43	47.45 %
TRICHY-01	49.20	48.60 %
WEST-02	47.23	57.60 %
WEST-01	45.21	46.42 %
CHENNAI-01	44.10	46.26 %
SOUTH ARCOT	25.79	45.40 %
CHENNAI-02	24.86	38.54 %
NORTH ARCOT	20.92	49.52 %
KL-SOUTH	1.89	32.56 %
Total	378.49	48.10 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	29.53	68.25 %
Grinder	14.53	41.97 %
Gas-Stov	13.72	41.00 %
Chimney	4.35	85.75 %
In-Stove	3.82	64.93 %
Iron	1.48	31.24 %
Cook-Ele	0.43	86.39 %
Small-Ap	0.02	0.38 %
Total	67.87	50.96 %

Branch *	MTD Sales L	Brand Share %
TVL1	4.46	46.05 %
VNR2	3.63	42.11 %
RND1	1.95	38.93 %
TKS1	1.95	26.80 %
MAR1	1.94	40.84 %
SKD1	1.91	46.68 %
TCN1	1.85	44.92 %
SVK1	1.62	43.39 %
APK1	1.56	46.43 %
ASM1	0.80	41.83 %
SDI1	0.52	32.90 %
KSM1	0.45	30.11 %
COL1	0.34	22.41 %
ARM1	0.23	16.84 %
ERL1	0.19	35.33 %
S2SD		0.00 %
Total	67.87	50.96 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	23.90	64.58 %
Grinder	10.52	37.39 %
Gas-Stov	8.93	35.75 %
Chimney	4.10	95.37 %
In-Stove	2.91	56.33 %
Iron	0.91	23.13 %
Cook-Ele	0.15	55.42 %
Small-Ap	0.02	0.44 %
Total	51.43	47.45 %

Branch *	MTD Sales L	Brand Share %
DGL1	4.65	44.34 %
MDU1	4.51	34.80 %
MDU6	2.38	44.30 %
CBM1	2.13	45.88 %
MDU5	1.37	44.70 %
BNR1	0.99	40.78 %
TDI1	0.86	35.41 %
DGL2	0.86	36.72 %
KKD2	0.77	25.03 %
DKI1	0.75	40.72 %
KPT1	0.71	45.45 %
NKI1	0.59	39.39 %
BTU1	0.57	38.96 %
PNI1	0.56	30.53 %
MDU3	0.54	45.58 %
PKM1	0.51	42.67 %
ADP1	0.43	22.74 %
TEN1	0.42	27.77 %
CMR1	0.22	26.17 %
ODM1	0.15	8.73 %
SZSD		0.00 %
Total	51.43	47.45 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	22.43	62.53 %
Grinder	10.61	40.42 %
Gas-Stov	8.30	36.50 %
In-Stove	3.41	56.54 %
Chimney	3.16	96.76 %
Iron	0.78	26.23 %
Cook-Ele	0.49	83.40 %
Small-Ap	0.02	0.60 %
Total	49.20	48.60 %

Branch *	MTD Sales L	Brand Share %
KUM1	3.25	39.68 %
TNJ2	3.10	47.13 %
MVM1	2.61	32.87 %
TNJ1	2.29	35.31 %
TVR2	1.85	37.35 %
JKM1	1.73	44.30 %
TTP1	0.74	42.04 %
MSI1	0.66	46.73 %
KRN1	0.58	41.48 %
NCK1	0.57	28.49 %
PBR1	0.55	39.29 %
APM1	0.17	6.85 %
TZSD		0.00 %
Total	49.20	48.60 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	23.26	71.74 %
Gas-Stov	9.70	47.87 %
Grinder	6.65	45.95 %
Chimney	4.72	94.97 %
In-Stove	2.03	47.47 %
Iron	0.62	21.86 %
Cook-Ele	0.26	100.00 %
Small-Ap		0.17 %
Total	47.23	57.60 %

Branch *	MTD Sales L	Brand Share %
SLM1	3.00	44.72 %
TRM1	1.18	41.89 %
ATU1	1.14	37.63 %
DPR2	0.71	41.28 %
KVP1	0.70	38.28 %
RSP1	0.67	35.30 %
MCR1	0.61	31.56 %
OML1	0.60	39.64 %
HRR1	0.46	21.22 %
TCG1	0.34	33.94 %
EDP1	0.33	22.15 %
SGG1	0.33	34.85 %
WZWH		0.00 %
Total	47.23	57.60 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	19.80	58.68 %
Gas-Stov	8.70	34.08 %
Chimney	7.44	86.91 %
Grinder	6.37	32.76 %
In-Stove	2.32	51.50 %
Iron	0.41	13.71 %
Cook-Ele	0.11	84.83 %
Small-Ap	0.06	2.52 %
Total	45.21	46.42 %

Branch *	MTD Sales L	Brand Share %
CBE2	6.53	44.65 %
KMR1	3.41	37.75 %
TPR3	1.32	47.98 %
TPR2	1.21	23.18 %
CBE6	1.18	32.30 %
KMD1	1.16	45.76 %
SYM2	1.07	37.93 %
AVI1	0.98	35.29 %
PPI1	0.86	46.73 %
UMP1	0.68	38.24 %
PDM1	0.60	46.83 %
TPR4	0.59	39.20 %
PLI1	0.58	13.30 %
KGI1	0.51	30.27 %
DPM2	0.50	19.41 %
GDR1	0.30	44.12 %
GBM1	0.09	38.60 %
WZSD		0.00 %
Total	45.21	46.42 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mixie	21.23	65.85 %
Gas-Stov	10.22	41.60 %
Grinder	7.47	31.36 %
Chimney	2.79	78.64 %
In-Stove	1.53	54.35 %
Iron	0.56	20.75 %
Cook-Ele	0.26	67.97 %
Small-Ap	0.04	0.83 %
Total	44.10	46.26 %

Branch *	MTD Sales L	Brand Share %
CH16	3.37	44.81 %
CH05	2.64	43.94 %
CH07	2.26	36.45 %
CH28	2.04	43.32 %
CH42	1.90	33.99 %
CH39	1.12	38.70 %
CH35	1.09	43.68 %
CH38	0.94	25.77 %
TKM1	0.75	38.06 %
SKL1	0.62	43.54 %
MRM1	0.53	19.46 %
CH26	0.52	33.06 %
GUD2	0.42	18.10 %
CGL1	0.39	39.25 %
KNR1	0.38	27.57 %
CH29	0.28	25.05 %
CZWH	0.09	5.00 %
MC10		0.00 %
WHC3		0.00 %
Total	44.10	46.26 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	13.17	59.63 %
Grinder	4.87	34.96 %
Gas-Stov	4.21	35.75 %
Chimney	1.56	84.22 %
In-Stove	1.24	46.56 %
Iron	0.50	26.07 %
Cook-Ele	0.24	74.59 %
Total	25.79	45.40 %

Branch *	MTD Sales L	Brand Share %
CUD1	3.11	35.98 %
POY2	3.09	44.65 %
POY1	2.50	30.87 %
ULP1	0.82	34.20 %
VPM2	0.75	29.20 %
TRK1	0.73	34.75 %
CDM1	0.68	16.88 %
TVM1	0.30	46.27 %
MKM1	0.17	16.62 %
Total	25.79	45.40 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	13.83	57.02 %
Gas-Stov	4.79	26.91 %
Grinder	3.57	26.04 %
Chimney	1.04	68.80 %
In-Stove	0.96	43.75 %
Iron	0.44	23.20 %
Cook-Ele	0.23	100.00 %
Total	24.86	38.54 %

Branch *	MTD Sales L	Brand Share %
CH15	4.38	43.42 %
CH18	2.34	42.55 %
CH03	1.89	34.15 %
CH12	1.74	46.79 %
CH21	0.93	31.93 %
CH17	0.76	46.71 %
CH33	0.72	27.09 %
MJR1	0.65	22.58 %
PON1	0.61	39.96 %
GPD1	0.53	42.55 %
CH09	0.52	29.49 %
CH44	0.49	28.63 %
CH24	0.48	15.02 %
CH20	0.42	16.75 %
CH41	0.39	22.95 %
CH46	0.36	30.72 %
CH34	0.34	12.02 %
CH31	0.21	29.49 %
CH01		0.00 %
Total	24.86	38.54 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	11.55	67.39 %
Gas-Stov	4.25	35.88 %
Grinder	2.43	43.22 %
Chimney	1.38	81.31 %
In-Stove	0.86	52.87 %
Iron	0.35	15.73 %
Cook-Ele	0.11	64.58 %
Total	20.92	49.52 %

Branch *	MTD Sales L	Brand Share %
TRR1	1.28	35.00 %
WJD1	0.77	41.95 %
VSI1	0.75	38.38 %
KPM1	0.56	27.92 %
TRT1	0.55	45.26 %
ABR1	0.50	31.75 %
CYR1	0.46	40.33 %
CPT1	0.45	40.03 %
SLG1	0.40	35.02 %
WJP1	0.24	30.42 %
UGI1	0.19	26.79 %
GDM1	0.16	36.80 %
PTU1	0.10	23.71 %
Total	20.92	49.52 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Mixie	0.85	38.69 %
Gas-Stov	0.47	25.58 %
Grinder	0.36	33.56 %
In-Stove	0.16	63.65 %
Iron	0.05	25.84 %
Total	1.89	32.56 %

Branch *	MTD Sales L	Brand Share %
TVP1	1.48	36.01 %
PAS1	0.41	24.26 %
Total	1.89	32.56 %