

MTD Sales
271.06 L

Brand Share %
45.55 %

Information:

MTD : 01-09-2025 To 17-09-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **45.55 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	120.02	61.73 %
Gas-Stov	62.55	37.63 %
Grinder	42.40	34.49 %
Chimney	20.72	93.10 %
In-Stove	17.72	51.53 %
Iron	5.36	25.75 %
Cook-Ele	2.07	79.37 %
Small-Ap	0.22	0.71 %
Total	271.06	45.55 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	53.07	48.94 %
SOUTH-03	41.27	48.89 %
WEST-02	33.82	55.01 %
CHENNAI-01	32.39	38.90 %
TRICHY-01	29.03	48.05 %
WEST-01	28.76	41.39 %
NORTH ARCOT	16.46	49.29 %
CHENNAI-02	15.47	35.39 %
SOUTH ARCOT	15.37	42.30 %
KL-SOUTH	5.43	38.23 %
Total	271.06	45.55 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	22.64	64.33 %
Gas-Stov	11.66	38.75 %
Grinder	10.66	43.12 %
In-Stove	3.42	60.27 %
Chimney	2.99	87.36 %
Iron	1.26	30.69 %
Cook-Ele	0.40	71.89 %
Small-Ap	0.04	0.93 %
Total	53.07	48.94 %

Branch *	MTD Sales L	Brand Share %
NGR1	2.98	44.34 %
RND1	1.55	37.05 %
TYI1	1.53	42.81 %
TCN1	1.52	37.99 %
TKS2	1.50	38.29 %
VNR2	1.35	27.44 %
TKS1	0.92	22.93 %
ERL2	0.77	31.23 %
PKD1	0.73	40.09 %
ASM1	0.66	41.20 %
APK1	0.53	31.95 %
APK2	0.39	29.92 %
ARM1	0.30	31.76 %
Total	53.07	48.94 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	18.40	67.49 %
Gas-Stov	8.89	38.77 %
Grinder	7.39	36.62 %
Chimney	3.05	97.16 %
In-Stove	2.31	54.89 %
Iron	0.93	32.47 %
Cook-Ele	0.30	94.08 %
Total	41.27	48.89 %

Branch *	MTD Sales L	Brand Share %
MDU1	3.14	32.16 %
DGL1	3.08	40.35 %
DGL2	1.25	40.29 %
KKD2	1.01	30.81 %
KPT1	0.82	45.54 %
MDU3	0.52	34.89 %
ODM1	0.44	28.38 %
PKM1	0.40	41.33 %
BTU1	0.32	37.99 %
TEN1	0.28	21.09 %
ADP1	0.06	6.66 %
SZSD		0.00 %
Total	41.27	48.89 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	14.38	65.85 %
Gas-Stov	7.67	45.47 %
Chimney	5.18	97.52 %
Grinder	3.13	39.29 %
In-Stove	2.70	55.63 %
Iron	0.59	27.40 %
Cook-Ele	0.16	88.47 %
Small-Ap	0.01	0.53 %
Total	33.82	55.01 %

Branch *	MTD Sales L	Brand Share %
HSR2	1.84	43.82 %
ERD2	1.77	45.51 %
SLM1	1.59	39.40 %
ATU1	0.89	43.09 %
VKL1	0.75	43.12 %
KVP1	0.65	38.09 %
OML1	0.65	36.79 %
CMI1	0.50	45.19 %
MCR1	0.48	25.84 %
DPR2	0.36	36.79 %
PMP1	0.34	31.24 %
RSP1	0.33	33.11 %
HRR1	0.31	25.81 %
PLC1	0.29	27.09 %
PDR1	0.29	38.88 %
SGG1	0.19	28.36 %
EDP1	0.14	21.35 %
WZWH	0.01	9.09 %
Total	33.82	55.01 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mixie	15.58	65.77 %
Gas-Stov	8.15	36.90 %
Grinder	4.90	24.74 %
In-Stove	1.67	45.64 %
Chimney	1.31	100.00 %
Iron	0.49	23.70 %
Cook-Ele	0.21	51.25 %
Small-Ap	0.07	0.65 %
Total	32.39	38.90 %

Branch *	MTD Sales L	Brand Share %
CH42	1.83	35.19 %
CH28	1.47	39.03 %
CH07	0.91	20.33 %
CH39	0.86	24.79 %
CH38	0.74	37.15 %
AVD1	0.63	43.02 %
CH35	0.53	33.62 %
CH29	0.47	41.23 %
TKM1	0.37	25.93 %
GUD2	0.31	14.51 %
CH26	0.30	39.23 %
MRM1	0.26	15.44 %
KNR1	0.23	27.26 %
CZWH		0.00 %
WHC3		0.00 %
Total	32.39	38.90 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	11.60	57.78 %
Gas-Stov	6.75	42.52 %
Grinder	6.01	42.46 %
In-Stove	2.08	56.48 %
Chimney	1.72	94.20 %
Iron	0.54	30.91 %
Cook-Ele	0.31	100.00 %
Small-Ap	0.02	0.80 %
Total	29.03	48.05 %

Branch *	MTD Sales L	Brand Share %
MVM1	1.75	37.07 %
TNJ1	1.59	37.84 %
KIK1	1.39	38.58 %
KUM1	1.38	33.97 %
TVR2	1.35	38.18 %
PDK1	0.61	41.77 %
ORU1	0.33	31.48 %
NCK1	0.28	19.94 %
TRY2	0.19	41.42 %
KRN1	0.10	14.14 %
APM1	0.10	10.79 %
TZSD		0.00 %
Total	29.03	48.05 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	12.22	54.58 %
Gas-Stov	7.52	35.60 %
Grinder	3.46	28.56 %
Chimney	2.76	78.04 %
In-Stove	2.22	46.50 %
Iron	0.38	14.34 %
Cook-Ele	0.16	61.49 %
Small-Ap	0.02	0.66 %
Total	28.76	41.39 %

Branch *	MTD Sales L	Brand Share %
KMR1	2.07	31.20 %
CBE2	1.76	21.84 %
CBE6	1.10	30.00 %
SUL1	1.03	45.17 %
TPR3	0.88	36.94 %
CBE5	0.66	23.83 %
CBE3	0.55	35.14 %
PPI1	0.55	39.73 %
KMD1	0.53	23.14 %
DPM2	0.48	21.51 %
AVI1	0.40	19.16 %
SYM2	0.37	37.89 %
PLI1	0.33	13.30 %
TPR4	0.27	36.99 %
ANR1	0.27	36.17 %
PDM1	0.24	23.88 %
GBM1	0.18	37.91 %
KGI1	0.16	35.41 %
GDR1	0.12	40.01 %
WZSD		0.00 %
Total	28.76	41.39 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	8.24	67.71 %
Gas-Stov	3.61	34.48 %
Grinder	1.54	37.05 %
Chimney	1.47	100.00 %
In-Stove	1.13	52.57 %
Iron	0.32	21.65 %
Cook-Ele	0.12	86.54 %
Small-Ap	0.02	1.50 %
Total	16.46	49.29 %

Branch *	MTD Sales L	Brand Share %
KPM2	1.37	37.16 %
TRR1	0.77	42.29 %
CYR1	0.43	44.34 %
CGM1	0.27	34.20 %
ARC2	0.27	32.09 %
GDM1	0.26	38.62 %
KPM1	0.25	23.75 %
WJP1	0.24	43.79 %
ABR1	0.23	27.25 %
PLR1	0.21	34.86 %
UGI1	0.05	9.04 %
Total	16.46	49.29 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	7.65	49.82 %
Gas-Stov	3.58	28.16 %
Grinder	1.80	22.21 %
In-Stove	1.07	41.44 %
Chimney	0.72	100.00 %
Iron	0.39	23.16 %
Cook-Ele	0.21	100.00 %
Small-Ap	0.04	1.89 %
Total	15.47	35.39 %

Branch *	MTD Sales L	Brand Share %
CH15	1.56	28.90 %
CH03	1.23	40.24 %
CH18	1.08	32.91 %
CH34	0.91	28.13 %
CH21	0.67	26.60 %
CH20	0.57	30.80 %
GPD1	0.49	43.84 %
CH36	0.43	37.57 %
CH24	0.37	14.82 %
CH41	0.32	19.59 %
CH33	0.32	21.09 %
MJR1	0.30	17.09 %
CH44	0.27	24.19 %
CH17	0.26	40.58 %
CH09	0.24	20.00 %
CH46	0.16	25.72 %
PON1	0.12	15.53 %
MC06	0.02	35.13 %
Total	15.47	35.39 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	6.44	55.33 %
Gas-Stov	3.75	37.79 %
Grinder	2.34	27.70 %
Chimney	1.52	100.00 %
In-Stove	0.78	43.13 %
Iron	0.34	23.32 %
Cook-Ele	0.20	90.80 %
Total	15.37	42.30 %

Branch *	MTD Sales L	Brand Share %
POY2	1.47	44.58 %
CUD1	1.46	28.49 %
POY1	1.38	33.19 %
ULP1	0.65	23.94 %
VPM2	0.52	27.47 %
CDM1	0.24	11.12 %
MKM1	0.22	24.15 %
TVM1	0.20	38.78 %
TVM2	0.08	43.95 %
Total	15.37	42.30 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Mixie	2.88	59.65 %
Grinder	1.16	36.00 %
Gas-Stov	0.95	23.08 %
In-Stove	0.35	34.32 %
Iron	0.10	19.47 %
Total	5.43	38.23 %

Branch *	MTD Sales L	Brand Share %
PAS1	1.14	33.62 %
KLR1	0.57	21.28 %
Total	5.43	38.23 %