

MTD Sales
389.63 L

Brand Share %
39.90 %

Information:

MTD : 01-10-2025 To 17-10-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **39.90 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	173.42	53.35 %
Gas-Stov	82.75	32.40 %
Grinder	72.25	35.57 %
Chimney	32.47	67.67 %
In-Stove	20.65	50.06 %
Iron	5.56	22.32 %
Cook-Ele	2.72	82.50 %
Small-Ap	0.08	0.27 %
Acces-SA	-0.04	100.00 %
Cook-Pre	-0.22	-0.47 %
Total	389.63	39.90 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-03	70.05	43.96 %
SOUTH-01	68.30	44.26 %
TRICHY-01	48.05	42.68 %
WEST-02	47.60	48.73 %
CHENNAI-01	43.80	27.49 %
WEST-01	41.73	39.42 %
CHENNAI-02	24.06	34.54 %
NORTH ARCOT	22.02	42.13 %
SOUTH ARCOT	21.79	37.02 %
KL-SOUTH	2.23	33.90 %
Total	389.63	39.90 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	30.36	60.29 %
Grinder	15.37	38.46 %
Gas-Stov	13.00	36.01 %
Chimney	6.67	75.74 %
In-Stove	3.16	50.38 %
Iron	1.09	25.40 %
Cook-Ele	0.38	79.12 %
Small-Ap	0.03	0.58 %
Total	70.05	43.96 %

Branch *	MTD Sales L	Brand Share %
DGL1	6.39	37.61 %
MDU1	5.40	39.16 %
MDU6	3.21	38.48 %
ATG1	1.55	39.80 %
MDU3	1.11	28.25 %
MDU4	0.94	31.54 %
BTU1	0.92	38.73 %
BNR1	0.89	31.26 %
PNI1	0.78	37.99 %
DGL2	0.75	16.52 %
NKI1	0.69	30.40 %
TEN1	0.67	22.15 %
CMR1	0.55	36.50 %
PKM1	0.46	28.83 %
KPT1	0.43	21.32 %
ODM1	0.34	8.81 %
KKD2	0.26	17.27 %
ADP1	0.19	8.34 %
Total	70.05	43.96 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	30.92	61.29 %
Grinder	15.46	40.65 %
Gas-Stov	13.59	35.49 %
In-Stove	4.19	60.35 %
Chimney	2.47	76.89 %
Iron	1.10	23.90 %
Cook-Ele	0.60	87.65 %
Acces-SA	-0.01	100.00 %
Small-Ap	-0.02	-0.50 %
Total	68.30	44.26 %

Branch *	MTD Sales L	Brand Share %
NGR1	3.84	36.89 %
RND1	2.44	36.15 %
VNR2	1.80	21.63 %
TCN1	1.64	33.53 %
MAR1	1.62	31.90 %
TKS1	1.40	19.12 %
APK1	1.11	37.61 %
APK2	0.79	30.82 %
ERL2	0.73	33.61 %
ARM1	0.70	31.71 %
ASM1	0.58	32.44 %
COL1	0.51	35.51 %
UDN1	0.36	29.24 %
KSM1	0.26	28.52 %
Total	68.30	44.26 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	19.87	57.60 %
Gas-Stov	11.32	38.91 %
Grinder	10.27	37.38 %
In-Stove	3.38	54.59 %
Chimney	2.12	70.54 %
Cook-Ele	0.57	79.53 %
Iron	0.51	22.73 %
Small-Ap	0.02	0.55 %
Cook-Pre	-0.01	-0.21 %
Total	48.05	42.68 %

Branch *	MTD Sales L	Brand Share %
TNJ2	3.31	39.67 %
MVM1	2.82	30.87 %
TNJ1	2.61	30.36 %
TVR2	2.35	37.48 %
KUM1	1.98	27.42 %
JKM1	1.35	35.37 %
ORU1	1.02	36.27 %
TTP1	0.74	38.03 %
PBR1	0.54	34.03 %
MSI1	0.53	35.23 %
NCK1	0.52	27.04 %
TRY2	0.50	37.42 %
AYR1	0.44	34.08 %
KRN1	0.34	16.32 %
APM1	0.15	8.36 %
Total	48.05	42.68 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	21.87	63.77 %
Gas-Stov	10.22	42.16 %
Chimney	6.57	71.80 %
Grinder	6.09	41.11 %
In-Stove	2.27	47.76 %
Iron	0.62	22.75 %
Cook-Ele	0.03	100.00 %
Small-Ap	-0.01	-0.53 %
Acces-SA	-0.02	100.00 %
Cook-Pre	-0.03	-0.58 %
Total	47.60	48.73 %

Branch *	MTD Sales L	Brand Share %
SLM1	3.03	35.12 %
PLC1	0.75	26.23 %
KVP1	0.65	26.75 %
KMM1	0.61	31.47 %
TRM1	0.59	23.69 %
VKL1	0.58	36.36 %
OML1	0.57	29.17 %
MCR1	0.57	18.10 %
SGG1	0.50	28.71 %
HRR1	0.46	19.86 %
PMP1	0.43	23.56 %
DPR2	0.42	22.71 %
EDP1	0.24	16.95 %
TCG1	0.11	9.40 %
Total	47.60	48.73 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mixie	18.95	32.04 %
Gas-Stov	11.69	22.36 %
Grinder	7.16	30.08 %
Chimney	2.93	42.46 %
In-Stove	2.08	46.62 %
Iron	0.56	24.79 %
Cook-Ele	0.38	84.85 %
Small-Ap	0.04	1.31 %
Total	43.80	27.49 %

Branch *	MTD Sales L	Brand Share %
CH16	2.80	32.35 %
CH42	2.61	35.85 %
CH45	1.57	35.47 %
GUD1	1.48	36.01 %
CH07	1.35	25.53 %
CH28	1.29	27.60 %
CH30	0.81	23.74 %
CH39	0.80	27.44 %
MRM1	0.78	26.09 %
TKM1	0.71	31.32 %
SKL1	0.71	38.77 %
CGL1	0.69	34.50 %
GUD2	0.65	21.34 %
KNR1	0.16	9.55 %
CH40		0.00 %
CZWH		0.00 %
MC09		0.00 %
Total	43.80	27.49 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	16.56	51.05 %
Gas-Stov	8.64	32.05 %
Chimney	7.59	81.51 %
Grinder	6.68	31.42 %
In-Stove	1.94	42.25 %
Iron	0.49	16.03 %
Cook-Ele	0.08	56.18 %
Acces-SA	-0.01	100.00 %
Small-Ap	-0.04	-1.28 %
Cook-Pre	-0.18	-3.43 %
Total	41.73	39.42 %

Branch *	MTD Sales L	Brand Share %
CBE2	4.55	33.43 %
PLI1	1.60	27.89 %
TPR2	1.46	37.41 %
MPM1	1.39	33.08 %
AVI1	0.94	28.21 %
CBE5	0.86	20.25 %
KGM1	0.86	36.05 %
CBE3	0.66	33.57 %
CBE6	0.65	17.47 %
KGI1	0.65	39.87 %
DPM2	0.64	21.92 %
SYM2	0.56	21.41 %
TPR3	0.53	13.87 %
UMP1	0.51	33.46 %
PPI1	0.48	21.89 %
CNR1	0.40	25.65 %
Total	41.73	39.42 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	12.03	51.29 %
Gas-Stov	5.21	27.20 %
Grinder	3.64	25.05 %
Chimney	1.23	49.34 %
In-Stove	1.17	42.59 %
Cook-Ele	0.42	91.29 %
Iron	0.35	17.50 %
Total	24.06	34.54 %

Branch *	MTD Sales L	Brand Share %
CH15	2.57	32.76 %
CH18	1.79	34.01 %
CH21	1.00	32.68 %
CH20	0.85	31.73 %
CH24	0.83	22.32 %
CH09	0.66	38.81 %
MJR1	0.65	18.05 %
PON1	0.56	30.88 %
CH41	0.37	18.13 %
CH33	0.33	13.36 %
CH27	0.29	27.96 %
GPD1	0.23	30.16 %
CH44	0.17	16.15 %
CH36	0.16	24.06 %
CH32	0.06	13.75 %
CH34	0.05	1.09 %
MC06	0.02	5.85 %
Total	24.06	34.54 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	11.18	59.02 %
Gas-Stov	4.22	30.44 %
Grinder	2.76	39.00 %
Chimney	2.16	61.67 %
In-Stove	1.25	52.84 %
Iron	0.32	19.54 %
Cook-Ele	0.12	75.66 %
Total	22.02	42.13 %

Branch *	MTD Sales L	Brand Share %
AKM1	1.17	35.48 %
TRR1	0.97	23.16 %
SLG1	0.78	33.15 %
KPM1	0.62	37.41 %
CPT1	0.50	33.29 %
BGR1	0.49	39.56 %
ABR1	0.43	24.48 %
WJD1	0.42	19.52 %
VNB1	0.40	28.86 %
PLR1	0.36	35.41 %
CGM1	0.30	29.57 %
CYR1	0.27	18.46 %
UGI1	0.23	23.87 %
PTU1	0.16	21.78 %
Total	22.02	42.13 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	10.24	54.14 %
Gas-Stov	4.61	32.72 %
Grinder	4.61	30.86 %
In-Stove	1.10	44.40 %
Chimney	0.60	41.07 %
Iron	0.46	26.00 %
Cook-Ele	0.15	78.77 %
Small-Ap	0.02	1.10 %
Total	21.79	37.02 %

Branch *	MTD Sales L	Brand Share %
CUD1	1.94	23.74 %
POY1	1.80	25.39 %
SJI2	1.02	30.69 %
VPM2	0.84	36.59 %
TRK1	0.78	36.05 %
ULP1	0.68	27.49 %
VCM1	0.49	39.88 %
CDM1	0.31	9.39 %
TVM2	0.24	38.16 %
VPM1	0.20	29.02 %
MKM1	0.15	15.42 %
Total	21.79	37.02 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Mixie	1.44	56.56 %
Gas-Stov	0.25	18.64 %
Grinder	0.21	17.38 %
Chimney	0.13	100.00 %
In-Stove	0.11	24.20 %
Iron	0.06	18.38 %
Small-Ap	0.03	11.87 %
Total	2.23	33.90 %

Branch *	MTD Sales L	Brand Share %
TVP1	0.74	23.94 %
Total	2.23	33.90 %