

MTD Sales
289.82 L

Brand Share %
43.97 %

Information:
MTD : 01-11-2025 To 17-11-2025
 * Branch where in Brand Share % is less than Overall State's Brand Share **43.97 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	130.08	58.46 %
Gas-Stov	63.25	35.94 %
Grinder	50.06	35.06 %
Chimney	19.80	64.30 %
In-Stove	19.55	52.13 %
Iron	4.73	23.54 %
Cook-Ele	1.99	75.23 %
Small-Ap	0.37	1.39 %
Total	289.82	43.97 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	48.46	45.76 %
SOUTH-03	42.96	46.56 %
CHENNAI-01	38.43	45.23 %
WEST-02	36.41	49.34 %
TRICHY-01	33.81	46.49 %
WEST-01	33.36	42.31 %
CHENNAI-02	22.60	35.38 %
SOUTH ARCOT	16.86	38.81 %
NORTH ARCOT	14.03	38.80 %
KL-SOUTH	2.90	40.26 %
Total	289.82	43.97 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	20.72	59.71 %
Grinder	10.56	42.97 %
Gas-Stov	10.15	36.07 %
In-Stove	3.32	56.36 %
Chimney	2.14	68.73 %
Iron	1.07	28.87 %
Cook-Ele	0.39	67.87 %
Small-Ap	0.11	2.05 %
Total	48.46	45.76 %

Branch *	MTD Sales L	Brand Share %
KVT1	3.59	39.66 %
TVL1	3.12	40.83 %
NGR1	2.07	38.60 %
VNR2	1.87	32.68 %
MAR1	1.40	33.18 %
RND1	1.26	37.74 %
TCN1	1.20	39.14 %
TKS1	0.99	23.50 %
APK1	0.89	41.56 %
TYI1	0.83	41.77 %
APK2	0.67	34.64 %
ASM1	0.56	31.54 %
SDI1	0.54	37.33 %
ARM1	0.29	17.07 %
KSM1	0.18	18.98 %
S2SD		0.00 %
Total	48.46	45.76 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	19.01	61.99 %
Grinder	8.85	37.84 %
Gas-Stov	8.07	35.47 %
Chimney	3.00	73.34 %
In-Stove	2.91	55.10 %
Iron	0.79	29.55 %
Cook-Ele	0.28	67.08 %
Small-Ap	0.04	1.50 %
Total	42.96	46.56 %

Branch *	MTD Sales L	Brand Share %
MDU1	3.67	34.06 %
MDU6	2.97	42.50 %
DGL1	2.88	42.57 %
CBM1	1.20	43.00 %
ATG1	1.00	43.17 %
MDU3	0.81	28.81 %
PNI1	0.65	32.73 %
BNR1	0.57	38.66 %
DKI1	0.46	40.09 %
KPT1	0.42	25.91 %
DGL2	0.38	18.28 %
MNM1	0.35	41.06 %
SGP1	0.33	37.44 %
BTU1	0.32	29.49 %
ADP1	0.28	14.92 %
ODM1	0.24	21.41 %
TEN1	0.15	8.00 %
SZSD	0.03	9.16 %
Total	42.96	46.56 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mixie	17.21	63.77 %
Gas-Stov	10.16	41.93 %
Grinder	6.61	29.89 %
Chimney	1.81	72.35 %
In-Stove	1.80	49.01 %
Iron	0.45	22.37 %
Cook-Ele	0.26	81.05 %
Small-Ap	0.13	4.27 %
Total	38.43	45.23 %

Branch *	MTD Sales L	Brand Share %
CH08	2.61	40.97 %
CH42	2.25	41.80 %
CH07	1.58	36.06 %
CH30	1.16	41.23 %
CH38	0.99	39.07 %
SKL1	0.78	38.21 %
CH35	0.77	43.03 %
AVD1	0.72	42.97 %
CH39	0.52	16.18 %
MRM1	0.51	20.34 %
GUD2	0.44	22.17 %
CH26	0.27	35.12 %
CH40	0.20	41.00 %
TKM1	0.13	11.08 %
WHC3		0.00 %
Total	38.43	45.23 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	16.63	62.12 %
Gas-Stov	8.56	43.47 %
Grinder	4.32	37.37 %
Chimney	3.65	59.92 %
In-Stove	2.66	52.15 %
Iron	0.53	23.41 %
Cook-Ele	0.03	57.14 %
Small-Ap	0.02	0.95 %
Total	36.41	49.34 %

Branch *	MTD Sales L	Brand Share %
SLM1	2.33	35.44 %
TRM1	0.90	30.84 %
OML1	0.67	30.17 %
KMM1	0.61	34.08 %
MCR1	0.56	24.73 %
BMD1	0.46	33.88 %
SGI1	0.41	30.78 %
KVP1	0.39	17.24 %
PLC1	0.33	15.60 %
HRR1	0.30	17.12 %
DPR2	0.29	20.71 %
TCG1	0.27	29.54 %
SGG1	0.26	24.88 %
EDP1	0.21	20.64 %
PDR1	0.21	42.79 %
Total	36.41	49.34 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	14.55	59.80 %
Gas-Stov	7.01	38.83 %
Grinder	6.71	38.39 %
In-Stove	3.13	61.24 %
Chimney	1.59	80.25 %
Iron	0.50	26.09 %
Cook-Ele	0.32	64.97 %
Total	33.81	46.49 %

Branch *	MTD Sales L	Brand Share %
MVM1	2.36	37.18 %
KUM1	2.02	36.07 %
TNJ1	1.68	36.75 %
TNJ2	1.35	36.72 %
TTP1	0.49	37.78 %
TRY4	0.44	14.03 %
MSI1	0.40	34.49 %
ORU1	0.29	24.39 %
NCK1	0.20	16.69 %
APM1	0.09	10.02 %
Total	33.81	46.49 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	14.02	56.03 %
Gas-Stov	7.10	33.18 %
Grinder	4.65	29.79 %
Chimney	4.64	67.52 %
In-Stove	2.35	54.17 %
Iron	0.40	16.03 %
Cook-Ele	0.16	100.00 %
Small-Ap	0.04	1.50 %
Total	33.36	42.31 %

Branch *	MTD Sales L	Brand Share %
CBE2	3.91	31.54 %
KMR1	2.21	42.73 %
MPM1	1.55	41.53 %
TPR2	1.29	34.96 %
CBE6	1.01	29.80 %
CBE5	1.00	32.41 %
PLI1	0.99	27.44 %
DPM2	0.86	33.40 %
AVI1	0.77	27.43 %
TPR3	0.55	26.16 %
UMP1	0.48	41.73 %
CNR1	0.47	39.57 %
PDM1	0.38	25.04 %
TPR4	0.28	20.55 %
PPI1	0.21	12.81 %
SYM2	0.12	9.49 %
WHCB		0.00 %
WZSD		0.00 %
Total	33.36	42.31 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	11.29	49.20 %
Gas-Stov	4.58	26.96 %
Grinder	3.82	28.90 %
Chimney	1.28	41.62 %
In-Stove	1.13	40.51 %
Iron	0.33	18.69 %
Cook-Ele	0.16	100.00 %
Total	22.60	35.38 %

Branch *	MTD Sales L	Brand Share %
CH18	2.46	43.90 %
CH15	2.35	29.12 %
CH17	1.09	36.98 %
CH20	1.02	35.86 %
CH24	1.01	20.41 %
CH09	0.56	38.50 %
MJR1	0.50	17.33 %
CH33	0.50	18.61 %
CH41	0.46	23.09 %
CH36	0.43	31.38 %
PON1	0.42	40.68 %
GPD1	0.38	33.63 %
CH34	0.33	9.61 %
CH23	0.30	31.02 %
CH44	0.29	18.73 %
CH46	0.21	21.39 %
CH32	0.19	26.38 %
CH31	0.04	11.51 %
Total	22.60	35.38 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	7.95	53.30 %
Gas-Stov	3.78	33.99 %
Grinder	2.97	31.16 %
In-Stove	1.29	40.22 %
Cook-Ele	0.29	88.02 %
Iron	0.29	21.26 %
Chimney	0.26	27.40 %
Small-Ap	0.02	1.11 %
Total	16.86	38.81 %

Branch *	MTD Sales L	Brand Share %
POY1	2.27	41.61 %
POY2	1.77	43.51 %
CUD1	1.66	28.04 %
TRK1	0.74	33.61 %
ULP1	0.66	33.63 %
PRT1	0.62	37.64 %
TDM1	0.61	34.89 %
VPM2	0.55	35.01 %
KML1	0.49	33.60 %
SJI2	0.34	37.48 %
CDM1	0.31	10.11 %
VCM1	0.30	42.75 %
TVM2	0.28	28.52 %
VPM1	0.27	41.45 %
STP1	0.26	41.20 %
MKM1	0.13	10.46 %
Total	16.86	38.81 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	6.86	51.16 %
Gas-Stov	3.33	28.69 %
Grinder	1.37	30.95 %
Chimney	1.24	64.33 %
In-Stove	0.83	52.20 %
Iron	0.34	20.43 %
Cook-Ele	0.05	56.40 %
Total	14.03	38.80 %

Branch *	MTD Sales L	Brand Share %
TRR1	0.62	19.02 %
AKM1	0.59	42.83 %
WJD1	0.41	28.57 %
VSI1	0.39	27.12 %
CPT1	0.35	36.97 %
CYR1	0.32	35.07 %
KPM1	0.31	37.38 %
ARC2	0.26	28.43 %
PTU1	0.26	19.28 %
VNB1	0.26	18.07 %
PLR1	0.24	34.61 %
TRT1	0.24	25.34 %
ABR1	0.23	20.73 %
SLG1	0.20	24.30 %
CGM1	0.16	13.52 %
UGI1		0.00 %
WHVL		0.00 %
Total	14.03	38.80 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Mixie	1.83	66.89 %
Gas-Stov	0.51	25.35 %
Grinder	0.18	22.07 %
Chimney	0.18	100.00 %
In-Stove	0.12	23.53 %
Cook-Ele	0.04	100.00 %
Iron	0.03	12.81 %
Total	2.90	40.26 %

Branch *	MTD Sales L	Brand Share %
TVP1	1.46	43.34 %
KLR1	0.90	43.91 %
PAS1	0.54	30.22 %
Total	2.90	40.26 %