

MTD Sales  
**314.51 L**

Brand Share %  
**44.52 %**

Information:

MTD : 01-04-2026 To 18-04-2026

\* Branch where in Brand Share % is less than Overall State's Brand Share **44.52 %** are only listed below

| Property     | MTD Sales L   | Brand Share %  |
|--------------|---------------|----------------|
| Mixie        | 150.83        | 58.97 %        |
| Gas-Stov     | 60.28         | 35.87 %        |
| Grinder      | 48.83         | 32.91 %        |
| Chimney      | 38.29         | 65.52 %        |
| Small-Ap     | 6.50          | 20.35 %        |
| Iron         | 5.73          | 29.04 %        |
| In-Stove     | 3.43          | 15.09 %        |
| Cook-Ele     | 0.62          | 45.14 %        |
| <b>Total</b> | <b>314.51</b> | <b>44.52 %</b> |

| Sales Zone   | MTD Sales L   | Brand Share %  |
|--------------|---------------|----------------|
| SOUTH-01     | 58.78         | 47.70 %        |
| SOUTH-03     | 47.67         | 48.15 %        |
| CHENNAI-01   | 45.30         | 38.35 %        |
| WEST-02      | 38.94         | 53.77 %        |
| TRICHY-01    | 34.21         | 46.02 %        |
| WEST-01      | 30.54         | 46.75 %        |
| CHENNAI-02   | 24.46         | 36.23 %        |
| NORTH ARCOT  | 18.09         | 41.80 %        |
| SOUTH ARCOT  | 16.53         | 38.28 %        |
| <b>Total</b> | <b>314.51</b> | <b>44.52 %</b> |

**SOUTH-01**

| Property     | MTD Sales L  | Brand Share %  |
|--------------|--------------|----------------|
| Mixie        | 26.83        | 61.30 %        |
| Gas-Stov     | 12.13        | 39.35 %        |
| Grinder      | 10.38        | 37.53 %        |
| Chimney      | 6.15         | 69.47 %        |
| Small-Ap     | 1.82         | 29.78 %        |
| Iron         | 1.24         | 28.57 %        |
| In-Stove     | 0.22         | 15.11 %        |
| Cook-Ele     |              | -0.31 %        |
| <b>Total</b> | <b>58.78</b> | <b>47.70 %</b> |

| Branch *     | MTD Sales L  | Brand Share %  |
|--------------|--------------|----------------|
| NGR1         | 1.94         | 28.00 %        |
| TCN1         | 1.77         | 40.04 %        |
| VNR2         | 1.74         | 31.38 %        |
| TKS1         | 0.92         | 22.78 %        |
| STU2         | 0.73         | 42.57 %        |
| TYI1         | 0.66         | 29.71 %        |
| KGL1         | 0.64         | 43.62 %        |
| UDN1         | 0.60         | 35.90 %        |
| SDI1         | 0.55         | 34.28 %        |
| APK1         | 0.49         | 32.51 %        |
| APK2         | 0.44         | 26.72 %        |
| ERL2         | 0.36         | 20.98 %        |
| ARM1         | 0.35         | 24.86 %        |
| ASM1         | 0.34         | 28.36 %        |
| KSM1         | 0.32         | 20.73 %        |
| COL1         | 0.29         | 26.56 %        |
| S2SD         | 0.09         | 29.57 %        |
| <b>Total</b> | <b>58.78</b> | <b>47.70 %</b> |

### SOUTH-03

| Property     | MTD Sales L  | Brand Share %  |
|--------------|--------------|----------------|
| Mixie        | 21.08        | 63.74 %        |
| Grinder      | 8.75         | 39.18 %        |
| Gas-Stov     | 8.56         | 35.46 %        |
| Chimney      | 7.24         | 75.48 %        |
| Small-Ap     | 1.03         | 20.17 %        |
| Iron         | 0.79         | 24.18 %        |
| Cook-Ele     | 0.13         | 47.67 %        |
| In-Stove     | 0.09         | 7.13 %         |
| <b>Total</b> | <b>47.67</b> | <b>48.15 %</b> |

| Branch *     | MTD Sales L  | Brand Share %  |
|--------------|--------------|----------------|
| MDU1         | 4.47         | 40.83 %        |
| DGL1         | 3.76         | 43.61 %        |
| KKD3         | 2.18         | 35.68 %        |
| MDU7         | 0.91         | 34.53 %        |
| CMR1         | 0.67         | 43.59 %        |
| PNV2         | 0.55         | 43.80 %        |
| DKI1         | 0.50         | 23.70 %        |
| PNI1         | 0.46         | 27.01 %        |
| MNM1         | 0.42         | 39.56 %        |
| BNR1         | 0.41         | 19.93 %        |
| KRR1         | 0.38         | 42.41 %        |
| MDU3         | 0.34         | 16.23 %        |
| ADP1         | 0.31         | 14.47 %        |
| BTU1         | 0.27         | 26.09 %        |
| DGL2         | 0.26         | 13.56 %        |
| TEN1         | 0.24         | 12.18 %        |
| ODM1         | 0.23         | 26.29 %        |
| SZSD         |              | 0.00 %         |
| <b>Total</b> | <b>47.67</b> | <b>48.15 %</b> |

### CHENNAI-01

| Property     | MTD Sales L  | Brand Share %  |
|--------------|--------------|----------------|
| Mixie        | 21.12        | 61.89 %        |
| Gas-Stov     | 8.93         | 35.26 %        |
| Grinder      | 7.85         | 22.79 %        |
| Chimney      | 5.07         | 59.09 %        |
| In-Stove     | 0.98         | 15.62 %        |
| Small-Ap     | 0.61         | 9.11 %         |
| Iron         | 0.57         | 23.81 %        |
| Cook-Ele     | 0.16         | 57.71 %        |
| <b>Total</b> | <b>45.30</b> | <b>38.35 %</b> |

| Branch *     | MTD Sales L  | Brand Share %  |
|--------------|--------------|----------------|
| CH47         | 4.03         | 33.95 %        |
| CH05         | 3.46         | 38.68 %        |
| CH49         | 2.70         | 37.09 %        |
| CH45         | 1.69         | 40.53 %        |
| CH28         | 1.33         | 30.04 %        |
| CH07         | 1.27         | 23.59 %        |
| CH35         | 0.86         | 39.74 %        |
| CGL1         | 0.68         | 35.31 %        |
| GUD2         | 0.64         | 26.80 %        |
| MRM1         | 0.62         | 25.49 %        |
| CH38         | 0.60         | 31.23 %        |
| CH30         | 0.57         | 17.97 %        |
| CH39         | 0.37         | 16.85 %        |
| CZWH         | 0.27         | 2.00 %         |
| CH26         | 0.11         | 20.95 %        |
| WCHN         |              | 0.00 %         |
| <b>Total</b> | <b>45.30</b> | <b>38.35 %</b> |

## WEST-02

| Property     | MTD Sales L  | Brand Share %  |
|--------------|--------------|----------------|
| Mixie        | 19.35        | 61.48 %        |
| Gas-Stov     | 7.89         | 46.65 %        |
| Chimney      | 5.37         | 60.63 %        |
| Grinder      | 4.04         | 41.57 %        |
| Small-Ap     | 0.86         | 48.77 %        |
| Iron         | 0.75         | 42.58 %        |
| In-Stove     | 0.55         | 30.92 %        |
| Cook-Ele     | 0.13         | 81.76 %        |
| <b>Total</b> | <b>38.94</b> | <b>53.77 %</b> |

| Branch *     | MTD Sales L  | Brand Share %  |
|--------------|--------------|----------------|
| ERD2         | 1.86         | 39.95 %        |
| DPR2         | 0.84         | 39.08 %        |
| PMP1         | 0.56         | 43.31 %        |
| MCR1         | 0.34         | 16.75 %        |
| SGG1         | 0.33         | 39.61 %        |
| PLC1         | 0.31         | 19.20 %        |
| TRM1         | 0.27         | 19.52 %        |
| HRR1         | 0.20         | 23.82 %        |
| OML1         | 0.12         | 8.05 %         |
| KVP1         | 0.08         | 4.68 %         |
| EDP1         | 0.06         | 6.97 %         |
| WZWH         |              | 0.00 %         |
| <b>Total</b> | <b>38.94</b> | <b>53.77 %</b> |

## TRICHY-01

| Property     | MTD Sales L  | Brand Share %  |
|--------------|--------------|----------------|
| Mixie        | 17.37        | 56.04 %        |
| Gas-Stov     | 6.75         | 39.53 %        |
| Grinder      | 6.71         | 41.77 %        |
| Chimney      | 2.04         | 59.47 %        |
| Iron         | 0.68         | 31.94 %        |
| Small-Ap     | 0.65         | 19.99 %        |
| <b>Total</b> | <b>34.21</b> | <b>46.02 %</b> |

| Branch *     | MTD Sales L  | Brand Share %  |
|--------------|--------------|----------------|
| MVM1         | 2.53         | 39.95 %        |
| KUM1         | 2.34         | 41.86 %        |
| TNJ1         | 2.04         | 43.29 %        |
| TVR2         | 1.38         | 31.07 %        |
| TNJ2         | 1.29         | 30.03 %        |
| NMM1         | 0.74         | 38.26 %        |
| TTP1         | 0.60         | 41.44 %        |
| JKM1         | 0.59         | 22.72 %        |
| PBR1         | 0.57         | 42.33 %        |
| TVR1         | 0.50         | 42.33 %        |
| MSI1         | 0.47         | 33.88 %        |
| NCK1         | 0.31         | 19.59 %        |
| TRY4         | 0.19         | 9.76 %         |
| AYR1         | 0.18         | 31.37 %        |
| KRN1         | 0.13         | 9.14 %         |
| APM1         | 0.07         | 9.17 %         |
| TZSD         | 0.05         | 28.39 %        |
| <b>Total</b> | <b>34.21</b> | <b>46.02 %</b> |

## WEST-01

| Property     | MTD Sales L  | Brand Share %  |
|--------------|--------------|----------------|
| Mixie        | 14.41        | 58.30 %        |
| Gas-Stov     | 5.67         | 35.09 %        |
| Chimney      | 5.33         | 69.65 %        |
| Grinder      | 4.09         | 35.19 %        |
| Small-Ap     | 0.53         | 19.45 %        |
| Iron         | 0.39         | 32.48 %        |
| In-Stove     | 0.08         | 6.56 %         |
| Cook-Ele     | 0.05         | 46.32 %        |
| <b>Total</b> | <b>30.54</b> | <b>46.75 %</b> |

| Branch *     | MTD Sales L  | Brand Share %  |
|--------------|--------------|----------------|
| CBE2         | 3.15         | 42.73 %        |
| KMR1         | 1.78         | 32.28 %        |
| TPR2         | 1.04         | 29.80 %        |
| MPM1         | 0.90         | 34.39 %        |
| CBE6         | 0.83         | 32.27 %        |
| PLI1         | 0.78         | 25.63 %        |
| AVI1         | 0.77         | 33.62 %        |
| PDM1         | 0.63         | 38.91 %        |
| SYM2         | 0.59         | 34.95 %        |
| TPR3         | 0.59         | 40.37 %        |
| CBE5         | 0.57         | 26.60 %        |
| GBM1         | 0.52         | 43.95 %        |
| KMD1         | 0.42         | 41.87 %        |
| DPM2         | 0.36         | 31.80 %        |
| CBE3         | 0.32         | 38.04 %        |
| PPI1         | 0.12         | 13.84 %        |
| WHCB         |              | 0.00 %         |
| <b>Total</b> | <b>30.54</b> | <b>46.75 %</b> |

## CHENNAI-02

| Property     | MTD Sales L  | Brand Share %  |
|--------------|--------------|----------------|
| Mixie        | 13.44        | 55.67 %        |
| Gas-Stov     | 4.31         | 24.85 %        |
| Chimney      | 2.55         | 67.85 %        |
| Grinder      | 2.36         | 20.77 %        |
| In-Stove     | 0.87         | 14.70 %        |
| Small-Ap     | 0.48         | 15.04 %        |
| Iron         | 0.36         | 21.85 %        |
| Cook-Ele     | 0.10         | 55.55 %        |
| <b>Total</b> | <b>24.46</b> | <b>36.23 %</b> |

| Branch *     | MTD Sales L  | Brand Share %  |
|--------------|--------------|----------------|
| CH15         | 3.18         | 34.98 %        |
| CH03         | 2.19         | 34.87 %        |
| CH21         | 1.25         | 34.98 %        |
| CH12         | 1.01         | 29.44 %        |
| PON1         | 0.53         | 38.66 %        |
| CH27         | 0.46         | 39.07 %        |
| CH24         | 0.46         | 14.57 %        |
| GPD1         | 0.45         | 41.48 %        |
| CH44         | 0.29         | 14.39 %        |
| CH41         | 0.25         | 17.88 %        |
| MJR1         | 0.25         | 8.84 %         |
| CH46         | 0.23         | 20.80 %        |
| CH33         | 0.19         | 10.01 %        |
| UKI1         | 0.17         | 28.05 %        |
| CH34         | 0.14         | 4.64 %         |
| CH32         | 0.10         | 27.85 %        |
| CH51         | 0.08         | 6.87 %         |
| CH31         | 0.07         | 11.12 %        |
| CH01         | 0.02         | 21.82 %        |
| <b>Total</b> | <b>24.46</b> | <b>36.23 %</b> |

## NORTH ARCOT

| Property     | MTD Sales L  | Brand Share %  |
|--------------|--------------|----------------|
| Mixie        | 8.64         | 51.49 %        |
| Chimney      | 3.43         | 64.55 %        |
| Gas-Stov     | 3.35         | 31.00 %        |
| Grinder      | 1.58         | 32.53 %        |
| Iron         | 0.44         | 28.53 %        |
| In-Stove     | 0.40         | 19.42 %        |
| Small-Ap     | 0.22         | 11.88 %        |
| Cook-Ele     | 0.02         | 45.85 %        |
| <b>Total</b> | <b>18.09</b> | <b>41.80 %</b> |

| Branch *     | MTD Sales L  | Brand Share %  |
|--------------|--------------|----------------|
| VEL2         | 1.53         | 24.29 %        |
| KPM2         | 0.55         | 15.44 %        |
| ABR1         | 0.50         | 31.76 %        |
| ARC2         | 0.44         | 34.15 %        |
| TRT1         | 0.41         | 39.61 %        |
| CPT1         | 0.39         | 29.23 %        |
| PLR1         | 0.33         | 33.68 %        |
| KPM1         | 0.31         | 32.23 %        |
| SLG1         | 0.26         | 20.20 %        |
| ANI1         | 0.24         | 43.75 %        |
| GDM1         | 0.20         | 25.16 %        |
| UGI1         | 0.13         | 34.19 %        |
| PTU1         | 0.12         | 16.57 %        |
| WHVL         |              | 0.00 %         |
| <b>Total</b> | <b>18.09</b> | <b>41.80 %</b> |

## SOUTH ARCOT

| Property     | MTD Sales L  | Brand Share %  |
|--------------|--------------|----------------|
| Mixie        | 8.58         | 51.43 %        |
| Grinder      | 3.08         | 29.73 %        |
| Gas-Stov     | 2.68         | 28.47 %        |
| Chimney      | 1.12         | 46.32 %        |
| Iron         | 0.51         | 35.43 %        |
| Small-Ap     | 0.30         | 23.64 %        |
| In-Stove     | 0.25         | 16.06 %        |
| Cook-Ele     | 0.02         | 25.08 %        |
| <b>Total</b> | <b>16.53</b> | <b>38.28 %</b> |

| Branch *     | MTD Sales L  | Brand Share %  |
|--------------|--------------|----------------|
| CUD1         | 2.15         | 33.08 %        |
| POY1         | 1.87         | 29.69 %        |
| KKI2         | 1.19         | 43.79 %        |
| ULP1         | 0.87         | 38.17 %        |
| VPM2         | 0.70         | 38.10 %        |
| KML1         | 0.58         | 26.09 %        |
| SJI2         | 0.58         | 27.76 %        |
| TDM1         | 0.43         | 38.40 %        |
| VPM1         | 0.29         | 38.53 %        |
| TVM2         | 0.22         | 36.55 %        |
| KLM1         | 0.20         | 11.67 %        |
| CDM1         | 0.13         | 5.23 %         |
| MKM1         | 0.09         | 14.72 %        |
| <b>Total</b> | <b>16.53</b> | <b>38.28 %</b> |