

MTD Sales
316.95 L

Brand Share %
46.08 %

Information:

MTD : 01-05-2026 To 18-05-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **46.08 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	143.33	59.64 %
Gas-Stov	61.60	37.73 %
Grinder	49.14	36.08 %
Chimney	36.40	68.67 %
In-Stove	11.62	40.82 %
Iron	6.35	38.54 %
Small-Ap	5.53	19.86 %
Cook-Ele	2.95	83.78 %
Cook-Pre	0.02	0.08 %
Total	316.95	46.08 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	58.62	45.19 %
SOUTH-03	47.60	49.06 %
CHENNAI-01	46.87	43.09 %
WEST-02	40.77	57.26 %
TRICHY-01	35.19	46.23 %
WEST-01	34.57	46.84 %
CHENNAI-02	20.82	38.10 %
SOUTH ARCOT	16.36	39.48 %
NORTH ARCOT	16.15	46.08 %
Total	316.95	46.08 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	27.98	62.28 %
Grinder	11.41	39.56 %
Gas-Stov	9.94	32.10 %
Chimney	5.46	75.99 %
Iron	1.39	35.86 %
Small-Ap	1.21	21.17 %
In-Stove	0.94	26.49 %
Cook-Ele	0.30	63.30 %
Total	58.62	45.19 %

Branch *	MTD Sales L	Brand Share %
TVL1	4.49	42.52 %
KVT1	3.86	41.61 %
RND1	2.68	37.88 %
MAR1	2.45	45.49 %
TKS2	2.43	43.93 %
NGR1	2.28	31.39 %
VNR2	1.93	31.37 %
TCN1	1.66	39.88 %
TKS1	0.81	17.29 %
STU2	0.74	37.28 %
ERL2	0.70	23.09 %
APK2	0.64	19.48 %
KGL1	0.63	36.60 %
SDI1	0.48	35.88 %
APK1	0.46	27.79 %
KSM1	0.38	28.47 %
UDN1	0.35	32.81 %
TYI1	0.30	8.60 %
ARM1	0.23	17.37 %
WHTV	-0.10	4.68 %
Total	58.62	45.19 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	18.23	60.16 %
Gas-Stov	10.10	42.70 %
Grinder	8.14	37.39 %
Chimney	8.05	84.17 %
Iron	1.12	46.25 %
Small-Ap	0.89	19.54 %
In-Stove	0.80	55.96 %
Cook-Ele	0.27	92.35 %
Total	47.60	49.06 %

Branch *	MTD Sales L	Brand Share %
MDU6	1.98	44.46 %
KKD3	1.70	30.56 %
CBM1	1.22	45.72 %
NKI1	0.92	43.94 %
MDU7	0.71	22.92 %
TEN1	0.63	26.50 %
PNI1	0.56	40.75 %
MDU3	0.50	21.12 %
TDI1	0.49	33.68 %
BNR1	0.47	22.25 %
PNV2	0.45	28.81 %
BTU1	0.44	45.13 %
PKM1	0.36	25.70 %
DGL2	0.34	16.33 %
ODM1	0.26	31.43 %
ADP1	0.24	20.86 %
WHMD		0.00 %
Total	47.60	49.06 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mixie	23.23	71.55 %
Gas-Stov	9.75	44.92 %
Grinder	6.08	19.89 %
Chimney	3.32	55.53 %
In-Stove	1.63	24.49 %
Cook-Ele	1.20	92.77 %
Small-Ap	0.99	16.88 %
Iron	0.69	32.25 %
Total	46.87	43.09 %

Branch *	MTD Sales L	Brand Share %
CH08	2.70	38.68 %
CH42	2.09	37.14 %
CH47	2.02	27.06 %
CH07	2.01	36.76 %
CH49	1.87	28.29 %
CH35	1.21	44.53 %
CH39	0.84	32.58 %
CH30	0.65	34.32 %
CH29	0.56	44.13 %
GUD2	0.55	36.91 %
MRM1	0.46	16.71 %
CGL1	0.31	45.66 %
SKL1	0.30	38.58 %
CH38	0.21	12.30 %
CH26	0.18	36.02 %
KNR1	0.14	36.46 %
CZWH	0.05	0.40 %
WCHN	-0.14	5.35 %
Total	46.87	43.09 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	18.66	59.94 %
Gas-Stov	8.76	47.60 %
Chimney	5.56	68.03 %
Grinder	3.43	71.09 %
In-Stove	2.18	83.64 %
Iron	0.74	47.03 %
Cook-Ele	0.72	100.00 %
Small-Ap	0.69	42.74 %
Cook-Pre	0.02	0.74 %
Total	40.77	57.26 %

Branch *	MTD Sales L	Brand Share %
SLM1	1.64	41.95 %
SGI1	1.43	42.69 %
VPD1	0.91	40.15 %
BMD1	0.74	42.91 %
RSP1	0.66	37.30 %
PLC1	0.58	21.79 %
CMI1	0.56	45.53 %
MCR1	0.53	31.80 %
KVP1	0.53	24.68 %
TRM1	0.44	23.82 %
HRR1	0.28	25.92 %
SGG1	0.26	29.53 %
TCG1	0.21	41.78 %
EDP1	0.19	19.87 %
OML1	0.17	15.98 %
PDR1	0.15	34.85 %
WHPD		0.00 %
Total	40.77	57.26 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	15.75	56.45 %
Grinder	7.29	46.44 %
Gas-Stov	7.10	38.70 %
Chimney	3.27	75.62 %
In-Stove	0.66	18.49 %
Iron	0.55	35.09 %
Small-Ap	0.38	14.82 %
Cook-Ele	0.20	65.90 %
Total	35.19	46.23 %

Branch *	MTD Sales L	Brand Share %
MVM1	2.03	34.89 %
TNJ1	1.91	41.64 %
KUM1	1.63	34.21 %
TNJ2	1.46	34.18 %
JKM1	1.04	33.79 %
TVR2	0.72	21.68 %
PBR1	0.62	34.79 %
NCK1	0.61	35.09 %
TTP1	0.52	37.25 %
APM1	0.46	26.49 %
KUM2	0.42	26.12 %
MSI1	0.38	41.97 %
TRY4	0.22	9.43 %
PDK1	0.20	24.12 %
KRN1	0.19	11.34 %
TRY2	0.08	41.92 %
WTRZ		0.00 %
Total	35.19	46.23 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	13.08	53.07 %
Chimney	7.04	70.06 %
Gas-Stov	5.78	35.73 %
Grinder	5.05	38.76 %
In-Stove	2.53	60.26 %
Iron	0.42	38.68 %
Small-Ap	0.40	14.65 %
Cook-Ele	0.27	100.00 %
Total	34.57	46.84 %

Branch *	MTD Sales L	Brand Share %
CBE2	3.88	42.26 %
KMR1	1.90	29.28 %
PLI1	1.44	41.02 %
MPM1	1.35	40.94 %
UMP1	0.80	37.33 %
AVI1	0.70	27.96 %
CBE6	0.70	24.17 %
CBE5	0.70	28.94 %
PPI1	0.61	32.14 %
KMD1	0.58	40.32 %
KGI1	0.57	42.19 %
KGM1	0.36	31.56 %
SYM2	0.32	27.92 %
TPR3	0.26	22.38 %
DPM2	0.25	14.70 %
GBM1	0.21	30.25 %
GDR1	0.03	11.12 %
Total	34.57	46.84 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	11.05	57.90 %
Gas-Stov	4.29	29.53 %
Grinder	2.68	26.90 %
Chimney	1.20	33.13 %
In-Stove	0.87	35.39 %
Iron	0.41	29.68 %
Small-Ap	0.31	12.94 %
Total	20.82	38.10 %

Branch *	MTD Sales L	Brand Share %
CH15	2.47	31.86 %
CH12	2.07	43.37 %
CH18	1.94	45.32 %
CH03	1.37	38.94 %
CH21	0.73	31.74 %
CH46	0.48	37.68 %
CH27	0.44	42.32 %
CH24	0.41	16.41 %
CH23	0.38	30.88 %
PON1	0.36	43.10 %
CH33	0.31	18.93 %
MJR1	0.31	15.74 %
CH34	0.30	16.08 %
CH44	0.22	12.74 %
CH36	0.22	20.75 %
GPD1	0.20	26.08 %
CH32	0.14	38.46 %
CH01	0.14	42.48 %
CH41	0.08	10.90 %
CH51	0.04	3.45 %
MC06	0.01	27.32 %
Total	20.82	38.10 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	7.46	47.97 %
Grinder	3.61	38.08 %
Gas-Stov	2.99	31.95 %
Chimney	1.25	67.60 %
Iron	0.64	47.17 %
Small-Ap	0.39	28.66 %
In-Stove	0.02	2.09 %
Total	16.36	39.48 %

Branch *	MTD Sales L	Brand Share %
POY1	1.58	33.41 %
CUD1	1.05	21.77 %
SJI2	0.51	26.08 %
KLM1	0.51	19.31 %
KML1	0.50	31.16 %
TDM1	0.33	33.27 %
CDM1	0.32	9.90 %
VPM2	0.23	21.76 %
STP1	0.20	37.31 %
TVM1	0.19	26.37 %
VPM1	0.11	30.16 %
TVM2	0.08	16.87 %
MKM1	0.03	2.39 %
WHUT		0.00 %
Total	16.36	39.48 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	7.88	55.16 %
Gas-Stov	2.89	28.51 %
In-Stove	2.00	68.42 %
Grinder	1.46	70.97 %
Chimney	1.27	55.50 %
Iron	0.41	36.19 %
Small-Ap	0.26	25.56 %
Total	16.15	46.08 %

Branch *	MTD Sales L	Brand Share %
VEL2	1.39	32.26 %
TRR1	1.13	35.94 %
KPM2	0.97	30.22 %
VNB1	0.81	42.64 %
ABR1	0.48	36.53 %
PLR1	0.45	41.40 %
CGM1	0.44	43.42 %
CPT1	0.41	42.66 %
VSI1	0.33	35.99 %
TRT1	0.30	42.82 %
ARC2	0.29	37.95 %
ANI1	0.26	31.16 %
CYR1	0.26	43.84 %
GDM1	0.15	28.27 %
SLG1	0.14	19.59 %
UGI1	0.09	31.92 %
WHVL		0.00 %
Total	16.15	46.08 %