

MTD Sales
392.98 L

Brand Share %
48.15 %

Information:

MTD : 01-08-2025 To 18-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **48.15 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	185.97	64.14 %
Gas-Stov	76.50	37.67 %
Grinder	69.89	37.39 %
Chimney	31.66	87.93 %
In-Stove	19.98	53.90 %
Iron	6.42	23.12 %
Cook-Ele	2.38	79.49 %
Small-Ap	0.17	0.54 %
Total	392.98	48.15 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	70.74	50.96 %
SOUTH-03	52.86	47.30 %
TRICHY-01	51.16	48.90 %
WEST-02	49.21	57.74 %
WEST-01	46.92	46.23 %
CHENNAI-01	45.79	46.49 %
SOUTH ARCOT	26.66	45.30 %
CHENNAI-02	25.97	38.86 %
NORTH ARCOT	21.67	49.14 %
KL-SOUTH	2.00	33.64 %
Total	392.98	48.15 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	30.79	68.16 %
Grinder	15.15	42.40 %
Gas-Stov	14.60	41.13 %
Chimney	4.35	85.75 %
In-Stove	3.90	64.52 %
Iron	1.50	29.81 %
Cook-Ele	0.43	83.15 %
Small-Ap	0.02	0.37 %
Total	70.74	50.96 %

Branch *	MTD Sales L	Brand Share %
TVL1	4.52	44.89 %
VNR2	3.70	41.76 %
NGR1	3.15	46.70 %
RND1	2.07	39.97 %
MAR1	2.07	41.63 %
TKS1	1.95	26.78 %
SKD1	1.93	47.01 %
TCN1	1.88	44.85 %
SVK1	1.75	44.42 %
ASM1	0.83	41.25 %
SDI1	0.52	32.90 %
KSM1	0.45	27.57 %
COL1	0.36	23.50 %
ARM1	0.23	16.33 %
ERL1	0.19	35.33 %
S2SD		0.00 %
Total	70.74	50.96 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	24.49	64.56 %
Grinder	10.92	37.43 %
Gas-Stov	9.21	35.54 %
Chimney	4.10	95.37 %
In-Stove	2.98	55.83 %
Iron	0.96	23.51 %
Cook-Ele	0.17	59.56 %
Small-Ap	0.02	0.43 %
Total	52.86	47.30 %

Branch *	MTD Sales L	Brand Share %
MDU1	4.73	35.04 %
DGL1	4.65	43.88 %
MDU6	2.52	45.51 %
CBM1	2.16	45.72 %
MDU5	1.37	43.96 %
BNR1	0.99	40.11 %
TDI1	0.95	36.53 %
DGL2	0.86	36.57 %
KKD2	0.83	26.22 %
DKI1	0.75	40.72 %
KPT1	0.71	45.45 %
NKI1	0.63	39.39 %
BTU1	0.57	35.35 %
PNI1	0.56	30.21 %
MDU3	0.54	45.58 %
PKM1	0.51	41.48 %
ADP1	0.43	22.74 %
TEN1	0.42	26.93 %
CMR1	0.25	28.59 %
ODM1	0.15	8.67 %
SZSD		0.00 %
Total	52.86	47.30 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	23.45	62.99 %
Grinder	10.99	40.77 %
Gas-Stov	8.51	36.56 %
In-Stove	3.51	55.84 %
Chimney	3.33	96.92 %
Iron	0.82	26.04 %
Cook-Ele	0.52	84.16 %
Small-Ap	0.02	0.58 %
Total	51.16	48.90 %

Branch *	MTD Sales L	Brand Share %
KUM1	3.44	40.62 %
TNJ2	3.13	46.30 %
MVM1	2.87	34.68 %
TNJ1	2.32	35.25 %
TVR2	1.91	37.24 %
JKM1	1.77	44.64 %
TTP1	0.80	41.71 %
MSI1	0.69	47.67 %
KRN1	0.62	42.66 %
NCK1	0.57	27.87 %
PBR1	0.55	38.41 %
APM1	0.17	6.65 %
TZSD		0.00 %
Total	51.16	48.90 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	24.12	71.81 %
Gas-Stov	10.12	47.76 %
Grinder	6.79	46.17 %
Chimney	5.09	95.32 %
In-Stove	2.14	46.89 %
Iron	0.67	22.45 %
Cook-Ele	0.28	100.00 %
Small-Ap		0.17 %
Total	49.21	57.74 %

Branch *	MTD Sales L	Brand Share %
SLM1	3.19	45.98 %
TRM1	1.20	42.41 %
ATU1	1.18	38.08 %
DPR2	0.79	41.01 %
KVP1	0.78	40.04 %
MCR1	0.68	33.06 %
RSP1	0.67	32.36 %
OML1	0.60	39.34 %
HRR1	0.46	20.59 %
SGG1	0.44	39.67 %
TCG1	0.34	33.67 %
EDP1	0.33	21.91 %
WZWH		0.00 %
Total	49.21	57.74 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	20.26	58.14 %
Gas-Stov	9.08	34.20 %
Chimney	7.83	87.47 %
Grinder	6.70	32.97 %
In-Stove	2.46	51.36 %
Iron	0.42	13.57 %
Cook-Ele	0.11	84.83 %
Small-Ap	0.06	2.25 %
Total	46.92	46.23 %

Branch *	MTD Sales L	Brand Share %
CBE2	6.72	44.20 %
KMR1	3.41	36.67 %
KMD1	1.25	47.69 %
CBE6	1.23	30.97 %
TPR2	1.21	22.85 %
SYM2	1.07	37.23 %
AVI1	0.98	34.46 %
PPI1	0.86	46.44 %
UMP1	0.68	36.35 %
PLI1	0.64	14.04 %
PDM1	0.60	46.18 %
TPR4	0.59	39.20 %
KGI1	0.51	29.51 %
DPM2	0.50	17.91 %
GDR1	0.30	42.84 %
GBM1	0.09	38.60 %
WZSD		0.00 %
Total	46.92	46.23 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mixie	22.15	66.36 %
Gas-Stov	10.71	41.70 %
Grinder	7.61	31.16 %
Chimney	2.79	78.64 %
In-Stove	1.63	54.59 %
Iron	0.60	21.38 %
Cook-Ele	0.26	67.97 %
Small-Ap	0.04	0.83 %
Total	45.79	46.49 %

Branch *	MTD Sales L	Brand Share %
CH16	3.66	46.64 %
CH05	2.68	43.09 %
CH07	2.34	36.26 %
CH28	2.07	42.52 %
CH42	1.90	33.77 %
CH39	1.19	39.96 %
CH35	1.17	45.43 %
CH38	0.94	24.94 %
TKM1	0.88	41.88 %
SKL1	0.62	41.99 %
CH26	0.59	34.00 %
MRM1	0.53	18.71 %
GUD2	0.48	19.65 %
KNR1	0.46	31.79 %
CGL1	0.39	39.25 %
CH29	0.37	30.80 %
CZWH	0.09	5.00 %
MC10		0.00 %
WHC3		0.00 %
Total	45.79	46.49 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	13.71	59.82 %
Grinder	4.96	34.72 %
Gas-Stov	4.34	35.62 %
Chimney	1.56	79.66 %
In-Stove	1.32	46.51 %
Iron	0.52	25.86 %
Cook-Ele	0.24	74.59 %
Total	26.66	45.30 %

Branch *	MTD Sales L	Brand Share %
POY2	3.22	44.56 %
CUD1	3.14	35.26 %
POY1	2.50	30.41 %
ULP1	0.83	34.47 %
VPM2	0.81	29.80 %
CDM1	0.81	18.65 %
TRK1	0.75	35.51 %
TVM1	0.30	46.27 %
MKM1	0.17	15.37 %
Total	26.66	45.30 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	14.18	57.03 %
Gas-Stov	5.15	27.65 %
Grinder	3.67	26.09 %
Chimney	1.23	72.22 %
In-Stove	1.01	43.45 %
Iron	0.48	23.64 %
Cook-Ele	0.26	100.00 %
Total	25.97	38.86 %

Branch *	MTD Sales L	Brand Share %
CH15	4.62	44.47 %
CH18	2.41	42.72 %
CH03	1.93	34.21 %
CH12	1.77	45.56 %
CH21	0.99	31.20 %
CH33	0.76	27.63 %
CH17	0.76	46.71 %
MJR1	0.68	23.30 %
PON1	0.64	40.93 %
CH09	0.60	31.28 %
GPD1	0.58	40.24 %
CH44	0.57	31.33 %
CH24	0.51	15.47 %
CH20	0.42	16.11 %
CH41	0.39	21.69 %
CH46	0.36	30.72 %
CH34	0.34	11.57 %
CH31	0.21	29.49 %
CH01		0.00 %
Total	25.97	38.86 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	11.85	67.19 %
Gas-Stov	4.30	34.97 %
Grinder	2.75	44.38 %
Chimney	1.38	81.31 %
In-Stove	0.88	52.86 %
Iron	0.40	16.75 %
Cook-Ele	0.11	64.58 %
Total	21.67	49.14 %

Branch *	MTD Sales L	Brand Share %
KPM2	1.73	46.81 %
TRR1	1.28	33.75 %
WJD1	0.77	41.80 %
VSI1	0.77	38.89 %
KPM1	0.71	29.37 %
TRT1	0.58	46.42 %
ABR1	0.50	31.41 %
CYR1	0.46	40.33 %
CPT1	0.45	40.03 %
SLG1	0.40	34.83 %
WJP1	0.31	36.21 %
UGI1	0.19	26.41 %
GDM1	0.19	40.26 %
PTU1	0.10	23.71 %
Total	21.67	49.14 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Mixie	0.96	41.05 %
Gas-Stov	0.47	25.58 %
Grinder	0.36	33.56 %
In-Stove	0.16	63.65 %
Iron	0.05	25.84 %
Total	2.00	33.64 %

Branch *	MTD Sales L	Brand Share %
TVP1	1.59	37.71 %
PAS1	0.41	23.79 %
Total	2.00	33.64 %