

MTD Sales
280.26 L

Brand Share %
45.27 %

Information:

MTD : 01-09-2025 To 18-09-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **45.27 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	123.89	61.58 %
Gas-Stov	64.56	37.55 %
Grinder	43.75	34.54 %
Chimney	21.84	93.91 %
In-Stove	18.32	51.35 %
Iron	5.57	25.95 %
Cook-Ele	2.07	79.37 %
Small-Ap	0.26	0.71 %
Total	280.26	45.27 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	54.31	48.43 %
SOUTH-03	42.82	48.56 %
WEST-02	35.11	55.14 %
CHENNAI-01	32.61	37.16 %
TRICHY-01	30.25	48.16 %
WEST-01	29.56	41.08 %
NORTH ARCOT	17.27	49.80 %
CHENNAI-02	16.46	36.08 %
SOUTH ARCOT	16.09	42.82 %
KL-SOUTH	5.78	39.43 %
Total	280.26	45.27 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	23.28	63.87 %
Gas-Stov	11.84	38.05 %
Grinder	10.93	42.54 %
In-Stove	3.49	59.03 %
Chimney	2.99	90.52 %
Iron	1.36	31.56 %
Cook-Ele	0.40	71.89 %
Small-Ap	0.04	0.89 %
Total	54.31	48.43 %

Branch *	MTD Sales L	Brand Share %
NGR1	2.98	43.64 %
RND1	1.71	39.24 %
TKS2	1.58	39.15 %
TY11	1.53	41.61 %
TCN1	1.53	36.67 %
VNR2	1.38	27.58 %
TKS1	0.94	22.63 %
ERL2	0.77	30.35 %
PKD1	0.75	40.92 %
ASM1	0.71	42.17 %
APK1	0.53	31.95 %
APK2	0.42	27.65 %
ARM1	0.30	29.92 %
Total	54.31	48.43 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	18.86	67.05 %
Gas-Stov	9.36	38.97 %
Grinder	7.57	36.10 %
Chimney	3.24	97.32 %
In-Stove	2.49	55.00 %
Iron	0.98	32.66 %
Cook-Ele	0.33	94.55 %
Total	42.82	48.56 %

Branch *	MTD Sales L	Brand Share %
MDU1	3.24	32.18 %
DGL1	3.16	38.49 %
DGL2	1.43	42.63 %
KYK1	1.21	44.50 %
KKD2	1.05	31.36 %
KPT1	0.82	43.76 %
MDU3	0.54	34.51 %
ODM1	0.44	28.05 %
PKM1	0.43	42.01 %
TEN1	0.34	22.45 %
BTU1	0.32	37.99 %
ADP1	0.06	6.53 %
SZSD	0.05	7.65 %
Total	42.82	48.56 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	14.85	65.75 %
Gas-Stov	8.04	46.03 %
Chimney	5.36	97.61 %
Grinder	3.38	40.14 %
In-Stove	2.70	54.89 %
Iron	0.62	27.54 %
Cook-Ele	0.16	88.47 %
Small-Ap	0.01	0.51 %
Total	35.11	55.14 %

Branch *	MTD Sales L	Brand Share %
HSR2	1.92	44.77 %
SLM1	1.63	39.88 %
KVP1	0.84	43.94 %
VKL1	0.75	43.12 %
OML1	0.65	36.79 %
CMI1	0.50	45.19 %
MCR1	0.48	25.32 %
DPR2	0.36	36.79 %
PMP1	0.34	31.24 %
RSP1	0.33	32.51 %
HRR1	0.31	24.90 %
PLC1	0.30	25.28 %
PDR1	0.29	38.88 %
EDP1	0.14	20.74 %
WZWH	0.01	6.61 %
Total	35.11	55.14 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mixie	15.74	65.47 %
Gas-Stov	8.12	36.42 %
Grinder	5.00	25.01 %
In-Stove	1.67	45.86 %
Chimney	1.31	100.00 %
Iron	0.49	23.47 %
Cook-Ele	0.21	51.25 %
Small-Ap	0.07	0.47 %
Total	32.61	37.16 %

Branch *	MTD Sales L	Brand Share %
CH42	1.83	35.44 %
CH28	1.47	38.63 %
CH07	0.91	20.25 %
CH39	0.86	24.62 %
CH38	0.76	37.75 %
AVD1	0.63	43.02 %
CH35	0.49	31.80 %
CH29	0.47	38.41 %
TKM1	0.37	25.93 %
GUD2	0.31	14.51 %
CH26	0.30	41.55 %
MRM1	0.29	16.02 %
KNR1	0.23	27.26 %
CZWH		0.00 %
WHC3		0.00 %
Total	32.61	37.16 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	12.11	57.55 %
Gas-Stov	6.98	42.58 %
Grinder	6.19	42.52 %
In-Stove	2.19	56.19 %
Chimney	1.92	94.77 %
Iron	0.55	30.74 %
Cook-Ele	0.29	100.00 %
Small-Ap	0.02	0.78 %
Total	30.25	48.16 %

Branch *	MTD Sales L	Brand Share %
MVM1	1.96	38.90 %
TNJ1	1.59	37.64 %
KUM1	1.44	34.73 %
TVR2	1.42	37.90 %
KIK1	1.42	39.20 %
PDK1	0.68	44.01 %
ORU1	0.39	34.96 %
NCK1	0.28	19.64 %
TRY2	0.19	40.80 %
APM1	0.10	11.31 %
KRN1	0.10	13.33 %
TZSD		0.00 %
Total	30.25	48.16 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	12.52	54.14 %
Gas-Stov	7.76	35.51 %
Grinder	3.56	28.25 %
Chimney	2.76	78.00 %
In-Stove	2.36	47.00 %
Iron	0.42	15.33 %
Cook-Ele	0.16	61.49 %
Small-Ap	0.02	0.61 %
Total	29.56	41.08 %

Branch *	MTD Sales L	Brand Share %
KMR1	2.12	31.64 %
CBE2	1.58	19.39 %
CBE6	1.12	30.34 %
SUL1	1.11	44.51 %
TPR3	0.88	36.59 %
CBE5	0.66	23.62 %
CBE3	0.64	38.72 %
PPI1	0.55	38.97 %
KMD1	0.54	23.48 %
DPM2	0.48	19.94 %
AVI1	0.40	18.15 %
SYM2	0.37	37.89 %
PLI1	0.33	11.79 %
TPR4	0.27	35.06 %
ANR1	0.27	36.17 %
PDM1	0.24	23.88 %
GBM1	0.18	37.91 %
KGI1	0.16	35.41 %
GDR1	0.12	40.01 %
WZSD	0.10	25.97 %
Total	29.56	41.08 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	8.55	68.04 %
Gas-Stov	3.83	34.95 %
Chimney	1.65	100.00 %
Grinder	1.63	37.89 %
In-Stove	1.13	52.57 %
Iron	0.32	21.05 %
Cook-Ele	0.12	86.54 %
Small-Ap	0.02	1.48 %
Total	17.27	49.80 %

Branch *	MTD Sales L	Brand Share %
KPM2	1.45	38.43 %
TRR1	0.92	43.42 %
CYR1	0.43	44.34 %
CGM1	0.27	34.20 %
ARC2	0.27	31.72 %
GDM1	0.26	36.51 %
KPM1	0.25	23.75 %
PLR1	0.24	38.52 %
WJP1	0.24	43.79 %
ABR1	0.23	25.45 %
UGI1	0.05	8.24 %
Total	17.27	49.80 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	8.02	50.04 %
Gas-Stov	3.80	28.28 %
Grinder	1.95	23.63 %
In-Stove	1.15	42.33 %
Chimney	0.90	100.00 %
Iron	0.38	22.32 %
Cook-Ele	0.21	100.00 %
Small-Ap	0.04	1.85 %
Total	16.46	36.08 %

Branch *	MTD Sales L	Brand Share %
CH15	1.85	31.74 %
CH03	1.37	42.56 %
CH18	1.24	35.45 %
CH34	0.91	27.14 %
CH21	0.67	26.60 %
CH20	0.57	30.44 %
GPD1	0.49	43.17 %
CH36	0.47	39.16 %
CH27	0.44	42.09 %
CH24	0.37	14.62 %
CH33	0.36	22.21 %
MJR1	0.32	18.22 %
CH09	0.29	21.41 %
CH41	0.28	17.10 %
CH44	0.27	22.45 %
CH17	0.26	38.53 %
CH46	0.16	25.72 %
PON1	0.12	15.53 %
MC06	0.02	35.13 %
Total	16.46	36.08 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	6.76	55.84 %
Gas-Stov	3.91	38.29 %
Grinder	2.38	27.54 %
Chimney	1.72	100.00 %
In-Stove	0.78	42.31 %
Iron	0.34	23.32 %
Cook-Ele	0.20	90.80 %
Total	16.09	42.82 %

Branch *	MTD Sales L	Brand Share %
CUD1	1.54	28.90 %
POY1	1.38	33.00 %
ULP1	0.65	23.64 %
VPM2	0.52	26.95 %
CDM1	0.24	10.72 %
TVM1	0.23	41.63 %
MKM1	0.22	24.15 %
TVM2	0.08	43.95 %
Total	16.09	42.82 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Mixie	3.20	62.68 %
Grinder	1.16	36.00 %
Gas-Stov	0.92	22.22 %
In-Stove	0.37	34.51 %
Iron	0.10	18.42 %
Small-Ap	0.03	5.87 %
Total	5.78	39.43 %

Branch *	MTD Sales L	Brand Share %
PAS1	1.12	33.66 %
KLR1	0.59	21.23 %
Total	5.78	39.43 %