

MTD Sales
455.74 L

Brand Share %
40.00 %

Information:

MTD : 01-10-2025 To 18-10-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **40.00 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	204.04	53.38 %
Gas-Stov	96.93	33.01 %
Grinder	84.65	34.87 %
Chimney	36.26	68.01 %
In-Stove	24.57	50.53 %
Iron	6.50	22.76 %
Cook-Ele	2.97	81.74 %
Small-Ap	0.10	0.31 %
Acces-SA	-0.04	100.00 %
Cook-Pre	-0.22	-0.40 %
Total	455.74	40.00 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-03	84.14	42.14 %
SOUTH-01	81.31	44.58 %
TRICHY-01	57.10	42.98 %
WEST-02	55.35	48.37 %
WEST-01	48.97	39.80 %
CHENNAI-01	48.86	28.44 %
CHENNAI-02	28.47	34.93 %
NORTH ARCOT	24.59	41.74 %
SOUTH ARCOT	24.53	36.29 %
KL-SOUTH	2.43	33.55 %
Total	455.74	40.00 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	36.13	55.62 %
Grinder	18.30	36.27 %
Gas-Stov	16.16	36.47 %
Chimney	7.86	76.62 %
In-Stove	3.89	50.28 %
Iron	1.33	26.15 %
Cook-Ele	0.43	81.21 %
Small-Ap	0.03	0.51 %
Total	84.14	42.14 %

Branch *	MTD Sales L	Brand Share %
MDU1	7.48	26.78 %
DGL1	7.28	37.59 %
MDU6	3.73	37.24 %
ATG1	1.80	37.85 %
MDU3	1.24	27.23 %
MDU4	1.23	33.56 %
BNR1	1.08	29.63 %
BTU1	0.99	37.71 %
DGL2	0.95	18.93 %
PKM1	0.88	38.44 %
NKI1	0.85	28.88 %
TEN1	0.68	20.27 %
KPT1	0.60	23.21 %
ODM1	0.34	8.00 %
KKD2	0.26	16.47 %
ADP1	0.23	7.98 %
Total	84.14	42.14 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	36.51	60.85 %
Grinder	18.27	40.55 %
Gas-Stov	16.04	36.26 %
In-Stove	4.90	58.88 %
Chimney	3.67	77.22 %
Iron	1.29	25.15 %
Cook-Ele	0.65	83.27 %
Acces-SA	-0.01	100.00 %
Small-Ap	-0.02	-0.43 %
Total	81.31	44.58 %

Branch *	MTD Sales L	Brand Share %
NGR1	4.25	36.63 %
VNR2	2.31	22.46 %
TCN1	2.08	35.50 %
MAR1	2.05	32.44 %
TKS1	1.63	19.20 %
APK1	1.55	36.93 %
TY11	1.49	38.02 %
ARM1	0.94	37.41 %
ERL2	0.90	36.84 %
APK2	0.87	26.24 %
ASM1	0.69	34.11 %
UDN1	0.57	37.24 %
COL1	0.51	33.56 %
KSM1	0.29	24.22 %
Total	81.31	44.58 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	24.09	57.79 %
Gas-Stov	12.65	37.80 %
Grinder	12.47	37.73 %
In-Stove	4.05	55.04 %
Chimney	2.63	74.80 %
Cook-Ele	0.64	79.40 %
Iron	0.58	22.20 %
Small-Ap	0.02	0.51 %
Cook-Pre	-0.01	-0.19 %
Total	57.10	42.98 %

Branch *	MTD Sales L	Brand Share %
TNJ2	3.70	38.76 %
MVM1	3.18	30.76 %
TNJ1	3.00	31.76 %
TVR2	2.64	36.18 %
KUM1	2.22	27.54 %
JKM1	1.53	35.61 %
ORU1	1.18	37.36 %
NCK1	0.74	31.27 %
MSI1	0.68	34.50 %
PBR1	0.64	35.28 %
KRN1	0.62	21.82 %
TRY2	0.59	38.43 %
AYR1	0.53	35.50 %
APM1	0.17	9.21 %
Total	57.10	42.98 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	25.59	62.71 %
Gas-Stov	12.17	42.99 %
Grinder	7.18	40.17 %
Chimney	6.93	69.36 %
In-Stove	2.79	50.40 %
Iron	0.73	22.86 %
Cook-Ele	0.03	100.00 %
Small-Ap	-0.01	-0.49 %
Acces-SA	-0.02	100.00 %
Cook-Pre	-0.03	-0.50 %
Total	55.35	48.37 %

Branch *	MTD Sales L	Brand Share %
SLM1	3.46	33.61 %
PLC1	0.91	28.41 %
MCR1	0.78	22.25 %
HRR1	0.73	25.12 %
KMM1	0.73	32.61 %
KVP1	0.68	25.75 %
TRM1	0.68	20.25 %
OML1	0.66	27.77 %
SGG1	0.55	27.72 %
DPR2	0.46	22.34 %
PMP1	0.43	22.49 %
EDP1	0.27	17.07 %
TCG1	0.15	11.60 %
Total	55.35	48.37 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	19.69	51.89 %
Gas-Stov	10.66	33.37 %
Chimney	7.95	81.63 %
Grinder	7.78	31.03 %
In-Stove	2.45	45.23 %
Iron	0.52	15.55 %
Cook-Ele	0.12	67.76 %
Acces-SA	-0.01	100.00 %
Small-Ap	-0.02	-0.50 %
Cook-Pre	-0.18	-2.96 %
Total	48.97	39.80 %

Branch *	MTD Sales L	Brand Share %
CBE2	5.08	33.52 %
MPM1	2.04	37.96 %
TPR2	1.74	36.78 %
PLI1	1.66	25.07 %
KGM1	1.13	37.01 %
AVI1	1.02	28.28 %
CBE5	0.94	19.44 %
CBE6	0.79	17.64 %
DPM2	0.69	21.12 %
CBE3	0.69	31.20 %
UMP1	0.62	35.26 %
TPR3	0.60	14.14 %
GBM1	0.60	39.46 %
SYM2	0.58	19.61 %
PPI1	0.58	21.65 %
CNR1	0.50	28.30 %
Total	48.97	39.80 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mixie	21.39	34.05 %
Gas-Stov	13.15	23.54 %
Grinder	8.27	29.81 %
Chimney	2.75	40.40 %
In-Stove	2.24	46.73 %
Iron	0.63	24.62 %
Cook-Ele	0.38	84.85 %
Small-Ap	0.04	1.19 %
Total	48.86	28.44 %

Branch *	MTD Sales L	Brand Share %
CH16	3.25	32.73 %
CH42	2.84	35.89 %
GUD1	1.70	34.69 %
CH28	1.54	28.00 %
CH07	1.54	25.47 %
CH30	0.95	24.11 %
CH39	0.87	28.22 %
MRM1	0.87	24.72 %
CGL1	0.83	36.84 %
TKM1	0.78	30.55 %
SKL1	0.77	37.51 %
GUD2	0.65	19.46 %
KNR1	0.16	9.12 %
CZWH		0.00 %
MC09		0.00 %
MC10		0.00 %
WHC3		0.00 %
Total	48.86	28.44 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	14.67	53.11 %
Gas-Stov	5.82	26.43 %
Grinder	4.15	24.08 %
Chimney	1.58	51.17 %
In-Stove	1.42	43.40 %
Iron	0.42	18.14 %
Cook-Ele	0.42	91.29 %
Total	28.47	34.93 %

Branch *	MTD Sales L	Brand Share %
CH15	2.87	34.21 %
CH18	2.05	34.95 %
CH21	1.58	37.38 %
MJR1	1.30	26.80 %
CH20	1.03	27.14 %
CH24	0.93	20.82 %
CH09	0.66	36.55 %
PON1	0.65	28.20 %
CH46	0.64	38.11 %
CH41	0.40	17.69 %
CH31	0.38	39.06 %
CH33	0.38	14.28 %
CH27	0.36	29.17 %
CH36	0.22	27.14 %
CH44	0.17	12.79 %
MC06	0.17	32.06 %
CH32	0.06	10.98 %
CH34	0.05	0.99 %
Total	28.47	34.93 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	12.79	59.10 %
Gas-Stov	4.82	30.55 %
Grinder	2.95	36.97 %
Chimney	2.16	61.67 %
In-Stove	1.34	50.74 %
Iron	0.41	21.06 %
Cook-Ele	0.12	67.28 %
Total	24.59	41.74 %

Branch *	MTD Sales L	Brand Share %
AKM1	1.26	35.07 %
TRR1	1.08	22.32 %
SLG1	0.95	36.45 %
WJD1	0.71	25.49 %
KPM1	0.65	34.95 %
BGR1	0.57	38.42 %
VNB1	0.54	30.40 %
CPT1	0.50	32.42 %
ABR1	0.44	24.49 %
CGM1	0.41	31.81 %
CYR1	0.38	20.52 %
UGI1	0.26	24.37 %
PTU1	0.24	26.15 %
Total	24.59	41.74 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	11.63	52.96 %
Gas-Stov	5.17	31.99 %
Grinder	5.07	29.67 %
In-Stove	1.36	44.85 %
Chimney	0.60	39.12 %
Iron	0.53	26.16 %
Cook-Ele	0.15	78.77 %
Small-Ap	0.02	1.03 %
Total	24.53	36.29 %

Branch *	MTD Sales L	Brand Share %
POY1	2.23	26.52 %
CUD1	2.17	23.08 %
SJI2	1.13	29.93 %
ULP1	0.90	30.37 %
KML1	0.90	39.01 %
TRK1	0.88	36.92 %
VPM2	0.84	33.16 %
STP1	0.73	36.91 %
VCM1	0.52	39.00 %
CDM1	0.37	8.43 %
VPM1	0.27	32.47 %
TVM2	0.27	36.51 %
MKM1	0.15	12.52 %
Total	24.53	36.29 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Mixie	1.56	55.44 %
Gas-Stov	0.29	18.49 %
Grinder	0.21	17.38 %
Chimney	0.13	100.00 %
In-Stove	0.13	24.74 %
Iron	0.06	17.69 %
Small-Ap	0.03	10.26 %
Cook-Ele	0.02	100.00 %
Total	2.43	33.55 %

Branch *	MTD Sales L	Brand Share %
TVP1	0.89	26.09 %
KLR1	0.62	36.84 %
Total	2.43	33.55 %