

MTD Sales
299.32 L

Brand Share %
43.92 %

Information:

MTD : 01-11-2025 To 18-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **43.92 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	134.20	58.46 %
Gas-Stov	65.67	35.96 %
Grinder	51.41	34.94 %
In-Stove	20.57	52.29 %
Chimney	20.01	63.83 %
Iron	5.02	23.92 %
Cook-Ele	2.07	74.83 %
Small-Ap	0.37	1.35 %
Total	299.32	43.92 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	50.29	45.73 %
SOUTH-03	44.98	46.69 %
CHENNAI-01	39.48	45.23 %
WEST-02	37.25	49.41 %
TRICHY-01	35.33	46.52 %
WEST-01	34.11	41.70 %
CHENNAI-02	23.31	35.70 %
SOUTH ARCOT	17.36	38.47 %
NORTH ARCOT	14.31	38.72 %
KL-SOUTH	2.91	39.38 %
Total	299.32	43.92 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	21.52	59.83 %
Grinder	10.75	42.61 %
Gas-Stov	10.72	36.35 %
In-Stove	3.47	55.02 %
Chimney	2.14	68.73 %
Iron	1.15	29.74 %
Cook-Ele	0.42	67.11 %
Small-Ap	0.11	2.00 %
Total	50.29	45.73 %

Branch *	MTD Sales L	Brand Share %
KVT1	3.66	39.57 %
TVL1	3.14	40.81 %
NGR1	2.13	37.71 %
VNR2	1.87	31.40 %
RND1	1.45	40.03 %
MAR1	1.40	32.70 %
TCN1	1.33	41.54 %
TKS1	1.03	23.59 %
APK1	0.92	41.42 %
PKD1	0.84	43.44 %
TYI1	0.83	41.24 %
APK2	0.67	34.15 %
ASM1	0.56	31.25 %
SDI1	0.54	37.33 %
ARM1	0.29	17.07 %
KSM1	0.18	18.98 %
S2SD		0.00 %
Total	50.29	45.73 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	19.93	62.50 %
Grinder	9.26	38.05 %
Gas-Stov	8.50	35.38 %
In-Stove	3.11	56.32 %
Chimney	3.00	72.05 %
Iron	0.83	29.60 %
Cook-Ele	0.30	69.10 %
Small-Ap	0.04	1.41 %
Total	44.98	46.69 %

Branch *	MTD Sales L	Brand Share %
MDU1	3.95	35.01 %
MDU6	3.03	42.58 %
DGL1	2.98	42.89 %
MDU2	2.59	43.39 %
CBM1	1.24	42.54 %
ATG1	1.09	43.77 %
MDU3	0.84	28.19 %
PNI1	0.65	32.73 %
BNR1	0.57	38.66 %
DKI1	0.46	40.09 %
KPT1	0.42	25.91 %
DGL2	0.38	17.77 %
BTU1	0.36	32.16 %
MNM1	0.35	40.58 %
SGP1	0.33	37.44 %
ODM1	0.32	26.06 %
ADP1	0.28	14.79 %
TEN1	0.15	7.83 %
SZSD	0.03	9.16 %
Total	44.98	46.69 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mixie	17.65	64.04 %
Gas-Stov	10.51	41.73 %
Grinder	6.80	30.07 %
In-Stove	1.83	48.31 %
Chimney	1.81	72.35 %
Iron	0.47	22.35 %
Cook-Ele	0.28	82.31 %
Small-Ap	0.13	4.16 %
Total	39.48	45.23 %

Branch *	MTD Sales L	Brand Share %
CH08	2.69	40.84 %
CH42	2.25	40.58 %
CH07	1.70	37.49 %
CH30	1.16	41.23 %
CH38	0.99	39.07 %
SKL1	0.78	36.18 %
CH35	0.77	43.03 %
AVD1	0.72	41.29 %
CH39	0.62	18.55 %
MRM1	0.51	20.13 %
GUD2	0.44	20.93 %
CH26	0.27	35.12 %
CH40	0.20	39.57 %
TKM1	0.13	10.80 %
WHC3		0.00 %
Total	39.48	45.23 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	17.05	62.21 %
Gas-Stov	8.81	43.59 %
Grinder	4.37	37.43 %
Chimney	3.65	59.92 %
In-Stove	2.77	52.61 %
Iron	0.55	23.40 %
Cook-Ele	0.03	57.14 %
Small-Ap	0.02	0.92 %
Total	37.25	49.41 %

Branch *	MTD Sales L	Brand Share %
SLM1	2.47	36.40 %
TRM1	0.95	32.00 %
OML1	0.67	29.92 %
KMM1	0.66	35.66 %
MCR1	0.59	25.08 %
BMD1	0.46	33.66 %
SGI1	0.44	32.07 %
KVP1	0.39	17.24 %
PLC1	0.33	14.58 %
TCG1	0.31	32.23 %
HRR1	0.30	16.67 %
DPR2	0.29	20.71 %
SGG1	0.26	24.88 %
EDP1	0.21	19.98 %
PDR1	0.21	42.79 %
Total	37.25	49.41 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	15.00	59.40 %
Gas-Stov	7.32	39.03 %
Grinder	7.04	38.35 %
In-Stove	3.33	61.42 %
Chimney	1.77	79.10 %
Iron	0.55	27.68 %
Cook-Ele	0.32	64.97 %
Total	35.33	46.52 %

Branch *	MTD Sales L	Brand Share %
MVM1	2.44	37.07 %
KUM1	2.05	35.82 %
TNJ1	1.68	36.58 %
TNJ2	1.51	36.63 %
TTP1	0.55	40.60 %
TRY4	0.44	13.90 %
MSI1	0.44	37.04 %
ORU1	0.29	23.69 %
NCK1	0.20	15.20 %
APM1	0.09	9.70 %
Total	35.33	46.52 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	14.34	55.21 %
Gas-Stov	7.19	32.57 %
Chimney	4.81	67.11 %
Grinder	4.70	29.02 %
In-Stove	2.44	53.89 %
Iron	0.43	16.39 %
Cook-Ele	0.16	88.75 %
Small-Ap	0.04	1.44 %
Total	34.11	41.70 %

Branch *	MTD Sales L	Brand Share %
CBE2	3.98	31.49 %
KMR1	2.24	40.24 %
MPM1	1.61	41.44 %
TPR2	1.29	33.93 %
CBE5	1.06	32.56 %
PLI1	1.01	26.58 %
CBE6	1.01	29.08 %
DPM2	0.86	32.21 %
AVI1	0.80	27.32 %
TPR3	0.55	25.90 %
UMP1	0.48	37.88 %
CNR1	0.47	39.57 %
PDM1	0.41	26.09 %
TPR4	0.28	20.47 %
PPI1	0.23	13.25 %
SYM2	0.12	9.37 %
WHCB		0.00 %
WZSD		0.00 %
Total	34.11	41.70 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	11.59	49.48 %
Gas-Stov	4.80	27.54 %
Grinder	3.97	29.43 %
Chimney	1.28	41.62 %
In-Stove	1.16	40.46 %
Iron	0.35	18.76 %
Cook-Ele	0.16	100.00 %
Total	23.31	35.70 %

Branch *	MTD Sales L	Brand Share %
CH15	2.35	29.12 %
CH20	1.19	38.82 %
CH17	1.09	36.33 %
CH24	1.02	20.05 %
CH09	0.56	37.00 %
CH41	0.55	26.22 %
MJR1	0.50	17.33 %
CH33	0.50	18.29 %
CH36	0.43	31.38 %
PON1	0.42	39.53 %
GPD1	0.40	34.90 %
CH23	0.35	34.86 %
CH34	0.33	9.61 %
CH44	0.33	20.04 %
CH46	0.21	22.25 %
CH32	0.19	26.01 %
CH31	0.04	11.51 %
Total	23.31	35.70 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	8.14	53.02 %
Gas-Stov	3.90	33.77 %
Grinder	2.97	29.87 %
In-Stove	1.47	42.29 %
Iron	0.30	21.23 %
Cook-Ele	0.29	88.02 %
Chimney	0.26	25.31 %
Small-Ap	0.02	1.11 %
Total	17.36	38.47 %

Branch *	MTD Sales L	Brand Share %
POY1	2.30	41.32 %
CUD1	1.75	28.31 %
TRK1	0.78	33.57 %
PRT1	0.68	39.84 %
ULP1	0.66	32.69 %
TDM1	0.61	34.89 %
KML1	0.56	36.24 %
VPM2	0.55	33.82 %
SJI2	0.34	37.48 %
CDM1	0.31	9.85 %
VCM1	0.30	39.31 %
TVM2	0.28	28.27 %
VPM1	0.27	41.45 %
STP1	0.26	30.69 %
MKM1	0.13	10.46 %
Total	17.36	38.47 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	7.05	50.90 %
Gas-Stov	3.35	28.45 %
Grinder	1.37	30.66 %
Chimney	1.24	64.33 %
In-Stove	0.88	53.55 %
Iron	0.36	21.14 %
Cook-Ele	0.05	56.40 %
Total	14.31	38.72 %

Branch *	MTD Sales L	Brand Share %
TRR1	0.72	20.62 %
AKM1	0.59	42.83 %
WJD1	0.42	29.06 %
VSI1	0.39	26.73 %
CPT1	0.35	36.97 %
ARC2	0.33	33.38 %
CYR1	0.32	35.07 %
KPM1	0.31	36.04 %
PTU1	0.26	18.78 %
VNB1	0.26	18.07 %
PLR1	0.24	34.61 %
TRT1	0.24	24.42 %
ABR1	0.24	21.21 %
SLG1	0.23	24.09 %
CGM1	0.16	13.46 %
UGI1		0.00 %
WHVL		0.00 %
Total	14.31	38.72 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Mixie	1.91	66.67 %
Gas-Stov	0.57	26.83 %
Grinder	0.18	22.07 %
In-Stove	0.12	21.90 %
Chimney	0.05	100.00 %
Cook-Ele	0.04	100.00 %
Iron	0.03	11.20 %
Total	2.91	39.38 %

Branch *	MTD Sales L	Brand Share %
TVP1	1.57	43.76 %
KLR1	0.77	38.92 %
PAS1	0.56	31.20 %
Total	2.91	39.38 %