

MTD Sales
379.70 L

Brand Share %
48.68 %

Information:

MTD : 01-03-2026 To 19-03-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **48.68 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	135.47	57.94 %
In-Stove	94.34	68.69 %
Gas-Stov	61.27	35.35 %
Grinder	47.21	35.93 %
Chimney	26.32	60.76 %
Iron	6.65	27.88 %
Small-Ap	5.88	17.84 %
Cook-Ele	2.57	63.50 %
Total	379.70	48.68 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	67.82	52.00 %
SOUTH-03	55.71	48.49 %
WEST-02	50.41	56.01 %
CHENNAI-01	49.81	46.82 %
TRICHY-01	45.62	52.44 %
WEST-01	37.19	46.82 %
CHENNAI-02	33.96	44.68 %
NORTH ARCOT	22.00	43.13 %
SOUTH ARCOT	17.18	38.28 %
Total	379.70	48.68 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	25.76	62.91 %
In-Stove	13.52	70.38 %
Gas-Stov	10.34	37.04 %
Grinder	10.08	40.63 %
Chimney	4.59	68.05 %
Small-Ap	1.75	28.90 %
Iron	1.60	37.62 %
Cook-Ele	0.18	37.60 %
Total	67.82	52.00 %

Branch *	MTD Sales L	Brand Share %
NGR1	3.04	39.65 %
VNR2	2.94	40.78 %
TCN1	2.06	47.78 %
RND1	1.82	47.65 %
TY11	1.10	40.79 %
ERL2	1.00	26.76 %
APK2	0.89	32.57 %
APK1	0.86	37.38 %
ASM1	0.79	41.73 %
STU2	0.74	41.20 %
SDI1	0.73	41.70 %
TKS1	0.47	11.55 %
ARM1	0.42	26.84 %
KSM1	0.25	35.27 %
S2SD	0.06	16.16 %
Total	67.82	52.00 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	19.68	61.23 %
Grinder	9.57	40.23 %
In-Stove	9.11	62.11 %
Gas-Stov	8.92	33.87 %
Chimney	6.00	70.52 %
Iron	1.32	29.96 %
Small-Ap	0.96	20.58 %
Cook-Ele	0.16	38.70 %
Total	55.71	48.49 %

Branch *	MTD Sales L	Brand Share %
DGL1	3.60	32.79 %
KKD3	2.50	38.65 %
MDU7	1.15	40.60 %
KPT1	1.11	43.93 %
NKI1	1.03	47.92 %
MDU3	0.86	24.47 %
PNI1	0.80	33.36 %
PKM1	0.79	44.84 %
TDI1	0.74	40.83 %
BNR1	0.73	39.55 %
KRR1	0.63	41.37 %
PNV2	0.51	47.83 %
TEN1	0.44	19.94 %
ADP1	0.41	20.01 %
BTU1	0.39	32.18 %
CMR1	0.35	40.31 %
ODM1	0.25	19.46 %
DGL2	0.22	10.42 %
SZSD	0.14	30.64 %
Total	55.71	48.49 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	17.83	58.27 %
In-Stove	12.48	72.43 %
Gas-Stov	9.56	46.89 %
Chimney	4.87	64.75 %
Grinder	3.60	39.10 %
Iron	0.94	33.41 %
Small-Ap	0.74	39.91 %
Cook-Ele	0.39	100.00 %
Total	50.41	56.01 %

Branch *	MTD Sales L	Brand Share %
ERD2	2.87	44.09 %
ERD1	1.94	44.52 %
PLC1	1.25	41.47 %
TRM1	1.07	42.45 %
MCR1	1.00	37.77 %
RSP1	0.91	41.30 %
TCG1	0.62	46.51 %
OML1	0.55	24.96 %
SGG1	0.54	43.47 %
DPR2	0.53	38.45 %
KVP1	0.50	42.64 %
HRR1	0.50	25.91 %
EDP1	0.46	25.19 %
WZWH	0.05	33.08 %
WHPD		0.00 %
Total	50.41	56.01 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
In-Stove	17.67	73.61 %
Mixie	16.01	60.87 %
Gas-Stov	7.64	31.84 %
Grinder	5.39	27.54 %
Chimney	1.38	35.28 %
Small-Ap	0.62	11.37 %
Iron	0.58	25.35 %
Cook-Ele	0.52	58.50 %
Total	49.81	46.82 %

Branch *	MTD Sales L	Brand Share %
CH49	3.16	36.72 %
CH25	2.71	46.51 %
CH07	2.36	29.24 %
CH42	2.04	37.59 %
CH19	1.69	47.32 %
CH28	1.60	35.40 %
CH45	1.49	40.52 %
CH47	0.91	40.58 %
CH39	0.79	31.28 %
MRM1	0.61	28.23 %
CH30	0.58	19.21 %
TKM1	0.57	38.99 %
CH26	0.55	48.61 %
GUD2	0.46	21.05 %
CZWH	0.16	10.87 %
KNR1	0.10	17.07 %
MC10		0.00 %
WHC3		0.00 %
Total	49.81	46.82 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	14.22	56.00 %
In-Stove	12.84	75.59 %
Grinder	7.60	46.82 %
Gas-Stov	7.38	39.44 %
Chimney	2.36	77.27 %
Iron	0.65	25.52 %
Small-Ap	0.46	12.21 %
Cook-Ele	0.11	32.83 %
Total	45.62	52.44 %

Branch *	MTD Sales L	Brand Share %
MVM1	3.29	48.29 %
KUM1	2.62	43.29 %
TVR2	2.61	46.43 %
TNJ2	2.51	45.21 %
TNJ1	2.05	47.16 %
TYR1	1.63	44.12 %
ORU1	0.85	48.11 %
TRY4	0.71	22.85 %
MSI1	0.67	47.81 %
KRN1	0.64	34.65 %
PBR1	0.56	48.55 %
APM1	0.49	31.27 %
NCK1	0.39	23.31 %
TZSD	0.14	20.10 %
Total	45.62	52.44 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	11.34	51.72 %
In-Stove	9.95	68.36 %
Gas-Stov	6.21	33.16 %
Grinder	4.28	37.82 %
Chimney	4.01	63.77 %
Small-Ap	0.62	16.23 %
Iron	0.43	18.21 %
Cook-Ele	0.35	76.85 %
Total	37.19	46.82 %

Branch *	MTD Sales L	Brand Share %
CBE2	4.68	44.65 %
MPM1	1.88	45.71 %
KMR1	1.64	28.97 %
CBE6	1.34	32.70 %
TPR2	1.33	38.81 %
PLI1	1.06	38.25 %
AVI1	0.82	27.85 %
CBE5	0.64	33.08 %
TPR3	0.63	28.31 %
DPM2	0.62	34.01 %
SYM2	0.57	32.61 %
KGM1	0.56	47.13 %
KMD1	0.53	43.39 %
KGI1	0.53	40.72 %
ANR1	0.52	46.39 %
TPR4	0.51	42.53 %
CNR1	0.49	44.06 %
UMP1	0.36	28.77 %
PPI1	0.35	20.72 %
GBM1	0.22	23.33 %
WZSD		0.00 %
Total	37.19	46.82 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	14.46	59.47 %
In-Stove	10.48	65.16 %
Gas-Stov	5.13	31.06 %
Grinder	2.36	20.79 %
Chimney	0.64	32.41 %
Cook-Ele	0.43	95.87 %
Small-Ap	0.24	6.45 %
Iron	0.21	13.47 %
Total	33.96	44.68 %

Branch *	MTD Sales L	Brand Share %
CH15	2.51	32.72 %
CH21	0.88	29.58 %
CH34	0.75	18.77 %
CH46	0.69	39.94 %
CH41	0.63	27.00 %
CH44	0.61	36.23 %
CH24	0.61	14.25 %
CH33	0.59	31.93 %
GPD1	0.54	40.03 %
CH20	0.44	15.06 %
MJR1	0.43	18.95 %
CH23	0.40	40.03 %
UKI1	0.19	28.46 %
CH01	0.10	35.97 %
Total	33.96	44.68 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	8.91	51.39 %
In-Stove	5.51	63.49 %
Gas-Stov	3.15	27.42 %
Grinder	1.84	31.85 %
Chimney	1.53	44.42 %
Iron	0.55	29.24 %
Cook-Ele	0.30	67.87 %
Small-Ap	0.22	10.99 %
Total	22.00	43.13 %

Branch *	MTD Sales L	Brand Share %
VEL2	1.87	33.59 %
TRR1	1.54	33.01 %
KPM2	1.27	30.74 %
WJP1	0.75	42.77 %
ARC2	0.64	31.67 %
CPT1	0.60	40.36 %
ABR1	0.59	30.47 %
UGI1	0.52	35.59 %
TRT1	0.51	43.33 %
WJD1	0.50	23.85 %
PTU1	0.48	45.34 %
CGM1	0.41	39.16 %
KPM1	0.37	36.06 %
SLG1	0.35	36.96 %
PLR1	0.34	26.80 %
CYR1	0.29	26.80 %
WHVL		0.00 %
Total	22.00	43.13 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	7.26	48.90 %
Gas-Stov	2.94	31.75 %
In-Stove	2.79	46.91 %
Grinder	2.50	26.62 %
Chimney	0.94	50.20 %
Iron	0.37	20.95 %
Small-Ap	0.28	16.87 %
Cook-Ele	0.11	72.30 %
Total	17.18	38.28 %

Branch *	MTD Sales L	Brand Share %
POY2	1.78	44.69 %
POY1	1.67	32.82 %
CUD1	1.28	22.86 %
VPM2	1.03	42.55 %
ULP1	0.97	37.12 %
KML1	0.72	46.61 %
TDM1	0.59	32.75 %
SJI2	0.50	28.56 %
STP1	0.41	46.53 %
CDM1	0.31	9.90 %
VPM1	0.19	28.12 %
MKM1	0.18	11.94 %
TVM2	0.11	13.65 %
Total	17.18	38.28 %