

MTD Sales
405.76 L

Brand Share %
48.12 %

Information:

MTD : 01-08-2025 To 19-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **48.12 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	191.54	64.04 %
Gas-Stov	78.97	37.68 %
Grinder	71.95	37.40 %
Chimney	33.09	87.73 %
In-Stove	20.86	53.58 %
Iron	6.67	23.16 %
Cook-Ele	2.52	79.87 %
Small-Ap	0.17	0.52 %
Total	405.76	48.12 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	72.99	50.64 %
SOUTH-03	53.93	46.87 %
TRICHY-01	52.61	48.78 %
WEST-02	51.41	57.84 %
WEST-01	48.39	46.15 %
CHENNAI-01	47.94	47.09 %
SOUTH ARCOT	27.51	45.26 %
CHENNAI-02	26.43	38.80 %
NORTH ARCOT	22.36	49.18 %
KL-SOUTH	2.20	34.94 %
Total	405.76	48.12 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	31.61	67.40 %
Grinder	15.52	41.97 %
Gas-Stov	15.13	41.11 %
Chimney	4.71	86.70 %
In-Stove	4.01	63.63 %
Iron	1.54	29.59 %
Cook-Ele	0.43	83.15 %
Small-Ap	0.02	0.36 %
Total	72.99	50.64 %

Branch *	MTD Sales L	Brand Share %
TVL1	4.61	45.20 %
VNR2	3.74	41.09 %
NGR1	3.61	44.81 %
MAR1	2.27	43.06 %
RND1	2.17	40.43 %
SKD1	1.95	47.20 %
TKS1	1.95	26.51 %
TCN1	1.93	44.33 %
SVK1	1.76	44.14 %
APK1	1.70	47.89 %
ASM1	0.89	42.01 %
SDI1	0.52	32.90 %
KSM1	0.45	26.90 %
COL1	0.45	27.34 %
ARM1	0.23	16.13 %
ERL1	0.19	35.33 %
S2SD		0.00 %
Total	72.99	50.64 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	24.87	64.15 %
Grinder	11.29	37.42 %
Gas-Stov	9.37	34.94 %
Chimney	4.10	95.37 %
In-Stove	3.09	55.80 %
Iron	1.01	24.04 %
Cook-Ele	0.17	59.56 %
Small-Ap	0.02	0.41 %
Total	53.93	46.87 %

Branch *	MTD Sales L	Brand Share %
DGL1	4.94	44.46 %
MDU1	4.76	34.02 %
MDU6	2.61	44.54 %
CBM1	2.20	45.91 %
MDU5	1.37	43.96 %
BNR1	0.99	39.92 %
TDI1	0.95	36.19 %
DGL2	0.86	34.59 %
DKI1	0.85	43.43 %
KKD2	0.83	25.25 %
KPT1	0.74	44.71 %
NKI1	0.63	39.39 %
PN11	0.61	31.89 %
BTU1	0.60	35.90 %
PKM1	0.51	39.76 %
TEN1	0.43	25.97 %
ADP1	0.43	22.44 %
CMR1	0.25	28.59 %
ODM1	0.15	8.64 %
SZSD		0.00 %
Total	53.93	46.87 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	24.28	62.77 %
Grinder	11.26	40.78 %
Gas-Stov	8.77	36.53 %
In-Stove	3.57	54.72 %
Chimney	3.33	96.92 %
Iron	0.83	25.85 %
Cook-Ele	0.54	84.82 %
Small-Ap	0.02	0.57 %
Total	52.61	48.78 %

Branch *	MTD Sales L	Brand Share %
KUM1	3.52	40.03 %
TNJ2	3.13	45.89 %
MVM1	2.94	34.91 %
TNJ1	2.32	33.35 %
TVR2	1.91	35.59 %
JKM1	1.91	46.44 %
TTP1	0.80	41.05 %
MSI1	0.73	47.30 %
KRN1	0.62	39.78 %
NCK1	0.60	28.80 %
PBR1	0.55	38.41 %
APM1	0.17	6.65 %
TZSD		0.00 %
Total	52.61	48.78 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	25.01	71.79 %
Gas-Stov	10.44	47.74 %
Grinder	6.93	45.87 %
Chimney	5.65	95.76 %
In-Stove	2.36	47.87 %
Iron	0.68	21.78 %
Cook-Ele	0.34	94.33 %
Small-Ap		0.16 %
Total	51.41	57.84 %

Branch *	MTD Sales L	Brand Share %
SLM1	3.38	45.58 %
ATU1	1.35	41.23 %
TRM1	1.24	42.77 %
DPR2	0.79	38.01 %
KVP1	0.78	39.76 %
RSP1	0.74	34.42 %
MCR1	0.68	33.06 %
OML1	0.63	40.62 %
SGG1	0.57	45.98 %
HRR1	0.46	20.59 %
TCG1	0.34	33.67 %
EDP1	0.33	19.52 %
WZWH		0.00 %
Total	51.41	57.84 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	20.77	58.22 %
Gas-Stov	9.48	34.28 %
Chimney	8.03	85.12 %
Grinder	6.98	33.43 %
In-Stove	2.49	50.60 %
Iron	0.46	14.37 %
Cook-Ele	0.11	84.83 %
Small-Ap	0.06	2.16 %
Total	48.39	46.15 %

Branch *	MTD Sales L	Brand Share %
CBE2	6.83	43.64 %
KMR1	3.45	36.80 %
TPR2	1.41	25.70 %
CBE6	1.36	32.15 %
SYM2	1.07	37.23 %
AVI1	1.04	35.93 %
PPI1	0.87	46.73 %
UMP1	0.70	37.18 %
PLI1	0.69	14.53 %
TPR4	0.65	39.88 %
PDM1	0.62	46.61 %
KGI1	0.54	29.21 %
DPM2	0.54	19.06 %
ANR1	0.37	44.23 %
GDR1	0.30	42.84 %
GBM1	0.09	38.60 %
WZSD		0.00 %
Total	48.39	46.15 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mixie	23.08	66.49 %
Gas-Stov	11.14	42.46 %
Grinder	7.89	31.46 %
Chimney	3.10	80.36 %
In-Stove	1.74	54.33 %
Iron	0.66	22.34 %
Cook-Ele	0.29	70.09 %
Small-Ap	0.04	0.81 %
Total	47.94	47.09 %

Branch *	MTD Sales L	Brand Share %
CH16	3.83	47.45 %
CH05	2.94	45.41 %
CH07	2.34	35.41 %
CH28	2.24	43.14 %
CH42	1.98	34.07 %
CH39	1.31	42.20 %
CH35	1.26	46.07 %
CH38	0.97	25.56 %
TKM1	0.88	41.88 %
SKL1	0.66	43.54 %
CH26	0.61	34.06 %
CGL1	0.56	47.76 %
MRM1	0.53	17.66 %
GUD2	0.48	18.99 %
KNR1	0.46	31.44 %
CH29	0.37	30.80 %
CZWH	0.09	5.00 %
MC10		0.00 %
WHC3		0.00 %
Total	47.94	47.09 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	14.08	59.87 %
Grinder	5.11	34.65 %
Gas-Stov	4.59	35.99 %
Chimney	1.56	79.66 %
In-Stove	1.40	47.29 %
Iron	0.53	25.33 %
Cook-Ele	0.24	74.59 %
Total	27.51	45.26 %

Branch *	MTD Sales L	Brand Share %
CUD1	3.31	35.35 %
POY2	3.25	43.92 %
POY1	2.50	30.02 %
ULP1	0.84	33.97 %
TRK1	0.83	37.61 %
VPM2	0.81	29.80 %
CDM1	0.81	18.14 %
TVM1	0.30	46.27 %
MKM1	0.20	17.76 %
Total	27.51	45.26 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	14.51	57.16 %
Gas-Stov	5.15	27.39 %
Grinder	3.71	25.90 %
Chimney	1.23	72.22 %
In-Stove	1.06	42.98 %
Iron	0.50	23.85 %
Cook-Ele	0.26	100.00 %
Total	26.43	38.80 %

Branch *	MTD Sales L	Brand Share %
CH15	4.66	44.49 %
CH18	2.46	42.95 %
CH03	1.99	33.89 %
CH12	1.77	44.77 %
CH21	1.01	31.68 %
CH33	0.77	27.83 %
CH17	0.76	46.71 %
MJR1	0.76	24.46 %
PON1	0.64	40.93 %
GPD1	0.63	39.96 %
CH09	0.60	31.28 %
CH24	0.59	17.37 %
CH44	0.57	31.33 %
CH20	0.45	16.74 %
CH41	0.39	21.69 %
CH46	0.36	30.27 %
CH34	0.34	11.17 %
CH31	0.21	29.25 %
CH01		0.00 %
Total	26.43	38.80 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	12.19	67.60 %
Gas-Stov	4.39	34.47 %
Grinder	2.90	45.38 %
Chimney	1.38	81.31 %
In-Stove	0.97	53.33 %
Iron	0.40	15.86 %
Cook-Ele	0.13	69.48 %
Total	22.36	49.18 %

Branch *	MTD Sales L	Brand Share %
KPM2	1.82	47.42 %
TRR1	1.28	33.24 %
VNB1	0.84	47.77 %
VSI1	0.81	40.17 %
WJD1	0.77	41.80 %
KPM1	0.71	28.91 %
TRT1	0.61	47.43 %
CYR1	0.50	42.45 %
ABR1	0.50	31.41 %
CPT1	0.45	40.03 %
ANI1	0.43	44.67 %
SLG1	0.40	34.83 %
WJP1	0.31	35.12 %
UGI1	0.19	26.41 %
GDM1	0.19	40.26 %
PTU1	0.10	23.32 %
Total	22.36	49.18 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Mixie	1.12	43.44 %
Gas-Stov	0.50	26.34 %
Grinder	0.36	33.56 %
In-Stove	0.16	63.65 %
Iron	0.06	29.46 %
Total	2.20	34.94 %

Branch *	MTD Sales L	Brand Share %
TVP1	1.71	38.75 %
PAS1	0.49	26.00 %
Total	2.20	34.94 %