

MTD Sales
339.61 L

Brand Share %
39.95 %

Information:

MTD : 01-09-2026 To 19-09-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **39.95 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	158.20	55.65 %
Gas-Stov	66.50	27.85 %
Grinder	47.27	31.05 %
Chimney	31.10	51.56 %
In-Stove	28.96	52.14 %
Iron	7.28	29.48 %
Small-Ap	0.30	0.87 %
Total	339.61	39.95 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	68.18	40.81 %
SOUTH-03	50.71	43.29 %
TRICHY-01	44.11	43.69 %
CHENNAI-01	43.09	37.50 %
WEST-02	32.18	49.10 %
CHENNAI-02	24.61	35.03 %
WEST-01	23.02	35.20 %
SOUTH ARCOT	19.10	32.31 %
NORTH ARCOT	18.82	35.06 %
WEST-03	15.79	43.91 %
Total	339.61	39.95 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	37.11	60.34 %
Gas-Stov	11.15	26.00 %
Grinder	9.21	26.17 %
In-Stove	5.02	55.04 %
Chimney	4.17	54.87 %
Iron	1.45	26.42 %
Small-Ap	0.07	1.25 %
Total	68.18	40.81 %

Branch *	MTD Sales L	Brand Share %
KVT1	3.94	30.67 %
TVL1	2.86	33.14 %
NGR1	2.71	32.39 %
RND2	2.36	31.00 %
TKS2	2.13	29.59 %
RND1	1.98	33.59 %
VNR2	1.94	30.14 %
TKS1	1.62	28.30 %
SDI1	0.93	29.89 %
VNR1	0.47	25.82 %
UDN1	0.44	32.27 %
APK2	0.39	12.94 %
ARM1	0.39	37.36 %
KSM1	0.35	23.01 %
APK1	0.32	17.44 %
SGT1	0.28	39.20 %
TYI1	0.06	2.20 %
S2SD		0.00 %
Total	68.18	40.81 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	20.45	57.01 %
Gas-Stov	10.03	30.59 %
Grinder	9.97	38.47 %
Chimney	5.17	61.09 %
In-Stove	3.87	55.57 %
Iron	1.19	32.77 %
Small-Ap	0.02	0.63 %
Total	50.71	43.29 %

Branch *	MTD Sales L	Brand Share %
MDU1	3.92	32.84 %
DGL1	3.58	36.24 %
KKD3	2.31	37.71 %
NKI1	0.95	35.05 %
DKI1	0.81	24.25 %
PNI1	0.79	34.59 %
BNR1	0.72	38.24 %
KPT1	0.72	36.65 %
KRR1	0.71	35.73 %
BTU1	0.69	39.25 %
SVG1	0.60	38.35 %
TDI1	0.51	29.64 %
PKM1	0.50	29.56 %
PNV2	0.48	35.10 %
CMR1	0.42	28.52 %
MNM1	0.42	38.77 %
MDU3	0.36	18.69 %
TEN1	0.29	18.23 %
ODM1	0.29	21.82 %
MDU7	0.23	6.82 %
DGL2	0.15	8.38 %
ADP1	0.06	2.92 %
Total	50.71	43.29 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	16.79	54.06 %
Gas-Stov	10.45	34.90 %
Grinder	6.68	34.57 %
In-Stove	5.50	62.62 %
Chimney	3.70	58.62 %
Iron	0.90	35.54 %
Small-Ap	0.09	3.06 %
Total	44.11	43.69 %

Branch *	MTD Sales L	Brand Share %
MVM1	3.16	33.11 %
KIK1	2.15	37.31 %
KUM1	2.15	35.90 %
JKM1	0.98	32.05 %
ORU1	0.71	37.08 %
KUM2	0.70	25.16 %
TRY4	0.68	24.32 %
AYR1	0.43	25.30 %
APM1	0.35	24.85 %
PBR1	0.35	30.38 %
KRN1	0.32	20.86 %
NCK1	0.19	14.69 %
Total	44.11	43.69 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mixie	21.61	57.93 %
Gas-Stov	9.03	28.41 %
Grinder	6.38	29.63 %
In-Stove	3.10	38.53 %
Chimney	2.23	34.90 %
Iron	0.75	28.62 %
Total	43.09	37.50 %

Branch *	MTD Sales L	Brand Share %
CH47	2.73	31.54 %
CH49	2.32	23.05 %
CH07	2.11	35.83 %
CH42	1.68	35.77 %
CH28	1.56	25.64 %
CH22	1.45	33.52 %
AVD1	1.18	35.38 %
CH08	1.09	36.24 %
GUD2	0.78	27.84 %
CGL1	0.77	24.75 %
CH30	0.77	20.13 %
SKL1	0.77	37.56 %
CH38	0.67	21.58 %
CH39	0.65	18.52 %
MRM1	0.55	21.91 %
KNR1	0.51	36.41 %
CH26	0.20	28.25 %
CZWH	0.07	33.40 %
Total	43.09	37.50 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	13.19	57.76 %
Gas-Stov	8.23	38.32 %
Chimney	4.51	64.05 %
In-Stove	2.74	62.82 %
Grinder	2.70	44.36 %
Iron	0.78	39.02 %
Small-Ap	0.02	1.38 %
Total	32.18	49.10 %

Branch *	MTD Sales L	Brand Share %
TRM1	1.81	39.91 %
SLM1	1.41	28.24 %
MCR1	0.93	27.80 %
PLC1	0.88	24.83 %
SLM3	0.69	20.95 %
HRR1	0.64	31.23 %
KVP1	0.43	24.29 %
DPR2	0.38	22.89 %
EDP1	0.32	28.92 %
SGI1	0.24	17.85 %
WZWH		0.00 %
Total	32.18	49.10 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	13.82	56.18 %
Gas-Stov	3.72	19.62 %
Grinder	2.45	22.59 %
In-Stove	2.15	45.99 %
Chimney	1.81	37.74 %
Iron	0.60	30.23 %
Small-Ap	0.07	1.60 %
Total	24.61	35.03 %

Branch *	MTD Sales L	Brand Share %
CH15	2.74	37.93 %
CH18	1.81	28.79 %
CH03	1.72	32.31 %
PON1	0.70	32.09 %
CH12	0.60	24.00 %
CH33	0.59	19.87 %
CH27	0.50	30.27 %
UKI1	0.46	38.16 %
CH44	0.40	27.50 %
CH24	0.38	12.33 %
CH21	0.37	12.18 %
GPD1	0.32	31.85 %
CH46	0.26	22.89 %
CH23	0.25	30.92 %
CH31	0.21	28.94 %
CH41	0.20	12.18 %
MJR1	0.19	8.27 %
CH32	0.10	22.26 %
CH51	0.04	24.27 %
WHC3		0.00 %
Total	24.61	35.03 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	10.67	53.53 %
Gas-Stov	4.16	21.91 %
Chimney	3.03	38.67 %
Grinder	2.84	28.59 %
In-Stove	1.93	43.33 %
Iron	0.37	23.03 %
Small-Ap	0.02	0.92 %
Total	23.02	35.20 %

Branch *	MTD Sales L	Brand Share %
KMR1	2.54	35.57 %
CBE2	1.87	18.09 %
CBE4	1.73	35.58 %
PLI1	1.22	29.02 %
SNR1	1.09	28.85 %
CBE5	0.80	32.70 %
UMP1	0.78	34.70 %
CBE6	0.50	10.03 %
KMD1	0.41	23.79 %
KGI1	0.40	32.95 %
DPM2	0.38	18.74 %
PPI1	0.33	25.20 %
CNR1	0.29	22.34 %
PDM1	0.19	19.69 %
WZSD		0.00 %
Total	23.02	35.20 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	9.39	45.76 %
Grinder	3.74	29.35 %
Gas-Stov	3.00	19.86 %
In-Stove	1.34	38.54 %
Chimney	1.11	40.89 %
Iron	0.51	23.45 %
Total	19.10	32.31 %

Branch *	MTD Sales L	Brand Share %
POY1	1.85	27.43 %
CUD1	1.83	24.13 %
KLM1	0.84	26.97 %
VPM2	0.75	30.04 %
SJI2	0.66	26.36 %
KML1	0.62	26.43 %
PRT1	0.61	26.44 %
TDM1	0.54	22.47 %
ULP1	0.47	19.04 %
CDM1	0.32	7.21 %
VPM1	0.21	20.83 %
TVM1	0.18	24.91 %
MKM1	0.14	12.79 %
Total	19.10	32.31 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	8.56	46.99 %
Gas-Stov	3.48	21.08 %
Chimney	2.94	51.52 %
In-Stove	1.78	57.03 %
Grinder	1.46	27.61 %
Iron	0.59	33.28 %
Total	18.82	35.06 %

Branch *	MTD Sales L	Brand Share %
KPM2	1.53	30.28 %
VEL3	1.21	32.48 %
VNB1	0.73	30.82 %
GDM1	0.64	38.12 %
SBR1	0.64	28.92 %
VEL2	0.58	14.90 %
CPT1	0.48	22.81 %
PLR1	0.47	28.40 %
ABR1	0.39	16.54 %
VSI1	0.34	29.77 %
AKM1	0.32	17.04 %
ARC2	0.25	22.74 %
CYR1	0.23	30.60 %
TRT1	0.22	16.31 %
SLG1	0.18	22.12 %
KPM1	0.18	24.19 %
CGM1	0.18	31.43 %
UGI1	0.06	13.78 %
Total	18.82	35.06 %

WEST-03

Property	MTD Sales L	Brand Share %
Mixie	6.60	53.23 %
Gas-Stov	3.24	31.49 %
Chimney	2.42	70.28 %
Grinder	1.83	34.39 %
In-Stove	1.54	60.08 %
Iron	0.15	16.09 %
Total	15.79	43.91 %

Branch *	MTD Sales L	Brand Share %
AVI1	1.07	34.16 %
NKL2	0.94	38.52 %
TPR2	0.86	23.10 %
KGM1	0.46	27.84 %
SYM2	0.28	22.20 %
TPR3	0.25	22.63 %
SGG1	0.24	33.17 %
PDR1	0.14	19.78 %
W3SD		0.00 %
Total	15.79	43.91 %