

MTD Sales
536.85 L

Brand Share %
40.58 %

Information:

MTD : 01-10-2025 To 19-10-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **40.58 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	242.41	53.89 %
Gas-Stov	113.55	33.46 %
Grinder	100.99	35.46 %
Chimney	40.23	68.68 %
In-Stove	29.11	51.64 %
Iron	7.44	23.06 %
Cook-Ele	3.26	79.91 %
Small-Ap	0.12	0.34 %
Acces-SA	-0.04	100.00 %
Cook-Pre	-0.22	-0.36 %
Total	536.85	40.58 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	99.58	45.56 %
SOUTH-03	96.87	42.30 %
TRICHY-01	66.74	43.55 %
WEST-02	65.69	48.26 %
CHENNAI-01	57.71	30.43 %
WEST-01	56.67	39.07 %
CHENNAI-02	33.84	35.48 %
SOUTH ARCOT	28.98	36.68 %
NORTH ARCOT	28.23	40.98 %
KL-SOUTH	2.55	30.84 %
Total	536.85	40.58 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	45.19	61.60 %
Grinder	22.48	41.44 %
Gas-Stov	19.39	36.84 %
In-Stove	6.24	61.15 %
Chimney	4.16	79.37 %
Iron	1.47	25.64 %
Cook-Ele	0.68	77.10 %
Acces-SA	-0.01	100.00 %
Small-Ap	-0.02	-0.38 %
Total	99.58	45.56 %

Branch *	MTD Sales L	Brand Share %
NGR1	5.53	39.55 %
VNR2	2.94	23.24 %
TCN1	2.77	38.49 %
MAR1	2.45	33.44 %
APK1	1.91	38.74 %
TKS1	1.85	18.70 %
TYI1	1.79	37.90 %
APK2	1.35	30.98 %
ARM1	1.05	34.00 %
ASM1	0.99	34.00 %
ERL2	0.98	34.62 %
UDN1	0.67	37.23 %
COL1	0.55	32.80 %
KSM1	0.41	27.22 %
Total	99.58	45.56 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	41.86	56.15 %
Grinder	21.02	35.93 %
Gas-Stov	18.79	36.35 %
Chimney	8.60	76.69 %
In-Stove	4.56	52.21 %
Iron	1.49	25.98 %
Cook-Ele	0.51	80.20 %
Small-Ap	0.03	0.47 %
Total	96.87	42.30 %

Branch *	MTD Sales L	Brand Share %
MDU1	8.25	27.44 %
DGL1	7.76	36.93 %
MDU6	3.96	35.48 %
ATG1	2.21	39.19 %
MDU4	1.60	35.17 %
MDU3	1.36	25.96 %
NKI1	1.25	34.04 %
BTU1	1.21	38.52 %
BNR1	1.11	25.50 %
DGL2	1.04	17.85 %
KPT1	1.04	30.98 %
PKM1	1.01	38.49 %
TEN1	0.89	21.08 %
CMR1	0.89	38.45 %
ODM1	0.40	8.06 %
ADP1	0.34	10.27 %
KKD2	0.26	14.05 %
Total	96.87	42.30 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	28.16	57.28 %
Gas-Stov	15.11	38.81 %
Grinder	14.33	38.06 %
In-Stove	4.82	57.12 %
Chimney	2.99	77.17 %
Cook-Ele	0.66	78.18 %
Iron	0.65	22.30 %
Small-Ap	0.02	0.47 %
Cook-Pre	-0.01	-0.17 %
Total	66.74	43.55 %

Branch *	MTD Sales L	Brand Share %
TNJ2	4.24	39.81 %
MVM1	3.67	31.01 %
TNJ1	3.16	31.28 %
TVR2	2.79	34.56 %
KUM1	2.55	29.09 %
JKM1	2.13	38.65 %
ORU1	1.27	35.42 %
MSI1	0.83	35.71 %
NCK1	0.83	29.80 %
KRN1	0.79	23.22 %
AYR1	0.64	37.40 %
TRY2	0.61	37.27 %
APM1	0.18	8.28 %
Total	66.74	43.55 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	31.06	62.28 %
Gas-Stov	14.00	42.60 %
Grinder	8.36	38.96 %
Chimney	8.04	70.08 %
In-Stove	3.41	52.53 %
Iron	0.83	23.15 %
Cook-Ele	0.06	100.00 %
Small-Ap	-0.01	-0.40 %
Acces-SA	-0.02	100.00 %
Cook-Pre	-0.03	-0.43 %
Total	65.69	48.26 %

Branch *	MTD Sales L	Brand Share %
SLM1	4.04	33.83 %
RSP1	1.38	36.42 %
KVP1	1.32	35.80 %
MCR1	1.18	25.60 %
TRM1	1.07	24.07 %
KMM1	1.01	38.13 %
PLC1	1.00	27.63 %
HRR1	0.90	24.76 %
SGG1	0.79	30.61 %
OML1	0.74	25.77 %
PMP1	0.53	22.57 %
DPR2	0.48	21.48 %
EDP1	0.37	19.56 %
TCG1	0.26	13.80 %
Total	65.69	48.26 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mixie	25.57	37.02 %
Gas-Stov	15.22	25.12 %
Grinder	10.58	32.26 %
Chimney	2.75	40.40 %
In-Stove	2.48	45.89 %
Iron	0.67	23.80 %
Cook-Ele	0.40	85.73 %
Small-Ap	0.04	1.09 %
Total	57.71	30.43 %

Branch *	MTD Sales L	Brand Share %
CH16	3.79	34.71 %
CH42	3.11	35.87 %
CH45	2.38	39.98 %
GUD1	2.03	35.56 %
CH28	1.89	30.04 %
CH07	1.87	27.64 %
CH30	1.26	27.71 %
MRM1	1.16	25.25 %
SKL1	0.97	39.75 %
CGL1	0.95	38.71 %
CH39	0.92	27.77 %
TKM1	0.84	30.81 %
GUD2	0.67	16.67 %
KNR1	0.21	10.56 %
CZWH		0.00 %
MC09		0.00 %
MC10		0.00 %
WHC3		0.00 %
Total	57.71	30.43 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	22.73	50.60 %
Gas-Stov	12.40	32.58 %
Grinder	9.18	30.94 %
Chimney	8.85	78.00 %
In-Stove	2.91	47.42 %
Iron	0.63	16.52 %
Cook-Ele	0.15	64.96 %
Small-Ap	0.01	0.14 %
Acces-SA	-0.01	100.00 %
Cook-Pre	-0.18	-2.51 %
Total	56.67	39.07 %

Branch *	MTD Sales L	Brand Share %
CBE2	5.77	32.82 %
MPM1	2.41	39.81 %
TPR2	2.30	39.10 %
PLI1	1.84	23.62 %
KGM1	1.44	36.54 %
AVI1	1.10	24.55 %
CBE5	1.02	17.62 %
CBE6	0.87	17.48 %
SYM2	0.86	22.72 %
DPM2	0.85	20.86 %
TPR3	0.84	16.22 %
PPI1	0.72	22.52 %
CBE3	0.72	30.33 %
UMP1	0.72	33.10 %
GBM1	0.65	35.93 %
CNR1	0.59	27.03 %
Total	56.67	39.07 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	17.63	53.09 %
Gas-Stov	6.70	26.43 %
Grinder	5.27	25.73 %
Chimney	1.75	53.75 %
In-Stove	1.53	41.95 %
Iron	0.48	18.33 %
Cook-Ele	0.47	88.72 %
Total	33.84	35.48 %

Branch *	MTD Sales L	Brand Share %
CH15	3.29	33.76 %
CH03	3.14	38.52 %
CH18	2.40	36.06 %
CH21	1.83	38.92 %
MJR1	1.53	26.82 %
CH20	1.33	30.56 %
CH24	1.10	21.30 %
CH09	0.80	36.13 %
PON1	0.74	29.66 %
CH17	0.48	37.86 %
CH41	0.46	16.77 %
CH27	0.41	31.98 %
CH31	0.41	33.67 %
CH33	0.38	12.66 %
MC06	0.24	40.39 %
CH36	0.22	24.96 %
CH44	0.17	11.09 %
CH32	0.06	10.98 %
CH34	0.05	0.85 %
Total	33.84	35.48 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	13.65	51.23 %
Gas-Stov	6.11	32.84 %
Grinder	5.99	30.77 %
In-Stove	1.60	42.66 %
Chimney	0.80	46.03 %
Iron	0.64	26.74 %
Cook-Ele	0.18	81.53 %
Small-Ap	0.02	0.95 %
Total	28.98	36.68 %

Branch *	MTD Sales L	Brand Share %
CUD1	2.73	24.98 %
POY1	2.61	26.34 %
SJI2	1.13	27.84 %
TRK1	1.05	37.52 %
ULP1	1.04	26.48 %
TDM1	0.98	39.92 %
VPM2	0.95	31.90 %
STP1	0.85	37.81 %
CDM1	0.53	9.90 %
VPM1	0.47	39.69 %
TVM2	0.31	36.36 %
MKM1	0.18	12.44 %
Total	28.98	36.68 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	14.90	57.59 %
Gas-Stov	5.52	29.41 %
Grinder	3.58	38.78 %
Chimney	2.16	61.67 %
In-Stove	1.43	48.23 %
Iron	0.52	22.74 %
Cook-Ele	0.12	67.28 %
Total	28.23	40.98 %

Branch *	MTD Sales L	Brand Share %
TRR1	1.37	23.65 %
AKM1	1.31	34.33 %
SLG1	1.14	37.14 %
WJD1	0.98	28.80 %
VNB1	0.68	33.37 %
KPM1	0.65	32.67 %
CPT1	0.58	33.11 %
PLR1	0.57	35.71 %
CYR1	0.53	21.07 %
CGM1	0.45	30.47 %
ABR1	0.44	22.80 %
UGI1	0.26	20.09 %
PTU1	0.24	21.43 %
Total	28.23	40.98 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Mixie	1.66	52.37 %
Gas-Stov	0.31	16.96 %
Grinder	0.21	15.64 %
Chimney	0.13	100.00 %
In-Stove	0.13	21.35 %
Iron	0.06	17.09 %
Small-Ap	0.03	7.35 %
Cook-Ele	0.02	100.00 %
Total	2.55	30.84 %

Branch *	MTD Sales L	Brand Share %
TVP1	1.01	24.49 %
KLR1	0.62	32.84 %
Total	2.55	30.84 %