



TN : PREETHI Sales Performance 21/03/2026 9:26 AM

MTD Sales
393.31 L

Brand Share %
48.51 %

Information:

MTD : 01-03-2026 To 20-03-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **48.51 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	140.72	57.88 %
In-Stove	96.19	68.48 %
Gas-Stov	63.72	35.20 %
Grinder	49.55	36.13 %
Chimney	27.54	60.64 %
Iron	6.92	27.64 %
Small-Ap	6.08	17.64 %
Cook-Ele	2.59	62.68 %
Total	393.31	48.51 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	69.98	51.79 %
SOUTH-03	57.98	48.36 %
WEST-02	51.73	55.42 %
CHENNAI-01	51.43	46.66 %
TRICHY-01	47.57	51.92 %
WEST-01	38.42	46.75 %
CHENNAI-02	35.14	44.20 %
NORTH ARCOT	23.08	43.76 %
SOUTH ARCOT	17.98	38.95 %
Total	393.31	48.51 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	26.64	62.95 %
In-Stove	13.52	68.89 %
Gas-Stov	10.83	37.02 %
Grinder	10.50	41.05 %
Chimney	4.75	68.80 %
Small-Ap	1.87	29.15 %
Iron	1.69	37.03 %
Cook-Ele	0.18	37.60 %
Total	69.98	51.79 %

Branch *	MTD Sales L	Brand Share %
NGR1	3.09	38.55 %
VNR2	2.94	39.83 %
TCN1	2.09	48.10 %
RND1	1.82	46.30 %
TY11	1.12	39.30 %
ERL2	1.00	26.76 %
APK2	0.94	33.31 %
APK1	0.93	36.95 %
ASM1	0.86	42.22 %
STU2	0.77	40.86 %
SDI1	0.73	39.58 %
TKS1	0.49	11.04 %
ARM1	0.42	26.15 %
KSM1	0.25	33.74 %
S2SD	0.06	16.16 %
WHTV		0.00 %
Total	69.98	51.79 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	20.90	61.88 %
Grinder	10.08	40.49 %
Gas-Stov	9.20	33.41 %
In-Stove	9.17	61.00 %
Chimney	6.16	70.45 %
Iron	1.35	29.23 %
Small-Ap	0.96	19.70 %
Cook-Ele	0.16	37.07 %
Total	57.98	48.36 %

Branch *	MTD Sales L	Brand Share %
DGL1	3.72	32.28 %
KKD3	2.79	40.29 %
MDU7	1.24	39.42 %
KPT1	1.11	43.93 %
NKI1	1.03	47.69 %
MDU3	0.86	23.84 %
PKM1	0.83	43.06 %
TDI1	0.81	42.91 %
PNI1	0.80	32.10 %
BNR1	0.77	38.47 %
KRR1	0.67	40.77 %
TEN1	0.50	21.14 %
ADP1	0.41	19.08 %
BTU1	0.41	31.03 %
CMR1	0.40	43.31 %
ODM1	0.25	18.88 %
DGL2	0.22	9.24 %
SZSD	0.14	30.64 %
Total	57.98	48.36 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	18.38	57.49 %
In-Stove	12.61	72.34 %
Gas-Stov	9.87	46.24 %
Chimney	5.07	65.65 %
Grinder	3.69	38.44 %
Iron	0.98	33.28 %
Small-Ap	0.74	38.19 %
Cook-Ele	0.39	100.00 %
Total	51.73	55.42 %

Branch *	MTD Sales L	Brand Share %
ERD2	3.01	44.18 %
ERD1	1.98	43.48 %
PLC1	1.26	40.09 %
TRM1	1.07	38.43 %
MCR1	1.06	38.05 %
RSP1	0.99	43.30 %
DPR1	0.67	48.30 %
TCG1	0.65	44.85 %
DPR2	0.58	40.62 %
OML1	0.55	24.44 %
SGG1	0.54	43.47 %
KVP1	0.50	41.19 %
HRR1	0.50	24.17 %
EDP1	0.46	25.03 %
PDR1	0.19	46.95 %
WZWH	0.05	33.08 %
WHPD		0.00 %
Total	51.73	55.42 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
In-Stove	18.22	74.07 %
Mixie	16.40	60.07 %
Gas-Stov	7.95	32.04 %
Grinder	5.57	27.74 %
Chimney	1.54	35.77 %
Small-Ap	0.64	10.92 %
Iron	0.59	24.72 %
Cook-Ele	0.52	58.50 %
Total	51.43	46.66 %

Branch *	MTD Sales L	Brand Share %
CH49	3.26	37.28 %
CH25	2.74	46.40 %
CH07	2.47	30.04 %
CH42	2.07	36.86 %
CH19	1.69	46.96 %
CH28	1.60	34.60 %
CH45	1.51	40.32 %
CH47	0.93	36.66 %
CH39	0.79	30.19 %
TKM1	0.63	38.63 %
MRM1	0.61	26.34 %
CH30	0.58	18.49 %
GUD2	0.51	22.44 %
CZWH	0.16	10.87 %
KNR1	0.10	15.68 %
MC10		0.00 %
WHC3		0.00 %
Total	51.43	46.66 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	14.93	56.13 %
In-Stove	13.34	75.07 %
Grinder	8.01	45.60 %
Gas-Stov	7.65	38.78 %
Chimney	2.36	77.27 %
Iron	0.69	25.91 %
Small-Ap	0.48	12.23 %
Cook-Ele	0.11	32.83 %
Total	47.57	51.92 %

Branch *	MTD Sales L	Brand Share %
MVM1	3.33	46.80 %
KUM1	2.76	43.45 %
TVR2	2.75	44.09 %
TNJ2	2.65	46.14 %
TNJ1	2.05	46.72 %
TYR1	1.73	44.82 %
ORU1	0.95	48.11 %
TRY4	0.72	22.88 %
MSI1	0.67	46.33 %
KRN1	0.64	33.12 %
APM1	0.49	29.66 %
NCK1	0.39	21.73 %
TZSD	0.14	20.10 %
Total	47.57	51.92 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	11.67	51.82 %
In-Stove	9.97	68.08 %
Gas-Stov	6.51	33.38 %
Grinder	4.48	37.61 %
Chimney	4.36	63.59 %
Small-Ap	0.62	16.15 %
Iron	0.45	18.36 %
Cook-Ele	0.35	76.85 %
Total	38.42	46.75 %

Branch *	MTD Sales L	Brand Share %
CBE2	4.68	43.72 %
MPM1	1.88	45.09 %
KMR1	1.72	29.16 %
CBE6	1.34	32.05 %
TPR2	1.33	37.82 %
PLI1	1.06	37.67 %
AVI1	0.82	27.37 %
CBE5	0.64	30.86 %
TPR3	0.64	28.05 %
DPM2	0.63	33.87 %
SYM2	0.61	32.57 %
KGM1	0.56	45.77 %
KMD1	0.55	44.30 %
KGI1	0.53	40.72 %
ANR1	0.52	46.39 %
TPR4	0.51	42.53 %
CNR1	0.49	44.06 %
UMP1	0.43	32.30 %
PPI1	0.35	20.23 %
GBM1	0.22	23.33 %
WZSD		0.00 %
Total	38.42	46.75 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	14.92	58.79 %
In-Stove	10.83	65.76 %
Gas-Stov	5.33	30.61 %
Grinder	2.52	21.27 %
Chimney	0.64	27.60 %
Cook-Ele	0.43	89.90 %
Small-Ap	0.24	6.24 %
Iron	0.22	12.85 %
Total	35.14	44.20 %

Branch *	MTD Sales L	Brand Share %
CH15	2.53	32.18 %
CH50	2.05	45.99 %
CH21	0.88	28.35 %
CH34	0.77	18.94 %
CH46	0.69	36.02 %
CH41	0.63	25.66 %
CH24	0.63	14.44 %
CH44	0.61	35.12 %
CH33	0.59	30.30 %
GPD1	0.56	39.13 %
CH20	0.44	15.06 %
CH23	0.43	40.43 %
MJR1	0.43	17.53 %
UKI1	0.19	26.72 %
CH01	0.10	35.97 %
Total	35.14	44.20 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	9.35	51.87 %
In-Stove	5.72	64.37 %
Gas-Stov	3.26	27.62 %
Grinder	1.93	32.67 %
Chimney	1.71	47.22 %
Iron	0.56	29.05 %
Cook-Ele	0.33	66.81 %
Small-Ap	0.22	10.56 %
Total	23.08	43.76 %

Branch *	MTD Sales L	Brand Share %
VEL2	1.87	33.19 %
TRR1	1.61	33.79 %
KPM2	1.45	33.14 %
WJP1	0.88	46.41 %
WJD1	0.65	28.87 %
ARC2	0.64	31.67 %
ABR1	0.62	31.26 %
CPT1	0.60	40.15 %
TRT1	0.54	44.85 %
CGM1	0.52	44.73 %
UGI1	0.52	35.59 %
PTU1	0.48	45.34 %
KPM1	0.37	33.81 %
PLR1	0.37	28.32 %
SLG1	0.35	36.12 %
CYR1	0.29	25.11 %
WHVL		0.00 %
Total	23.08	43.76 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	7.53	49.47 %
Gas-Stov	3.13	32.36 %
In-Stove	2.79	46.77 %
Grinder	2.77	28.41 %
Chimney	0.94	50.20 %
Iron	0.40	21.79 %
Small-Ap	0.32	18.57 %
Cook-Ele	0.11	72.30 %
Total	17.98	38.95 %

Branch *	MTD Sales L	Brand Share %
POY2	1.78	44.69 %
POY1	1.73	32.74 %
CUD1	1.49	25.72 %
VPM2	1.05	42.18 %
ULP1	0.97	36.70 %
TDM1	0.59	31.72 %
SJ2	0.50	28.56 %
STP1	0.41	44.48 %
CDM1	0.31	9.84 %
VPM1	0.19	28.12 %
MKM1	0.18	11.64 %
TVM2	0.11	13.34 %
Total	17.98	38.95 %