

MTD Sales
345.55 L

Brand Share %
45.63 %

Information:

MTD : 01-05-2026 To 20-05-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **45.63 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	157.07	59.90 %
Gas-Stov	67.49	36.70 %
Grinder	53.06	35.69 %
Chimney	39.63	68.48 %
In-Stove	12.42	39.04 %
Iron	6.88	38.40 %
Small-Ap	6.01	19.59 %
Cook-Ele	2.97	82.09 %
Cook-Pre	0.02	0.08 %
Total	345.55	45.63 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	65.35	45.21 %
SOUTH-03	53.11	48.48 %
CHENNAI-01	49.25	42.01 %
WEST-02	43.81	56.44 %
TRICHY-01	38.72	45.64 %
WEST-01	36.88	46.00 %
CHENNAI-02	22.69	38.50 %
SOUTH ARCOT	18.13	39.45 %
NORTH ARCOT	17.60	45.80 %
Total	345.55	45.63 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	30.78	62.43 %
Grinder	12.25	38.62 %
Gas-Stov	11.30	32.07 %
Chimney	6.54	77.81 %
Iron	1.52	35.78 %
Small-Ap	1.35	21.70 %
In-Stove	1.31	31.43 %
Cook-Ele	0.30	61.19 %
Total	65.35	45.21 %

Branch *	MTD Sales L	Brand Share %
TVL1	5.10	43.03 %
KVT1	4.38	41.32 %
RND1	2.97	38.49 %
TKS2	2.66	43.58 %
NGR1	2.43	31.53 %
VNR2	2.10	31.85 %
TCN1	2.10	42.07 %
SVK1	1.96	43.17 %
TKS1	1.05	18.64 %
APK2	0.82	22.02 %
STU2	0.81	38.28 %
ERL2	0.78	25.08 %
KGL1	0.63	33.93 %
COL1	0.63	43.74 %
SDI1	0.54	34.46 %
APK1	0.46	24.97 %
KSM1	0.45	29.76 %
UDN1	0.37	32.36 %
TYI1	0.35	8.66 %
ARM1	0.30	18.76 %
WHTV	-0.10	4.68 %
Total	65.35	45.21 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	20.99	61.74 %
Gas-Stov	11.21	41.24 %
Grinder	9.22	37.15 %
Chimney	8.39	83.39 %
Iron	1.24	46.90 %
Small-Ap	1.00	18.67 %
In-Stove	0.80	48.04 %
Cook-Ele	0.27	83.72 %
Total	53.11	48.48 %

Branch *	MTD Sales L	Brand Share %
MDU1	5.65	45.61 %
MDU6	2.23	39.40 %
KKD3	1.98	31.92 %
NKI1	1.00	43.17 %
MDU7	0.90	24.33 %
PNI1	0.75	44.67 %
TEN1	0.63	24.95 %
MDU3	0.59	23.22 %
BNR1	0.56	25.30 %
KRR1	0.54	43.34 %
TDI1	0.53	33.24 %
PNV2	0.47	28.96 %
ODM1	0.44	42.01 %
PKM1	0.36	24.80 %
DGL2	0.34	14.13 %
ADP1	0.24	18.51 %
WHMD		0.00 %
Total	53.11	48.48 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mixie	24.54	71.02 %
Gas-Stov	10.27	41.53 %
Grinder	6.52	20.46 %
Chimney	3.36	51.63 %
In-Stove	1.63	21.86 %
Cook-Ele	1.20	92.77 %
Small-Ap	1.03	16.33 %
Iron	0.70	30.76 %
Total	49.25	42.01 %

Branch *	MTD Sales L	Brand Share %
CH08	2.93	39.16 %
CH47	2.52	29.69 %
CH07	2.11	35.06 %
CH42	2.09	35.11 %
CH49	1.92	28.44 %
CH39	0.84	27.17 %
CH30	0.65	33.95 %
CH29	0.56	40.73 %
GUD2	0.55	35.10 %
TKM1	0.53	45.10 %
MRM1	0.46	15.89 %
SKL1	0.34	40.54 %
CGL1	0.31	39.86 %
CH26	0.22	40.55 %
CH38	0.21	11.01 %
KNR1	0.14	36.46 %
CZWH	0.05	0.40 %
WCHN	-0.28	10.05 %
Total	49.25	42.01 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	19.95	60.04 %
Gas-Stov	9.48	45.94 %
Chimney	6.12	68.68 %
Grinder	3.57	67.03 %
In-Stove	2.39	82.22 %
Iron	0.81	47.65 %
Cook-Ele	0.74	100.00 %
Small-Ap	0.72	41.75 %
Cook-Pre	0.02	0.65 %
Total	43.81	56.44 %

Branch *	MTD Sales L	Brand Share %
SLM1	1.74	40.51 %
SIG1	1.43	42.54 %
VPD1	0.91	40.15 %
BMD1	0.78	42.32 %
RSP1	0.69	36.57 %
MCR1	0.59	30.98 %
CMI1	0.58	41.95 %
PLC1	0.58	21.10 %
KVP1	0.53	24.68 %
TRM1	0.44	23.44 %
HRR1	0.32	27.35 %
SGG1	0.26	28.17 %
TCG1	0.21	41.78 %
EDP1	0.21	18.80 %
OML1	0.20	16.74 %
PDR1	0.15	34.36 %
WHPD		0.00 %
Total	43.81	56.44 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	17.31	56.35 %
Gas-Stov	7.94	37.24 %
Grinder	7.85	45.64 %
Chimney	3.81	78.31 %
In-Stove	0.66	17.13 %
Iron	0.57	34.39 %
Small-Ap	0.40	14.19 %
Cook-Ele	0.20	59.80 %
Total	38.72	45.64 %

Branch *	MTD Sales L	Brand Share %
MVM1	2.32	35.47 %
TNJ1	2.09	40.85 %
KUM1	1.74	33.35 %
TNJ2	1.54	32.24 %
JKM1	1.06	32.98 %
TVR2	0.83	22.54 %
PBR1	0.66	34.68 %
NCK1	0.61	32.01 %
TTP1	0.60	36.55 %
APM1	0.51	27.81 %
KUM2	0.50	28.02 %
MSI1	0.38	38.34 %
KRN1	0.24	13.62 %
TRY4	0.22	8.83 %
PDK1	0.20	24.12 %
TRY2	0.08	41.92 %
WTRZ		0.00 %
Total	38.72	45.64 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	14.41	53.71 %
Chimney	7.17	68.41 %
Gas-Stov	6.17	34.04 %
Grinder	5.38	38.29 %
In-Stove	2.58	57.29 %
Iron	0.49	40.38 %
Small-Ap	0.42	13.82 %
Cook-Ele	0.27	100.00 %
Total	36.88	46.00 %

Branch *	MTD Sales L	Brand Share %
CBE2	4.10	41.77 %
KMR1	2.04	30.14 %
MPM1	1.75	45.50 %
PLI1	1.47	40.84 %
UMP1	0.91	39.32 %
CBE6	0.90	26.19 %
CNR1	0.76	44.22 %
CBE5	0.75	27.66 %
KGI1	0.68	37.66 %
AVI1	0.67	26.32 %
PPI1	0.65	30.76 %
KMD1	0.59	39.09 %
TPR3	0.38	26.58 %
KGM1	0.36	28.74 %
SYM2	0.32	27.92 %
GBM1	0.25	33.39 %
DPM2	0.25	13.85 %
GDR1	0.07	25.01 %
Total	36.88	46.00 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	12.10	58.66 %
Gas-Stov	4.83	31.20 %
Grinder	2.73	25.13 %
Chimney	1.38	36.25 %
In-Stove	0.87	30.35 %
Iron	0.43	28.65 %
Small-Ap	0.35	14.06 %
Total	22.69	38.50 %

Branch *	MTD Sales L	Brand Share %
CH15	2.82	33.19 %
CH12	2.11	42.80 %
CH18	2.09	44.44 %
CH03	1.76	42.92 %
CH21	0.98	36.53 %
CH46	0.48	37.68 %
CH27	0.44	41.78 %
CH24	0.41	15.01 %
PON1	0.41	44.92 %
CH23	0.38	30.46 %
MJR1	0.31	15.74 %
CH34	0.30	14.81 %
CH33	0.26	14.79 %
CH44	0.22	12.53 %
CH36	0.22	20.75 %
CH41	0.22	20.21 %
GPD1	0.20	26.08 %
CH32	0.14	38.46 %
CH01	0.14	42.48 %
CH51	0.04	3.45 %
MC06	0.01	27.32 %
Total	22.69	38.50 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	8.22	47.56 %
Grinder	4.03	38.60 %
Gas-Stov	3.26	31.32 %
Chimney	1.43	65.59 %
Iron	0.69	45.74 %
Small-Ap	0.45	30.42 %
In-Stove	0.05	3.94 %
Total	18.13	39.45 %

Branch *	MTD Sales L	Brand Share %
POY1	1.80	32.45 %
CUD1	1.18	21.99 %
ULP1	0.83	44.43 %
KML1	0.59	32.80 %
SJI2	0.56	27.09 %
KLM1	0.51	18.11 %
TDM1	0.40	35.33 %
CDM1	0.32	9.59 %
VPM2	0.27	21.49 %
TVM1	0.23	28.60 %
VPM1	0.11	29.06 %
TVM2	0.08	15.57 %
MKM1	0.05	4.18 %
WHUT		0.00 %
Total	18.13	39.45 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	8.78	55.92 %
Gas-Stov	3.02	28.15 %
In-Stove	2.13	66.33 %
Grinder	1.50	63.10 %
Chimney	1.44	54.12 %
Iron	0.45	36.75 %
Small-Ap	0.28	24.00 %
Total	17.60	45.80 %

Branch *	MTD Sales L	Brand Share %
VEL2	1.51	32.06 %
TRR1	1.18	35.61 %
KPM2	1.17	30.68 %
VNB1	0.84	43.17 %
ABR1	0.51	33.47 %
CGM1	0.51	41.85 %
PLR1	0.46	41.98 %
CPT1	0.46	42.98 %
VSI1	0.34	36.72 %
TRT1	0.30	41.46 %
ARC2	0.29	37.04 %
ANI1	0.29	33.07 %
GDM1	0.28	37.26 %
PTU1	0.27	44.59 %
CYR1	0.26	42.25 %
SLG1	0.14	18.38 %
UGI1	0.09	31.92 %
WHVL		0.00 %
Total	17.60	45.80 %