

MTD Sales
418.44 L

Brand Share %
47.90 %

Information:

MTD : 01-08-2025 To 20-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **47.90 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	197.18	63.84 %
Gas-Stov	81.52	37.31 %
Grinder	73.83	37.42 %
Chimney	34.16	87.01 %
In-Stove	21.84	53.25 %
Iron	7.03	23.43 %
Cook-Ele	2.67	80.30 %
Small-Ap	0.20	0.56 %
Total	418.44	47.90 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	75.02	50.11 %
SOUTH-03	55.52	46.61 %
TRICHY-01	54.20	48.45 %
WEST-02	53.26	58.06 %
WEST-01	49.35	45.92 %
CHENNAI-01	49.05	46.47 %
SOUTH ARCOT	28.37	45.29 %
CHENNAI-02	27.68	38.98 %
NORTH ARCOT	23.31	49.52 %
KL-SOUTH	2.67	36.14 %
Total	418.44	47.90 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	32.58	67.22 %
Grinder	15.97	41.70 %
Gas-Stov	15.49	40.30 %
Chimney	4.71	86.70 %
In-Stove	4.17	63.30 %
Iron	1.64	29.79 %
Cook-Ele	0.43	83.15 %
Small-Ap	0.02	0.33 %
Total	75.02	50.11 %

Branch *	MTD Sales L	Brand Share %
TVL1	4.68	45.58 %
VNR2	3.78	40.94 %
NGR1	3.65	42.00 %
MAR1	2.33	43.25 %
RND1	2.21	40.17 %
TKS1	2.03	25.92 %
SKD1	1.95	46.83 %
TCN1	1.93	43.38 %
APK1	1.85	46.12 %
SVK1	1.78	44.27 %
TYI1	1.63	47.79 %
ERL2	1.39	47.63 %
ASM1	0.89	40.38 %
SDI1	0.52	31.76 %
COL1	0.47	28.22 %
KSM1	0.45	26.28 %
ARM1	0.23	15.86 %
ERL1	0.19	35.33 %
S2SD		0.00 %
Total	75.02	50.11 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	25.68	63.87 %
Grinder	11.65	37.41 %
Gas-Stov	9.67	34.70 %
Chimney	4.10	95.37 %
In-Stove	3.18	56.00 %
Iron	1.02	23.61 %
Cook-Ele	0.20	62.50 %
Small-Ap	0.02	0.39 %
Total	55.52	46.61 %

Branch *	MTD Sales L	Brand Share %
MDU1	5.05	34.40 %
DGL1	5.03	44.56 %
MDU2	3.31	47.03 %
MDU6	2.67	44.05 %
CBM1	2.20	44.95 %
MDU5	1.43	44.16 %
BNR1	0.99	39.81 %
TDI1	0.95	36.19 %
KKD2	0.89	25.91 %
DGL2	0.86	33.90 %
DKI1	0.85	42.33 %
KPT1	0.74	44.71 %
NKI1	0.67	40.96 %
BTU1	0.63	35.66 %
PNI1	0.61	29.98 %
MDU3	0.60	47.06 %
PKM1	0.51	39.76 %
TEN1	0.43	25.44 %
ADP1	0.43	22.44 %
CMR1	0.31	33.38 %
ODM1	0.15	8.21 %
SZSD		0.00 %
Total	55.52	46.61 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	24.65	62.13 %
Grinder	11.64	40.67 %
Gas-Stov	9.12	36.32 %
In-Stove	3.68	54.87 %
Chimney	3.65	97.18 %
Iron	0.88	26.68 %
Cook-Ele	0.57	85.33 %
Small-Ap	0.02	0.53 %
Total	54.20	48.45 %

Branch *	MTD Sales L	Brand Share %
KUM1	3.57	40.07 %
MVM1	3.21	35.68 %
TNJ2	3.17	44.79 %
TNJ1	2.32	31.99 %
TVR2	1.97	36.25 %
JKM1	1.91	45.43 %
NGT1	1.31	47.71 %
TTP1	0.80	41.05 %
MSI1	0.73	43.40 %
KRN1	0.67	39.93 %
NCK1	0.60	25.57 %
PBR1	0.56	38.83 %
APM1	0.17	6.59 %
TZSD		0.00 %
Total	54.20	48.45 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	25.92	71.80 %
Gas-Stov	10.75	47.77 %
Grinder	7.02	46.01 %
Chimney	6.02	96.01 %
In-Stove	2.49	48.58 %
Iron	0.72	21.68 %
Cook-Ele	0.34	94.33 %
Small-Ap		0.16 %
Total	53.26	58.06 %

Branch *	MTD Sales L	Brand Share %
SLM1	3.42	45.66 %
ATU1	1.39	40.69 %
TRM1	1.24	42.24 %
KVP1	0.86	42.22 %
DPR2	0.85	38.39 %
MCR1	0.76	35.01 %
RSP1	0.76	35.04 %
OML1	0.71	40.76 %
SGG1	0.57	45.98 %
HRR1	0.46	20.59 %
TCG1	0.34	32.75 %
EDP1	0.33	19.24 %
WZWH		0.00 %
Total	53.26	58.06 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	21.07	57.68 %
Gas-Stov	9.71	34.27 %
Chimney	8.24	83.20 %
Grinder	7.13	33.67 %
In-Stove	2.54	50.54 %
Iron	0.49	14.95 %
Cook-Ele	0.11	84.83 %
Small-Ap	0.06	2.05 %
Total	49.35	45.92 %

Branch *	MTD Sales L	Brand Share %
CBE2	7.08	43.87 %
KMR1	3.45	36.49 %
MPM1	2.43	47.86 %
TPR3	1.58	47.28 %
TPR2	1.41	25.66 %
CBE6	1.41	32.94 %
AVI1	1.08	36.17 %
SYM2	1.07	36.04 %
PPI1	0.87	43.89 %
UMP1	0.76	39.12 %
PDM1	0.73	46.92 %
PLI1	0.73	14.93 %
TPR4	0.69	40.24 %
KGI1	0.54	29.21 %
DPM2	0.54	17.62 %
ANR1	0.37	40.66 %
GDR1	0.30	39.96 %
GBM1	0.09	38.60 %
WZSD		0.00 %
Total	49.35	45.92 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mixie	23.58	66.38 %
Gas-Stov	11.41	40.93 %
Grinder	8.08	31.65 %
Chimney	3.10	78.21 %
In-Stove	1.82	48.71 %
Iron	0.69	22.57 %
Cook-Ele	0.31	71.95 %
Small-Ap	0.07	1.21 %
Total	49.05	46.47 %

Branch *	MTD Sales L	Brand Share %
CH16	3.94	47.86 %
CH05	2.96	45.41 %
CH07	2.34	34.99 %
CH28	2.31	43.79 %
CH42	2.00	33.32 %
CH39	1.31	41.43 %
CH35	1.29	46.21 %
CH38	1.05	26.85 %
TKM1	0.96	42.43 %
SKL1	0.63	40.62 %
CH26	0.61	33.63 %
CGL1	0.56	47.76 %
MRM1	0.53	17.39 %
GUD2	0.48	18.40 %
KNR1	0.46	31.44 %
CH29	0.37	30.80 %
CZWH	0.09	3.32 %
MC10		0.00 %
WHC3		0.00 %
Total	49.05	46.47 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	14.43	59.80 %
Grinder	5.24	35.07 %
Gas-Stov	4.80	36.00 %
Chimney	1.56	75.57 %
In-Stove	1.48	47.84 %
Iron	0.58	26.19 %
Cook-Ele	0.29	74.04 %
Total	28.37	45.29 %

Branch *	MTD Sales L	Brand Share %
CUD1	3.36	35.52 %
POY2	3.33	44.04 %
POY1	2.50	29.31 %
VPM2	0.87	30.85 %
ULP1	0.86	34.04 %
CDM1	0.86	18.77 %
TRK1	0.84	37.90 %
TVM1	0.30	38.86 %
MKM1	0.25	20.48 %
Total	28.37	45.29 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	15.24	57.19 %
Gas-Stov	5.30	27.02 %
Grinder	3.71	25.51 %
Chimney	1.40	74.73 %
In-Stove	1.23	45.21 %
Iron	0.51	23.58 %
Cook-Ele	0.29	100.00 %
Total	27.68	38.98 %

Branch *	MTD Sales L	Brand Share %
CH15	4.83	43.39 %
CH18	2.46	41.15 %
CH03	2.17	35.25 %
CH12	1.77	44.71 %
CH21	1.03	31.88 %
CH33	0.81	28.50 %
CH17	0.76	46.71 %
MJR1	0.76	23.45 %
PON1	0.66	41.61 %
CH44	0.64	30.99 %
GPD1	0.63	39.96 %
CH09	0.60	31.28 %
CH24	0.59	17.09 %
CH34	0.51	15.26 %
CH20	0.48	17.14 %
CH41	0.47	24.95 %
CH46	0.42	32.32 %
CH31	0.40	42.80 %
CH01		0.00 %
Total	27.68	38.98 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	12.69	68.03 %
Gas-Stov	4.64	35.26 %
Grinder	3.03	45.31 %
Chimney	1.38	81.31 %
In-Stove	1.00	51.66 %
Iron	0.43	16.50 %
Cook-Ele	0.13	69.48 %
Total	23.31	49.52 %

Branch *	MTD Sales L	Brand Share %
TRR1	1.37	34.11 %
VSI1	1.00	44.83 %
VNB1	0.84	47.16 %
WJD1	0.77	41.80 %
KPM1	0.71	28.91 %
TRT1	0.61	47.43 %
ABR1	0.56	33.80 %
CPT1	0.50	42.85 %
CYR1	0.50	41.36 %
ANI1	0.48	43.43 %
SLG1	0.40	33.53 %
WJP1	0.31	35.12 %
UGI1	0.19	24.65 %
GDM1	0.19	40.26 %
PTU1	0.10	23.32 %
Total	23.31	49.52 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Mixie	1.35	46.02 %
Gas-Stov	0.64	27.64 %
Grinder	0.36	32.13 %
In-Stove	0.25	61.88 %
Iron	0.07	27.84 %
Total	2.67	36.14 %

Branch *	MTD Sales L	Brand Share %
TVP1	1.71	38.60 %
PAS1	0.49	25.74 %
KLR1	0.47	44.67 %
Total	2.67	36.14 %