

MTD Sales
295.69 L

Brand Share %
44.17 %

Information:

MTD : 01-09-2025 To 20-09-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **44.17 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	129.97	57.38 %
Gas-Stov	68.50	37.84 %
Grinder	46.34	34.63 %
Chimney	22.59	93.02 %
In-Stove	19.86	50.79 %
Iron	5.92	25.82 %
Cook-Ele	2.25	80.11 %
Small-Ap	0.26	0.66 %
Total	295.69	44.17 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	57.69	48.87 %
SOUTH-03	45.17	48.81 %
WEST-02	36.00	53.84 %
CHENNAI-01	35.00	31.85 %
WEST-01	31.76	41.83 %
TRICHY-01	31.29	47.37 %
NORTH ARCOT	18.20	49.81 %
CHENNAI-02	17.45	36.00 %
SOUTH ARCOT	17.34	43.36 %
KL-SOUTH	5.79	38.46 %
Total	295.69	44.17 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	24.79	64.26 %
Gas-Stov	12.36	37.94 %
Grinder	11.52	43.27 %
In-Stove	3.77	60.01 %
Chimney	3.35	91.44 %
Iron	1.44	30.87 %
Cook-Ele	0.42	73.27 %
Small-Ap	0.04	0.85 %
Total	57.69	48.87 %

Branch *	MTD Sales L	Brand Share %
NGR1	2.97	42.80 %
RND1	1.81	39.46 %
TKS2	1.65	37.86 %
TCN1	1.64	37.28 %
TYI1	1.56	40.89 %
VNR2	1.45	26.55 %
TKS1	1.07	23.65 %
ERL2	0.77	30.06 %
ASM1	0.71	42.17 %
APK1	0.66	36.49 %
APK2	0.37	26.08 %
ARM1	0.30	29.92 %
Total	57.69	48.87 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	19.99	67.11 %
Gas-Stov	9.82	39.16 %
Grinder	7.83	35.98 %
Chimney	3.42	97.46 %
In-Stove	2.70	56.05 %
Iron	1.05	32.77 %
Cook-Ele	0.35	94.89 %
Total	45.17	48.81 %

Branch *	MTD Sales L	Brand Share %
MDU1	3.39	32.67 %
DGL1	3.25	38.09 %
DGL2	1.48	43.35 %
KKD2	1.15	33.17 %
KPT1	0.82	42.97 %
MDU3	0.54	33.89 %
ODM1	0.46	27.77 %
PNV1	0.44	39.63 %
TEN1	0.41	24.70 %
BTU1	0.32	37.99 %
ADP1	0.06	6.17 %
SZSD	0.05	7.65 %
Total	45.17	48.81 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	15.30	65.11 %
Gas-Stov	8.32	44.93 %
Chimney	5.02	97.45 %
Grinder	3.52	38.46 %
In-Stove	2.99	55.95 %
Iron	0.68	28.36 %
Cook-Ele	0.16	88.47 %
Small-Ap	0.01	0.46 %
Total	36.00	53.84 %

Branch *	MTD Sales L	Brand Share %
SLM1	1.71	37.61 %
KVP1	0.85	41.80 %
VKL1	0.78	42.45 %
OML1	0.65	36.79 %
CMI1	0.51	43.38 %
MCR1	0.48	24.88 %
PMP1	0.40	34.70 %
DPR2	0.36	28.49 %
RSP1	0.33	30.03 %
HRR1	0.31	23.34 %
PLC1	0.30	24.29 %
PDR1	0.29	38.56 %
EDP1	0.14	20.74 %
WZWH	0.01	6.61 %
Total	36.00	53.84 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mixie	16.52	41.21 %
Gas-Stov	8.60	36.49 %
Grinder	5.71	25.96 %
In-Stove	1.86	37.91 %
Chimney	1.48	100.00 %
Iron	0.50	22.82 %
Cook-Ele	0.26	54.22 %
Small-Ap	0.07	0.43 %
Total	35.00	31.85 %

Branch *	MTD Sales L	Brand Share %
CH42	2.11	36.43 %
CH28	1.61	38.21 %
CH07	0.98	20.40 %
CH38	0.88	38.52 %
CH39	0.86	22.97 %
AVD1	0.63	43.02 %
CH35	0.49	29.89 %
CH29	0.47	36.37 %
MRM1	0.46	22.21 %
TKM1	0.39	25.06 %
CH26	0.33	42.01 %
GUD2	0.31	13.57 %
KNR1	0.23	26.17 %
CZWH		0.00 %
WHC3		0.00 %
Total	35.00	31.85 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	13.26	54.43 %
Gas-Stov	8.33	36.51 %
Grinder	3.90	29.64 %
Chimney	3.13	74.75 %
In-Stove	2.53	48.26 %
Iron	0.43	14.92 %
Cook-Ele	0.16	61.49 %
Small-Ap	0.02	0.56 %
Total	31.76	41.83 %

Branch *	MTD Sales L	Brand Share %
KMR1	2.46	34.67 %
CBE2	1.94	21.89 %
CBE6	1.19	31.04 %
TPR3	0.88	34.02 %
CBE3	0.67	39.61 %
CBE5	0.66	22.87 %
PPI1	0.55	37.36 %
KMD1	0.54	22.46 %
DPM2	0.48	19.94 %
PLI1	0.46	15.82 %
AVI1	0.40	17.85 %
ANR1	0.34	41.68 %
PDM1	0.32	28.99 %
TPR4	0.27	32.23 %
GBM1	0.18	33.76 %
KGI1	0.16	33.09 %
GDR1	0.12	40.01 %
WZSD	0.10	25.97 %
Total	31.76	41.83 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	12.52	56.64 %
Gas-Stov	7.36	42.79 %
Grinder	6.28	41.28 %
In-Stove	2.32	55.78 %
Chimney	1.92	94.77 %
Iron	0.56	28.90 %
Cook-Ele	0.31	100.00 %
Small-Ap	0.02	0.70 %
Total	31.29	47.37 %

Branch *	MTD Sales L	Brand Share %
MVM1	2.00	37.84 %
TNJ1	1.64	38.16 %
TVR2	1.57	39.82 %
KIK1	1.52	40.43 %
KUM1	1.50	34.65 %
PTK1	1.13	41.70 %
PDK1	0.68	41.83 %
ORU1	0.44	34.66 %
NCK1	0.28	18.55 %
TRY2	0.19	39.28 %
KRN1	0.13	15.17 %
APM1	0.10	10.84 %
TZSD		0.00 %
Total	31.29	47.37 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	8.93	67.67 %
Gas-Stov	4.22	36.59 %
Grinder	1.73	36.80 %
Chimney	1.65	100.00 %
In-Stove	1.19	52.78 %
Iron	0.34	21.06 %
Cook-Ele	0.12	86.54 %
Small-Ap	0.02	1.38 %
Total	18.20	49.81 %

Branch *	MTD Sales L	Brand Share %
KPM2	1.52	39.42 %
TRR1	1.01	43.82 %
AKM1	0.54	43.52 %
CGM1	0.38	38.73 %
PLR1	0.28	37.81 %
ARC2	0.27	31.72 %
GDM1	0.26	36.51 %
KPM1	0.25	23.58 %
WJP1	0.24	42.28 %
ABR1	0.23	24.66 %
UGI1	0.05	8.14 %
Total	18.20	49.81 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	8.37	49.58 %
Gas-Stov	4.10	28.48 %
Grinder	2.14	24.45 %
In-Stove	1.25	41.44 %
Chimney	0.90	100.00 %
Iron	0.41	22.77 %
Cook-Ele	0.23	100.00 %
Small-Ap	0.04	1.77 %
Total	17.45	36.00 %

Branch *	MTD Sales L	Brand Share %
CH15	2.02	33.22 %
CH03	1.41	42.98 %
CH18	1.27	35.49 %
CH34	0.92	25.20 %
CH21	0.76	28.10 %
CH20	0.61	31.61 %
CH36	0.53	38.46 %
GPD1	0.52	43.91 %
CH27	0.44	42.09 %
CH24	0.37	14.23 %
CH33	0.36	20.06 %
MJR1	0.35	17.27 %
CH44	0.30	22.51 %
CH09	0.29	18.38 %
CH41	0.28	16.32 %
CH17	0.26	38.53 %
CH46	0.19	28.65 %
PON1	0.17	18.97 %
MC06	0.02	35.13 %
Total	17.45	36.00 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	7.10	56.00 %
Gas-Stov	4.47	40.24 %
Grinder	2.56	27.77 %
Chimney	1.72	100.00 %
In-Stove	0.87	43.81 %
Iron	0.39	24.44 %
Cook-Ele	0.22	91.82 %
Total	17.34	43.36 %

Branch *	MTD Sales L	Brand Share %
CUD1	1.69	30.03 %
POY1	1.50	32.54 %
ULP1	0.72	24.44 %
VPM2	0.52	26.95 %
CDM1	0.24	10.07 %
TVM1	0.23	35.52 %
MKM1	0.22	24.15 %
TVM2	0.08	43.95 %
Total	17.34	43.36 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Mixie	3.20	60.02 %
Grinder	1.16	35.41 %
Gas-Stov	0.92	21.89 %
In-Stove	0.37	34.51 %
Iron	0.11	18.79 %
Small-Ap	0.03	5.74 %
Total	5.79	38.46 %

Branch *	MTD Sales L	Brand Share %
PAS1	1.13	32.76 %
KLR1	0.59	20.19 %
Total	5.79	38.46 %