

MTD Sales
358.11 L

Brand Share %
39.94 %

Information:

MTD : 01-09-2026 To 20-09-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **39.94 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	167.24	55.41 %
Gas-Stov	70.42	28.08 %
Grinder	49.90	30.96 %
Chimney	32.41	51.93 %
In-Stove	30.09	51.79 %
Iron	7.76	29.60 %
Small-Ap	0.30	0.82 %
Total	358.11	39.94 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	70.63	40.70 %
SOUTH-03	52.23	43.29 %
CHENNAI-01	46.04	37.29 %
TRICHY-01	45.66	43.55 %
WEST-02	34.77	49.84 %
CHENNAI-02	26.14	34.96 %
WEST-01	24.97	35.18 %
NORTH ARCOT	20.26	35.10 %
SOUTH ARCOT	19.98	32.15 %
WEST-03	17.43	44.87 %
Total	358.11	39.94 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	38.50	60.08 %
Gas-Stov	11.60	26.09 %
Grinder	9.55	26.23 %
In-Stove	5.18	54.33 %
Chimney	4.17	53.87 %
Iron	1.56	27.08 %
Small-Ap	0.07	1.19 %
Total	70.63	40.70 %

Branch *	MTD Sales L	Brand Share %
KVT1	4.05	30.53 %
TVL1	3.14	33.08 %
NGR1	2.76	32.03 %
RND2	2.42	31.06 %
TKS2	2.41	31.02 %
VNR2	2.06	30.14 %
RND1	1.98	32.59 %
TKS1	1.82	29.40 %
SDI1	0.93	29.45 %
KGL1	0.61	39.04 %
APK2	0.49	14.64 %
VNR1	0.49	25.06 %
UDN1	0.44	32.10 %
ARM1	0.39	35.58 %
KSM1	0.35	19.89 %
APK1	0.32	17.10 %
SGT1	0.28	39.20 %
TYI1	0.06	2.18 %
S2SD		0.00 %
Total	70.63	40.70 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	21.27	57.18 %
Grinder	10.32	38.34 %
Gas-Stov	10.22	30.43 %
Chimney	5.17	61.09 %
In-Stove	3.96	55.13 %
Iron	1.26	33.36 %
Small-Ap	0.02	0.63 %
Total	52.23	43.29 %

Branch *	MTD Sales L	Brand Share %
MDU1	4.01	32.92 %
DGL1	3.74	36.84 %
KKD3	2.31	36.93 %
DKI1	0.96	27.15 %
NKI1	0.95	34.18 %
KRR1	0.83	37.52 %
PNI1	0.79	33.60 %
BNR1	0.77	39.04 %
KPT1	0.72	36.65 %
BTU1	0.69	39.25 %
PNV2	0.60	38.79 %
SVG1	0.60	38.13 %
TDI1	0.54	30.92 %
PKM1	0.50	28.26 %
CMR1	0.42	28.52 %
MNM1	0.42	38.77 %
MDU3	0.39	18.75 %
TEN1	0.29	17.96 %
ODM1	0.29	21.01 %
MDU7	0.23	6.64 %
DGL2	0.16	8.69 %
ADP1	0.06	2.85 %
Total	52.23	43.29 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mixie	23.07	56.97 %
Gas-Stov	9.48	28.08 %
Grinder	6.87	29.44 %
In-Stove	3.28	38.80 %
Chimney	2.54	36.93 %
Iron	0.79	28.23 %
Total	46.04	37.29 %

Branch *	MTD Sales L	Brand Share %
CH47	2.83	31.16 %
CH49	2.47	23.43 %
CH07	2.12	34.77 %
CH42	1.73	35.04 %
CH28	1.60	24.14 %
CH22	1.47	31.02 %
AVD1	1.29	36.41 %
CH08	1.09	36.24 %
CH30	0.99	23.22 %
GUD2	0.82	27.78 %
CGL1	0.77	24.75 %
SKL1	0.77	33.65 %
CH38	0.72	22.15 %
CH39	0.70	17.85 %
MRM1	0.61	21.54 %
KNR1	0.53	35.57 %
CZWH	0.07	33.40 %
Total	46.04	37.29 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	17.31	53.72 %
Gas-Stov	11.11	35.65 %
Grinder	6.86	33.73 %
In-Stove	5.66	62.49 %
Chimney	3.70	58.62 %
Iron	0.92	35.38 %
Small-Ap	0.09	2.94 %
Total	45.66	43.55 %

Branch *	MTD Sales L	Brand Share %
MVM1	3.25	32.75 %
KUM1	2.18	34.52 %
KIK1	2.15	36.80 %
JKM1	1.03	32.90 %
KUM2	0.73	26.02 %
ORU1	0.71	35.36 %
TRY4	0.71	24.56 %
AYR1	0.46	26.00 %
PBR1	0.38	32.29 %
APM1	0.38	26.31 %
KRN1	0.32	20.86 %
NCK1	0.19	13.16 %
Total	45.66	43.55 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	13.96	57.30 %
Gas-Stov	9.10	39.83 %
Chimney	4.93	66.09 %
Grinder	2.95	45.39 %
In-Stove	2.94	63.42 %
Iron	0.87	39.90 %
Small-Ap	0.02	1.32 %
Total	34.77	49.84 %

Branch *	MTD Sales L	Brand Share %
SLM1	1.48	27.19 %
PLC1	0.98	26.26 %
SLM3	0.97	26.66 %
MCR1	0.96	26.35 %
HRR1	0.76	34.83 %
BMD1	0.62	39.48 %
KVP1	0.45	23.26 %
DPR2	0.41	20.97 %
EDP1	0.32	28.09 %
SGI1	0.27	20.10 %
WZWH		0.00 %
Total	34.77	49.84 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	14.68	55.26 %
Gas-Stov	3.85	19.44 %
Grinder	2.67	22.82 %
In-Stove	2.23	46.24 %
Chimney	2.01	40.15 %
Iron	0.64	29.46 %
Small-Ap	0.07	1.50 %
Total	26.14	34.96 %

Branch *	MTD Sales L	Brand Share %
CH15	2.83	38.01 %
CH03	1.85	32.84 %
CH18	1.84	28.49 %
PON1	0.73	31.13 %
CH12	0.60	22.40 %
CH33	0.59	19.50 %
CH44	0.58	35.71 %
CH27	0.58	31.87 %
UK11	0.50	37.61 %
GPD1	0.42	32.86 %
CH24	0.39	12.46 %
CH21	0.37	11.32 %
CH46	0.26	22.60 %
CH23	0.25	29.75 %
CH31	0.21	28.08 %
CH41	0.20	11.42 %
MJR1	0.19	8.09 %
CH32	0.10	21.91 %
CH51	0.04	24.27 %
WHC3		0.00 %
Total	26.14	34.96 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	12.02	53.81 %
Gas-Stov	4.31	21.35 %
Chimney	3.22	40.09 %
Grinder	3.02	27.88 %
In-Stove	2.00	42.55 %
Iron	0.37	21.84 %
Small-Ap	0.02	0.78 %
Total	24.97	35.18 %

Branch *	MTD Sales L	Brand Share %
KMR1	2.54	34.04 %
CBE2	1.99	17.38 %
CBE4	1.86	35.84 %
PLI1	1.23	28.11 %
SNR1	1.14	27.16 %
CBE5	0.85	32.79 %
UMP1	0.84	36.15 %
CBE6	0.50	9.32 %
PPI1	0.50	31.43 %
KMD1	0.41	23.18 %
KGI1	0.40	32.32 %
DPM2	0.38	17.52 %
CNR1	0.29	21.33 %
PDM1	0.22	18.42 %
WZSD		0.00 %
Total	24.97	35.18 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	9.14	47.54 %
Gas-Stov	4.10	22.45 %
Chimney	2.94	48.94 %
In-Stove	1.83	55.22 %
Grinder	1.62	27.72 %
Iron	0.63	33.74 %
Total	20.26	35.10 %

Branch *	MTD Sales L	Brand Share %
KPM2	1.70	32.29 %
VEL3	1.25	30.29 %
VNB1	0.73	28.24 %
SBR1	0.72	30.27 %
VEL2	0.72	16.58 %
GDM1	0.64	36.51 %
CPT1	0.48	22.81 %
PLR1	0.47	27.47 %
ABR1	0.43	17.35 %
AKM1	0.40	19.77 %
WJP1	0.38	36.79 %
ARC2	0.36	28.90 %
VSI1	0.35	29.38 %
CYR1	0.29	33.64 %
KPM1	0.25	30.67 %
TRT1	0.22	15.68 %
SLG1	0.20	22.44 %
CGM1	0.18	29.67 %
UGI1	0.06	11.24 %
Total	20.26	35.10 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	9.96	45.61 %
Grinder	3.89	29.27 %
Gas-Stov	3.12	19.92 %
In-Stove	1.37	36.86 %
Chimney	1.11	38.62 %
Iron	0.53	23.65 %
Total	19.98	32.15 %

Branch *	MTD Sales L	Brand Share %
POY1	1.87	25.87 %
CUD1	1.83	22.82 %
KLM1	0.84	25.84 %
VPM2	0.75	28.24 %
SJI2	0.71	26.84 %
KML1	0.67	26.96 %
TDM1	0.66	25.84 %
PRT1	0.62	27.15 %
ULP1	0.47	18.84 %
CDM1	0.34	7.60 %
VPM1	0.21	19.98 %
TVM1	0.18	24.27 %
MKM1	0.14	11.76 %
Total	19.98	32.15 %

WEST-03

Property	MTD Sales L	Brand Share %
Mixie	7.33	54.37 %
Gas-Stov	3.51	32.06 %
Chimney	2.62	71.88 %
Grinder	2.15	35.81 %
In-Stove	1.66	60.92 %
Iron	0.17	16.23 %
Total	17.43	44.87 %

Branch *	MTD Sales L	Brand Share %
AVI1	1.12	34.78 %
TPR2	1.10	25.36 %
KGM1	0.46	27.12 %
SYM2	0.28	21.10 %
TPR3	0.25	22.63 %
SGG1	0.24	33.17 %
PDR1	0.15	20.95 %
W3SD		0.00 %
Total	17.43	44.87 %