

MTD Sales
575.76 L

Brand Share %
40.57 %

Information:

MTD : 01-10-2025 To 20-10-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **40.57 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	262.10	53.95 %
Gas-Stov	120.73	33.25 %
Grinder	107.00	35.24 %
Chimney	43.56	68.70 %
In-Stove	31.25	51.86 %
Iron	7.78	22.75 %
Cook-Ele	3.47	80.01 %
Small-Ap	0.12	0.32 %
Acces-SA	-0.04	100.00 %
Cook-Pre	-0.22	-0.33 %
Total	575.76	40.57 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	104.34	45.42 %
SOUTH-03	101.18	42.35 %
WEST-02	75.53	48.16 %
TRICHY-01	69.37	43.60 %
CHENNAI-01	61.82	30.62 %
WEST-01	61.05	38.98 %
CHENNAI-02	36.52	35.22 %
NORTH ARCOT	31.76	40.66 %
SOUTH ARCOT	31.31	37.02 %
KL-SOUTH	2.89	29.96 %
Total	575.76	40.57 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	47.58	61.33 %
Grinder	23.58	41.49 %
Gas-Stov	20.03	36.37 %
In-Stove	6.66	61.68 %
Chimney	4.31	79.95 %
Iron	1.50	25.54 %
Cook-Ele	0.70	75.54 %
Acces-SA	-0.01	100.00 %
Small-Ap	-0.02	-0.37 %
Total	104.34	45.42 %

Branch *	MTD Sales L	Brand Share %
NGR1	5.60	38.61 %
VNR2	3.12	24.11 %
TCN1	2.86	38.51 %
MAR1	2.63	33.38 %
TKS1	2.16	20.64 %
APK1	2.02	38.77 %
TYI1	1.98	36.62 %
APK2	1.40	31.24 %
ERL2	1.19	35.72 %
ARM1	1.08	34.51 %
ASM1	1.01	34.02 %
UDN1	0.67	34.44 %
COL1	0.61	33.02 %
KSM1	0.56	30.81 %
Total	104.34	45.42 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	44.36	56.57 %
Grinder	21.62	35.51 %
Gas-Stov	19.79	36.67 %
Chimney	8.60	75.89 %
In-Stove	4.69	51.27 %
Iron	1.55	26.21 %
Cook-Ele	0.54	80.95 %
Small-Ap	0.03	0.46 %
Total	101.18	42.35 %

Branch *	MTD Sales L	Brand Share %
MDU1	8.63	27.95 %
DGL1	8.41	37.00 %
MDU6	4.20	36.11 %
ATG1	2.26	39.61 %
MDU4	1.60	34.87 %
MDU3	1.40	25.59 %
BTU1	1.26	39.27 %
NKI1	1.25	31.53 %
DGL2	1.11	18.50 %
BNR1	1.11	24.59 %
PKM1	1.10	39.35 %
KPT1	1.04	30.56 %
TEN1	0.92	21.09 %
CMR1	0.89	38.45 %
ODM1	0.46	8.89 %
ADP1	0.38	10.12 %
KKD2	0.26	14.05 %
Total	101.18	42.35 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	35.47	61.73 %
Gas-Stov	15.77	41.66 %
Grinder	10.05	39.95 %
Chimney	9.47	69.28 %
In-Stove	3.79	53.04 %
Iron	0.90	23.05 %
Cook-Ele	0.14	100.00 %
Small-Ap	-0.01	-0.36 %
Acces-SA	-0.02	100.00 %
Cook-Pre	-0.03	-0.39 %
Total	75.53	48.16 %

Branch *	MTD Sales L	Brand Share %
SLM1	4.50	33.45 %
KVP1	1.47	34.62 %
TRM1	1.33	27.24 %
MCR1	1.33	26.02 %
KMM1	1.25	39.72 %
PLC1	1.24	27.78 %
VKL1	1.04	32.68 %
HRR1	1.03	25.18 %
SGG1	0.95	28.16 %
OML1	0.78	24.82 %
PMP1	0.65	24.25 %
EDP1	0.54	23.78 %
DPR2	0.48	17.48 %
TCG1	0.44	19.13 %
Total	75.53	48.16 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	29.45	57.28 %
Gas-Stov	15.47	38.28 %
Grinder	14.91	38.24 %
In-Stove	5.00	57.22 %
Chimney	3.18	78.21 %
Cook-Ele	0.69	78.88 %
Iron	0.67	21.90 %
Small-Ap	0.02	0.46 %
Cook-Pre	-0.01	-0.17 %
Total	69.37	43.60 %

Branch *	MTD Sales L	Brand Share %
TNJ2	4.26	39.62 %
MVM1	3.80	30.71 %
TNJ1	3.34	32.41 %
TVR2	2.89	35.35 %
KUM1	2.79	30.35 %
JKM1	2.21	38.74 %
ORU1	1.27	35.42 %
MSI1	1.04	35.85 %
NCK1	0.87	27.91 %
KRN1	0.87	24.67 %
TRY2	0.72	38.66 %
AYR1	0.64	37.40 %
APM1	0.18	8.07 %
Total	69.37	43.60 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mixie	27.68	37.81 %
Gas-Stov	15.96	24.88 %
Grinder	11.33	31.85 %
Chimney	3.04	42.84 %
In-Stove	2.68	46.51 %
Iron	0.69	22.70 %
Cook-Ele	0.40	82.18 %
Small-Ap	0.04	1.00 %
Total	61.82	30.62 %

Branch *	MTD Sales L	Brand Share %
CH16	3.98	34.70 %
CH42	3.30	34.67 %
CH45	2.40	38.79 %
GUD1	2.10	34.07 %
CH07	1.93	26.96 %
CH28	1.92	29.33 %
CH30	1.33	27.23 %
MRM1	1.16	23.50 %
TKM1	1.14	30.55 %
SKL1	1.00	38.44 %
CH39	0.96	27.94 %
GUD2	0.67	14.48 %
KNR1	0.25	10.18 %
CZWH		0.00 %
MC09		0.00 %
MC10		0.00 %
WHC3		0.00 %
Total	61.82	30.62 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	24.75	50.15 %
Gas-Stov	13.22	32.48 %
Chimney	9.75	78.09 %
Grinder	9.47	29.80 %
In-Stove	3.22	48.69 %
Iron	0.66	16.28 %
Cook-Ele	0.15	64.96 %
Small-Ap	0.01	0.13 %
Acces-SA	-0.01	100.00 %
Cook-Pre	-0.18	-2.40 %
Total	61.05	38.98 %

Branch *	MTD Sales L	Brand Share %
CBE2	6.82	34.60 %
TPR2	2.52	37.25 %
MPM1	2.48	38.60 %
PLI1	1.93	23.03 %
KGM1	1.70	38.15 %
AVI1	1.24	24.73 %
CBE5	1.06	17.71 %
TPR3	1.04	18.59 %
SYM2	0.98	22.41 %
DPM2	0.93	21.15 %
CBE6	0.87	16.14 %
PPI1	0.86	23.40 %
UMP1	0.77	33.24 %
CBE3	0.72	30.33 %
GBM1	0.68	32.87 %
CNR1	0.59	27.03 %
Total	61.05	38.98 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	19.47	53.04 %
Gas-Stov	7.13	25.99 %
Grinder	5.53	25.03 %
Chimney	1.75	51.39 %
In-Stove	1.68	41.60 %
Iron	0.49	17.80 %
Cook-Ele	0.47	88.72 %
Total	36.52	35.22 %

Branch *	MTD Sales L	Brand Share %
CH15	3.34	31.99 %
CH03	3.33	37.61 %
CH18	2.55	36.63 %
MJR1	1.58	25.85 %
CH20	1.54	31.43 %
CH24	1.13	20.88 %
CH46	0.92	38.72 %
CH09	0.88	34.81 %
PON1	0.80	30.72 %
CH27	0.53	34.67 %
CH17	0.52	31.14 %
CH41	0.52	17.79 %
CH33	0.50	15.38 %
CH31	0.41	32.91 %
MC06	0.24	39.91 %
CH36	0.22	23.39 %
CH44	0.17	10.45 %
CH32	0.09	14.31 %
CH34	0.05	0.78 %
Total	36.52	35.22 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	17.01	57.15 %
Gas-Stov	6.11	29.04 %
Grinder	3.91	38.29 %
Chimney	2.34	61.17 %
In-Stove	1.67	49.96 %
Iron	0.58	21.91 %
Cook-Ele	0.15	71.64 %
Total	31.76	40.66 %

Branch *	MTD Sales L	Brand Share %
TRR1	1.70	25.42 %
AKM1	1.38	34.25 %
SLG1	1.33	36.54 %
WJD1	1.04	25.68 %
VNB1	0.85	33.33 %
KPM1	0.79	36.32 %
CPT1	0.69	33.32 %
CGM1	0.54	31.71 %
CYR1	0.53	20.40 %
ABR1	0.52	23.58 %
PTU1	0.30	22.22 %
UGI1	0.26	19.49 %
Total	31.76	40.66 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	14.53	51.09 %
Gas-Stov	6.85	34.06 %
Grinder	6.31	30.60 %
In-Stove	1.73	43.14 %
Chimney	0.99	49.28 %
Iron	0.68	26.74 %
Cook-Ele	0.20	83.24 %
Small-Ap	0.02	0.91 %
Total	31.31	37.02 %

Branch *	MTD Sales L	Brand Share %
CUD1	3.28	26.51 %
POY1	2.74	26.62 %
SJI2	1.18	27.84 %
TRK1	1.17	37.61 %
ULP1	1.17	27.38 %
VPM2	1.08	34.18 %
STP1	0.85	37.81 %
CDM1	0.53	9.81 %
VPM1	0.50	39.11 %
TVM2	0.39	39.63 %
MKM1	0.20	11.68 %
Total	31.31	37.02 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Mixie	1.80	51.71 %
Gas-Stov	0.42	17.12 %
Grinder	0.29	19.73 %
Chimney	0.13	100.00 %
In-Stove	0.13	19.25 %
Iron	0.06	15.15 %
Small-Ap	0.03	6.40 %
Cook-Ele	0.02	100.00 %
Total	2.89	29.96 %

Branch *	MTD Sales L	Brand Share %
TVP1	1.27	26.72 %
PAS1	0.92	33.93 %
KLR1	0.70	32.17 %
Total	2.89	29.96 %