

MTD Sales
320.12 L

Brand Share %
43.58 %

Information:

MTD : 01-11-2025 To 20-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **43.58 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	143.89	58.37 %
Gas-Stov	70.71	35.65 %
Grinder	54.65	34.55 %
In-Stove	22.66	52.47 %
Chimney	20.17	62.47 %
Iron	5.46	23.85 %
Cook-Ele	2.20	72.64 %
Small-Ap	0.40	1.32 %
Total	320.12	43.58 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	55.33	45.48 %
SOUTH-03	48.71	45.86 %
CHENNAI-01	41.45	45.12 %
WEST-02	38.74	49.04 %
TRICHY-01	38.38	46.72 %
WEST-01	36.12	41.34 %
CHENNAI-02	24.81	35.42 %
SOUTH ARCOT	18.34	37.33 %
NORTH ARCOT	15.24	38.67 %
KL-SOUTH	3.00	39.12 %
Total	320.12	43.58 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	23.51	59.40 %
Gas-Stov	11.91	36.22 %
Grinder	11.68	41.90 %
In-Stove	3.91	54.53 %
Chimney	2.51	72.07 %
Iron	1.24	29.51 %
Cook-Ele	0.47	69.51 %
Small-Ap	0.11	1.83 %
Total	55.33	45.48 %

Branch *	MTD Sales L	Brand Share %
KVT1	4.26	41.37 %
TVL1	3.43	41.29 %
NGR1	2.19	35.88 %
VNR2	2.05	30.90 %
RND1	1.75	42.16 %
MAR1	1.67	33.50 %
TCN1	1.37	38.92 %
ERL2	1.14	43.24 %
TKS1	1.08	22.33 %
TYI1	0.98	41.23 %
APK1	0.92	39.78 %
ASM1	0.75	31.81 %
APK2	0.74	31.18 %
SDI1	0.56	37.78 %
ARM1	0.37	18.68 %
COL1	0.31	42.27 %
KSM1	0.18	18.98 %
S2SD		0.00 %
Total	55.33	45.48 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	21.70	62.65 %
Grinder	9.74	36.06 %
Gas-Stov	9.40	35.03 %
In-Stove	3.50	56.85 %
Chimney	3.00	72.05 %
Iron	0.96	30.30 %
Cook-Ele	0.36	63.27 %
Small-Ap	0.04	1.22 %
Total	48.71	45.86 %

Branch *	MTD Sales L	Brand Share %
MDU1	4.36	34.56 %
MDU6	3.34	43.24 %
DGL1	3.02	38.78 %
MDU2	2.73	43.36 %
CBM1	1.34	38.43 %
ATG1	1.20	42.26 %
MDU3	0.93	28.78 %
PNI1	0.65	32.73 %
DKI1	0.61	43.05 %
BNR1	0.59	34.13 %
KPT1	0.53	28.72 %
DGL2	0.48	19.41 %
SGP1	0.41	37.57 %
ODM1	0.39	24.22 %
BTU1	0.36	30.13 %
MNM1	0.35	40.58 %
ADP1	0.28	14.79 %
TEN1	0.16	7.88 %
SZSD	0.03	9.16 %
Total	48.71	45.86 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mixie	18.47	63.89 %
Gas-Stov	11.02	41.19 %
Grinder	7.13	30.18 %
Chimney	1.99	78.22 %
In-Stove	1.92	48.38 %
Iron	0.49	21.52 %
Cook-Ele	0.28	82.31 %
Small-Ap	0.16	4.51 %
Total	41.45	45.12 %

Branch *	MTD Sales L	Brand Share %
CH16	3.23	43.57 %
CH08	2.88	41.54 %
CH42	2.41	40.19 %
CH07	1.70	36.73 %
CH30	1.23	42.05 %
CH38	1.00	37.08 %
SKL1	0.81	37.14 %
AVD1	0.81	42.71 %
CH35	0.77	43.03 %
CH39	0.67	19.27 %
MRM1	0.54	19.34 %
CH26	0.44	39.57 %
GUD2	0.44	20.11 %
CH40	0.20	39.57 %
TKM1	0.15	11.16 %
WHC3		0.00 %
Total	41.45	45.12 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	17.80	61.68 %
Gas-Stov	9.49	44.00 %
Grinder	4.50	37.31 %
Chimney	3.25	58.14 %
In-Stove	3.06	52.43 %
Iron	0.58	22.87 %
Cook-Ele	0.03	57.14 %
Small-Ap	0.02	0.86 %
Total	38.74	49.04 %

Branch *	MTD Sales L	Brand Share %
SLM1	2.29	34.57 %
TRM1	1.01	32.53 %
KMM1	0.70	36.58 %
OML1	0.67	29.72 %
MCR1	0.62	23.77 %
DPR1	0.55	42.88 %
BMD1	0.50	35.72 %
SGI1	0.44	29.98 %
KVP1	0.41	17.89 %
HRR1	0.38	19.62 %
TCG1	0.33	32.80 %
PLC1	0.33	14.06 %
SGG1	0.32	26.72 %
DPR2	0.29	19.81 %
EDP1	0.21	18.46 %
Total	38.74	49.04 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	16.48	60.12 %
Gas-Stov	7.77	38.40 %
Grinder	7.66	38.92 %
In-Stove	3.77	61.60 %
Chimney	1.77	79.10 %
Iron	0.61	27.64 %
Cook-Ele	0.32	64.97 %
Total	38.38	46.72 %

Branch *	MTD Sales L	Brand Share %
MVM1	2.51	35.80 %
KUM1	2.39	38.30 %
TNJ1	1.89	37.68 %
TNJ2	1.57	36.61 %
JKM1	1.30	43.09 %
TTP1	0.66	41.67 %
PDK1	0.66	42.44 %
KRN1	0.56	40.71 %
TRY4	0.46	13.62 %
MSI1	0.44	37.04 %
ORU1	0.42	29.32 %
NCK1	0.22	14.98 %
APM1	0.10	9.84 %
Total	38.38	46.72 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	15.13	55.24 %
Gas-Stov	7.78	32.37 %
Grinder	5.12	29.53 %
Chimney	4.81	64.99 %
In-Stove	2.58	53.83 %
Iron	0.47	16.53 %
Cook-Ele	0.19	90.18 %
Small-Ap	0.04	1.32 %
Total	36.12	41.34 %

Branch *	MTD Sales L	Brand Share %
CBE2	4.11	30.69 %
KMR1	2.49	42.13 %
MPM1	1.64	40.97 %
TPR2	1.45	34.92 %
CBE6	1.09	28.42 %
CBE5	1.07	32.19 %
PLI1	1.01	26.24 %
AVI1	0.89	28.62 %
DPM2	0.88	29.72 %
TPR3	0.62	26.60 %
CNR1	0.55	41.27 %
PDM1	0.52	29.24 %
UMP1	0.48	33.38 %
TPR4	0.28	20.47 %
PPI1	0.23	13.17 %
SYM2	0.12	8.57 %
WHCB		0.00 %
WZSD		0.00 %
Total	36.12	41.34 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	12.67	50.63 %
Gas-Stov	5.07	26.84 %
Grinder	4.01	27.96 %
Chimney	1.28	37.62 %
In-Stove	1.26	40.21 %
Iron	0.36	18.40 %
Cook-Ele	0.16	88.90 %
Total	24.81	35.42 %

Branch *	MTD Sales L	Brand Share %
CH18	2.69	41.79 %
CH15	2.41	28.76 %
CH20	1.22	37.92 %
CH17	1.18	35.13 %
CH24	1.05	19.76 %
CH09	0.66	37.56 %
CH33	0.60	20.19 %
MJR1	0.58	19.53 %
CH41	0.55	24.46 %
CH36	0.46	32.66 %
GPD1	0.45	35.94 %
PON1	0.42	39.53 %
CH34	0.36	9.12 %
CH23	0.35	34.86 %
CH44	0.33	18.40 %
CH46	0.32	30.16 %
CH32	0.19	26.01 %
CH31	0.04	10.90 %
Total	24.81	35.42 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	8.62	51.20 %
Gas-Stov	4.10	33.22 %
Grinder	3.16	29.41 %
In-Stove	1.57	42.46 %
Iron	0.33	20.90 %
Cook-Ele	0.29	78.60 %
Chimney	0.26	19.14 %
Small-Ap	0.02	1.00 %
Total	18.34	37.33 %

Branch *	MTD Sales L	Brand Share %
POY1	2.52	42.20 %
POY2	1.85	42.81 %
CUD1	1.80	26.76 %
TRK1	0.81	32.33 %
ULP1	0.66	30.39 %
VPM2	0.66	31.71 %
TDM1	0.61	32.06 %
KML1	0.56	36.13 %
SJI2	0.35	32.13 %
TVM2	0.32	30.70 %
CDM1	0.31	9.23 %
VCM1	0.30	36.88 %
VPM1	0.27	39.04 %
STP1	0.26	28.07 %
MKM1	0.13	9.19 %
Total	18.34	37.33 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	7.51	50.57 %
Gas-Stov	3.61	28.44 %
Grinder	1.46	31.47 %
Chimney	1.24	60.39 %
In-Stove	0.99	55.68 %
Iron	0.38	21.43 %
Cook-Ele	0.05	56.40 %
Total	15.24	38.67 %

Branch *	MTD Sales L	Brand Share %
TRR1	0.72	19.51 %
AKM1	0.64	42.98 %
VSI1	0.44	27.56 %
WJD1	0.44	30.31 %
ABR1	0.36	28.95 %
CPT1	0.35	33.89 %
ARC2	0.33	31.08 %
SLG1	0.33	31.32 %
CYR1	0.32	35.07 %
KPM1	0.31	26.13 %
VNB1	0.31	20.85 %
TRT1	0.31	28.58 %
PTU1	0.30	21.17 %
PLR1	0.25	33.12 %
CGM1	0.16	13.46 %
UGI1		0.00 %
WHVL		0.00 %
Total	15.24	38.67 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Mixie	2.01	66.03 %
Gas-Stov	0.57	26.83 %
Grinder	0.18	21.47 %
In-Stove	0.12	20.59 %
Chimney	0.05	100.00 %
Cook-Ele	0.04	100.00 %
Iron	0.03	9.77 %
Total	3.00	39.12 %

Branch *	MTD Sales L	Brand Share %
TVP1	1.57	42.72 %
KLR1	0.87	39.92 %
PAS1	0.56	30.90 %
Total	3.00	39.12 %