



TN : PREETHI Sales Performance 22/03/2026 9:26 AM

MTD Sales
415.38 L

Brand Share %
48.37 %

Information:

MTD : 01-03-2026 To 21-03-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **48.37 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	150.42	57.87 %
In-Stove	98.34	68.44 %
Gas-Stov	67.54	35.42 %
Grinder	53.03	36.01 %
Chimney	29.20	59.59 %
Iron	7.56	28.42 %
Small-Ap	6.56	17.64 %
Cook-Ele	2.73	63.00 %
Total	415.38	48.37 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	73.50	51.67 %
SOUTH-03	61.59	48.06 %
CHENNAI-01	54.70	46.91 %
WEST-02	53.62	54.98 %
TRICHY-01	50.17	51.80 %
WEST-01	41.66	46.71 %
CHENNAI-02	36.83	44.21 %
NORTH ARCOT	24.15	43.60 %
SOUTH ARCOT	19.16	38.75 %
Total	415.38	48.37 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	28.05	62.77 %
In-Stove	13.80	68.75 %
Gas-Stov	11.40	37.30 %
Grinder	11.33	41.14 %
Chimney	5.00	67.92 %
Small-Ap	1.95	29.21 %
Iron	1.79	36.92 %
Cook-Ele	0.18	34.70 %
Total	73.50	51.67 %

Branch *	MTD Sales L	Brand Share %
NGR1	3.26	38.49 %
VNR2	3.17	41.12 %
TCN1	2.23	48.04 %
RND1	2.11	46.87 %
TY11	1.13	39.22 %
APK1	1.08	37.52 %
ERL2	1.00	26.43 %
APK2	0.94	31.46 %
ASM1	0.89	43.00 %
SDI1	0.79	40.90 %
STU2	0.77	39.63 %
SGT1	0.57	47.99 %
TKS1	0.49	10.39 %
ARM1	0.43	26.49 %
KSM1	0.25	30.14 %
S2SD	0.06	16.16 %
WHTV		0.00 %
Total	73.50	51.67 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	22.26	61.44 %
Grinder	10.82	40.52 %
Gas-Stov	9.73	33.24 %
In-Stove	9.62	61.37 %
Chimney	6.52	69.35 %
Iron	1.43	29.33 %
Small-Ap	1.02	18.49 %
Cook-Ele	0.19	39.06 %
Total	61.59	48.06 %

Branch *	MTD Sales L	Brand Share %
DGL1	4.03	33.00 %
MDU2	3.69	47.86 %
KKD3	2.79	38.90 %
MDU7	1.24	38.48 %
KPT1	1.11	41.47 %
MDU3	0.95	24.30 %
PKM1	0.92	43.13 %
TDI1	0.81	41.74 %
PNI1	0.80	30.75 %
BNR1	0.77	35.79 %
KRR1	0.69	38.92 %
BTU1	0.61	35.94 %
ADP1	0.56	21.88 %
TEN1	0.50	19.40 %
DGL2	0.45	13.03 %
CMR1	0.40	41.99 %
ODM1	0.25	17.80 %
SZSD	0.14	30.64 %
Total	61.59	48.06 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
In-Stove	18.74	73.86 %
Mixie	17.96	61.33 %
Gas-Stov	8.48	32.53 %
Grinder	5.92	27.48 %
Chimney	1.71	36.92 %
Small-Ap	0.66	10.51 %
Iron	0.66	26.36 %
Cook-Ele	0.58	60.95 %
Total	54.70	46.91 %

Branch *	MTD Sales L	Brand Share %
CH49	3.58	38.76 %
CH25	3.01	45.62 %
CH07	2.47	29.65 %
CH42	2.23	38.21 %
CH28	1.60	32.47 %
CH45	1.58	39.23 %
CH47	1.04	34.15 %
CH39	0.84	29.94 %
MRM1	0.75	30.04 %
CH30	0.63	18.77 %
TKM1	0.63	36.31 %
CH26	0.55	48.05 %
GUD2	0.54	23.56 %
CZWH	0.16	10.87 %
KNR1	0.10	15.68 %
MC09		0.00 %
MC10		0.00 %
WHC3		0.00 %
Total	54.70	46.91 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	19.24	56.75 %
In-Stove	12.64	72.32 %
Gas-Stov	10.26	46.17 %
Chimney	5.27	64.25 %
Grinder	4.00	38.93 %
Iron	1.04	33.79 %
Small-Ap	0.79	39.30 %
Cook-Ele	0.39	100.00 %
Total	53.62	54.98 %

Branch *	MTD Sales L	Brand Share %
ERD2	3.05	43.80 %
ERD1	1.98	43.48 %
PLC1	1.28	39.33 %
TRM1	1.07	36.57 %
MCR1	1.06	36.65 %
RSP1	1.06	44.51 %
DPR1	0.67	48.30 %
DPR2	0.58	40.62 %
OML1	0.55	23.66 %
SGG1	0.54	39.44 %
KVP1	0.50	38.06 %
HRR1	0.50	22.37 %
EDP1	0.46	23.63 %
WZWH	0.05	33.08 %
WHPD		0.00 %
Total	53.62	54.98 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	15.76	55.63 %
In-Stove	13.82	75.44 %
Grinder	8.50	45.17 %
Gas-Stov	8.12	39.05 %
Chimney	2.55	75.32 %
Iron	0.77	27.03 %
Small-Ap	0.53	13.34 %
Cook-Ele	0.11	32.83 %
Total	50.17	51.80 %

Branch *	MTD Sales L	Brand Share %
MVM1	3.43	45.95 %
TVR2	2.90	45.10 %
KUM1	2.85	43.47 %
TNJ2	2.65	45.22 %
TNJ1	2.16	46.60 %
TYR1	1.78	45.17 %
ORU1	0.95	47.00 %
TRY4	0.73	20.96 %
MSI1	0.71	44.15 %
KRN1	0.66	33.48 %
PBR1	0.59	48.11 %
APM1	0.50	29.87 %
NCK1	0.40	21.20 %
TZSD	0.19	25.85 %
Total	50.17	51.80 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	13.71	54.46 %
In-Stove	10.00	67.54 %
Gas-Stov	6.88	33.19 %
Chimney	4.69	59.75 %
Grinder	4.69	36.25 %
Small-Ap	0.75	16.54 %
Iron	0.55	20.94 %
Cook-Ele	0.38	78.18 %
Total	41.66	46.71 %

Branch *	MTD Sales L	Brand Share %
CBE2	5.37	42.84 %
MPM1	1.93	42.11 %
KMR1	1.72	29.05 %
TPR2	1.39	38.56 %
CBE6	1.34	31.05 %
PLI1	1.25	40.28 %
PDM1	1.03	42.64 %
AVI1	0.93	27.38 %
TPR3	0.73	29.96 %
CBE5	0.69	32.60 %
SYM2	0.68	33.11 %
DPM2	0.67	33.14 %
CNR1	0.64	47.42 %
KGM1	0.63	47.26 %
TPR4	0.59	45.87 %
KGI1	0.56	42.17 %
KMD1	0.55	44.30 %
ANR1	0.52	46.39 %
UMP1	0.43	31.88 %
PPI1	0.35	18.74 %
GBM1	0.22	22.21 %
WZSD		0.00 %
Total	41.66	46.71 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	15.67	57.89 %
In-Stove	11.19	66.10 %
Gas-Stov	5.70	31.32 %
Grinder	2.67	21.36 %
Chimney	0.64	27.83 %
Cook-Ele	0.46	90.36 %
Iron	0.27	14.69 %
Small-Ap	0.24	6.07 %
Total	36.83	44.21 %

Branch *	MTD Sales L	Brand Share %
CH15	3.01	34.75 %
CH50	2.13	45.54 %
CH21	0.88	26.36 %
CH34	0.77	18.86 %
CH46	0.74	37.30 %
CH41	0.70	26.11 %
CH24	0.63	14.49 %
CH44	0.61	33.53 %
CH33	0.59	29.88 %
GPD1	0.56	39.13 %
CH20	0.44	14.56 %
CH23	0.43	38.36 %
MJR1	0.43	16.99 %
UKI1	0.19	25.27 %
CH01	0.10	35.97 %
Total	36.83	44.21 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	9.69	51.32 %
In-Stove	5.74	64.46 %
Gas-Stov	3.57	28.63 %
Grinder	2.14	33.37 %
Chimney	1.88	46.93 %
Iron	0.59	29.55 %
Cook-Ele	0.33	66.81 %
Small-Ap	0.22	9.65 %
Total	24.15	43.60 %

Branch *	MTD Sales L	Brand Share %
VEL2	2.11	34.75 %
TRR1	1.61	32.59 %
KPM2	1.48	30.29 %
WJP1	0.91	47.31 %
WJD1	0.68	29.44 %
ARC2	0.64	31.67 %
ABR1	0.62	30.65 %
CPT1	0.60	36.83 %
TRT1	0.54	44.85 %
UGI1	0.52	35.59 %
PTU1	0.48	45.34 %
KPM1	0.37	32.71 %
PLR1	0.37	28.17 %
SLG1	0.35	36.12 %
CYR1	0.29	23.91 %
WHVL		0.00 %
Total	24.15	43.60 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	8.09	49.31 %
Gas-Stov	3.40	32.74 %
Grinder	2.97	28.08 %
In-Stove	2.79	45.49 %
Chimney	0.94	50.20 %
Iron	0.46	23.11 %
Small-Ap	0.40	20.78 %
Cook-Ele	0.11	72.30 %
Total	19.16	38.75 %

Branch *	MTD Sales L	Brand Share %
POY2	1.84	44.43 %
POY1	1.84	31.34 %
CUD1	1.50	24.69 %
VPM2	1.05	40.89 %
ULP1	1.04	36.11 %
TDM1	0.62	32.02 %
SJI2	0.54	28.75 %
STP1	0.41	43.48 %
CDM1	0.31	9.10 %
TVM2	0.22	23.68 %
VPM1	0.19	27.58 %
MKM1	0.18	10.66 %
Total	19.16	38.75 %