

MTD Sales
358.97 L

Brand Share %
45.48 %

Information:

MTD : 01-05-2026 To 21-05-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **45.48 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	163.77	59.96 %
Gas-Stov	70.19	36.38 %
Grinder	55.10	35.47 %
Chimney	40.68	68.33 %
In-Stove	12.72	38.52 %
Iron	7.19	38.59 %
Small-Ap	6.34	19.99 %
Cook-Ele	2.97	80.34 %
Cook-Pre	0.02	0.07 %
Total	358.97	45.48 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	68.16	45.00 %
SOUTH-03	55.15	47.76 %
CHENNAI-01	50.70	42.02 %
WEST-02	45.70	56.39 %
TRICHY-01	40.45	45.67 %
WEST-01	38.23	46.05 %
CHENNAI-02	23.37	38.42 %
SOUTH ARCOT	19.02	39.54 %
NORTH ARCOT	18.20	45.28 %
Total	358.97	45.48 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	31.99	62.51 %
Grinder	12.82	38.36 %
Gas-Stov	11.98	32.27 %
Chimney	6.54	75.07 %
Iron	1.57	35.13 %
In-Stove	1.49	33.51 %
Small-Ap	1.46	22.57 %
Cook-Ele	0.30	58.49 %
Total	68.16	45.00 %

Branch *	MTD Sales L	Brand Share %
TVL1	5.28	42.86 %
KVT1	4.52	41.18 %
RND1	3.13	39.23 %
TKS2	2.98	45.05 %
NGR1	2.54	30.53 %
TCN1	2.21	43.03 %
VNR2	2.18	30.93 %
SVK1	2.07	42.58 %
TKS1	1.12	18.82 %
ERL2	0.83	26.55 %
APK2	0.82	21.45 %
STU2	0.81	38.28 %
KGL1	0.68	33.67 %
SDI1	0.63	36.53 %
COL1	0.63	42.35 %
APK1	0.51	25.58 %
KSM1	0.45	28.94 %
UDN1	0.43	32.50 %
TYI1	0.37	8.97 %
ARM1	0.30	18.39 %
WHTV	-0.10	4.68 %
Total	68.16	45.00 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	21.90	61.24 %
Gas-Stov	11.81	40.67 %
Grinder	9.59	36.34 %
Chimney	8.39	82.12 %
Iron	1.37	49.65 %
Small-Ap	1.02	18.32 %
In-Stove	0.80	45.20 %
Cook-Ele	0.27	75.96 %
Total	55.15	47.76 %

Branch *	MTD Sales L	Brand Share %
MDU1	5.92	44.38 %
MDU6	2.27	38.70 %
KKD3	2.07	32.01 %
NKI1	1.05	44.37 %
MDU7	0.91	21.24 %
CMR1	0.76	43.18 %
PNI1	0.75	43.74 %
MDU4	0.74	45.14 %
TEN1	0.63	24.64 %
MDU3	0.59	20.96 %
BNR1	0.56	24.93 %
TDI1	0.56	34.29 %
PNV2	0.56	31.57 %
KRR1	0.54	43.11 %
BTU1	0.47	44.65 %
ODM1	0.44	40.61 %
PKM1	0.40	25.60 %
DGL2	0.37	13.74 %
ADP1	0.24	17.46 %
WHMD		0.00 %
Total	55.15	47.76 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mixie	25.38	71.09 %
Gas-Stov	10.53	40.62 %
Grinder	6.80	20.83 %
Chimney	3.36	51.63 %
In-Stove	1.63	21.29 %
Cook-Ele	1.20	92.77 %
Small-Ap	1.08	16.84 %
Iron	0.73	31.42 %
Total	50.70	42.02 %

Branch *	MTD Sales L	Brand Share %
CH08	2.93	38.21 %
CH47	2.66	30.07 %
CH07	2.24	36.27 %
CH42	2.19	35.70 %
CH49	1.96	28.56 %
CH35	1.40	44.20 %
CH39	0.84	25.24 %
CH30	0.72	35.16 %
CH29	0.59	41.49 %
GUD2	0.55	35.10 %
TKM1	0.53	45.10 %
MRM1	0.46	15.89 %
SKL1	0.38	43.11 %
CGL1	0.36	38.09 %
CH38	0.29	14.79 %
CH26	0.22	40.55 %
KNR1	0.14	36.46 %
CZWH	0.05	0.40 %
WCHN	-0.28	10.05 %
Total	50.70	42.02 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	20.86	60.12 %
Gas-Stov	9.83	45.64 %
Chimney	6.49	69.93 %
Grinder	3.77	65.28 %
In-Stove	2.42	81.11 %
Iron	0.84	47.24 %
Cook-Ele	0.74	100.00 %
Small-Ap	0.74	41.89 %
Cook-Pre	0.02	0.63 %
Total	45.70	56.39 %

Branch *	MTD Sales L	Brand Share %
SLM1	1.96	39.68 %
SGI1	1.43	42.54 %
VPD1	0.92	39.16 %
BMD1	0.78	41.50 %
CMI1	0.76	45.32 %
RSP1	0.69	35.45 %
MCR1	0.59	30.98 %
PLC1	0.58	20.88 %
KVP1	0.57	25.47 %
TRM1	0.47	24.43 %
HRR1	0.36	29.35 %
SGG1	0.26	27.49 %
EDP1	0.24	20.27 %
TCG1	0.24	42.02 %
OML1	0.20	16.74 %
PDR1	0.15	34.36 %
WHPD		0.00 %
Total	45.70	56.39 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	18.16	56.47 %
Gas-Stov	8.24	36.92 %
Grinder	8.05	45.02 %
Chimney	4.13	79.68 %
In-Stove	0.66	17.03 %
Iron	0.57	34.07 %
Small-Ap	0.45	14.84 %
Cook-Ele	0.20	59.80 %
Total	40.45	45.67 %

Branch *	MTD Sales L	Brand Share %
MVM1	2.32	34.30 %
TNJ1	2.26	40.46 %
KUM1	1.79	33.42 %
TNJ2	1.65	33.41 %
JKM1	1.06	32.04 %
TVR2	0.88	23.39 %
PBR1	0.81	39.31 %
TTP1	0.67	37.37 %
NCK1	0.64	32.26 %
APM1	0.54	28.50 %
KUM2	0.54	29.05 %
MSI1	0.38	38.05 %
KRN1	0.24	13.16 %
TRY4	0.22	8.42 %
PDK1	0.22	26.41 %
WTRZ		0.00 %
Total	40.45	45.67 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	14.96	54.23 %
Chimney	7.37	68.99 %
Gas-Stov	6.39	33.36 %
Grinder	5.72	39.01 %
In-Stove	2.58	55.31 %
Iron	0.49	40.08 %
Small-Ap	0.46	14.96 %
Cook-Ele	0.27	100.00 %
Total	38.23	46.05 %

Branch *	MTD Sales L	Brand Share %
CBE2	4.41	43.15 %
KMR1	2.04	29.16 %
PLI1	1.47	40.19 %
UMP1	0.91	39.32 %
CBE6	0.90	25.07 %
CBE5	0.84	27.66 %
CNR1	0.76	44.22 %
KGI1	0.68	37.66 %
AVI1	0.67	25.56 %
PPI1	0.65	29.73 %
KMD1	0.64	41.10 %
KGM1	0.44	31.80 %
TPR3	0.38	25.07 %
SYM2	0.32	25.94 %
GBM1	0.25	33.39 %
DPM2	0.25	13.85 %
GDR1	0.07	25.01 %
Total	38.23	46.05 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	12.69	59.06 %
Gas-Stov	4.87	31.01 %
Grinder	2.73	24.42 %
Chimney	1.38	36.25 %
In-Stove	0.87	28.72 %
Iron	0.45	28.58 %
Small-Ap	0.37	14.21 %
Total	23.37	38.42 %

Branch *	MTD Sales L	Brand Share %
CH15	2.85	33.15 %
CH12	2.22	42.45 %
CH18	2.10	43.28 %
CH03	1.90	43.74 %
CH21	0.98	36.04 %
CH46	0.48	36.80 %
CH27	0.44	40.22 %
CH24	0.41	14.86 %
PON1	0.41	44.92 %
CH23	0.38	29.13 %
MJR1	0.32	16.10 %
CH34	0.30	14.10 %
CH41	0.26	23.06 %
CH33	0.26	14.63 %
CH44	0.22	12.49 %
CH36	0.22	20.75 %
GPD1	0.20	26.08 %
CH31	0.14	43.56 %
CH32	0.14	38.46 %
CH01	0.14	42.48 %
CH51	0.04	3.45 %
MC06	0.01	27.32 %
Total	23.37	38.42 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	8.79	47.99 %
Grinder	4.13	37.75 %
Gas-Stov	3.34	31.13 %
Chimney	1.58	67.82 %
Iron	0.70	44.35 %
Small-Ap	0.45	29.62 %
In-Stove	0.05	3.75 %
Total	19.02	39.54 %

Branch *	MTD Sales L	Brand Share %
POY1	1.81	30.74 %
CUD1	1.23	21.94 %
ULP1	0.83	41.93 %
SJI2	0.63	28.12 %
KML1	0.62	32.28 %
KLM1	0.53	18.44 %
TDM1	0.48	39.44 %
CDM1	0.32	9.17 %
VPM2	0.27	21.49 %
TVM1	0.23	28.60 %
VPM1	0.11	29.06 %
TVM2	0.08	14.56 %
MKM1	0.05	3.85 %
WHUT		0.00 %
Total	19.02	39.54 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	9.04	55.60 %
Gas-Stov	3.21	28.14 %
In-Stove	2.23	66.37 %
Grinder	1.50	60.07 %
Chimney	1.44	51.24 %
Iron	0.48	37.44 %
Small-Ap	0.30	24.76 %
Total	18.20	45.28 %

Branch *	MTD Sales L	Brand Share %
VEL2	1.53	31.94 %
KPM2	1.37	33.03 %
TRR1	1.18	33.52 %
VNB1	0.84	40.17 %
ABR1	0.57	35.79 %
PLR1	0.51	41.47 %
CGM1	0.51	41.85 %
CPT1	0.46	42.98 %
VSI1	0.34	31.01 %
TRT1	0.30	33.25 %
ARC2	0.29	37.04 %
ANI1	0.29	31.47 %
GDM1	0.28	37.26 %
CYR1	0.26	42.25 %
SLG1	0.14	17.86 %
UGI1	0.09	31.92 %
WHVL		0.00 %
Total	18.20	45.28 %