

MTD Sales
306.25 L

Brand Share %
44.31 %

Information:

MTD : 01-09-2025 To 21-09-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **44.31 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	134.96	57.56 %
Gas-Stov	71.08	38.06 %
Grinder	47.40	34.50 %
Chimney	23.32	93.22 %
In-Stove	20.70	50.94 %
Iron	6.15	25.66 %
Cook-Ele	2.38	80.48 %
Small-Ap	0.26	0.65 %
Total	306.25	44.31 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	59.97	49.06 %
SOUTH-03	46.58	48.69 %
WEST-02	37.22	53.76 %
CHENNAI-01	36.17	32.13 %
WEST-01	32.76	41.86 %
TRICHY-01	32.43	47.78 %
NORTH ARCOT	19.04	49.76 %
CHENNAI-02	18.52	36.44 %
SOUTH ARCOT	17.66	43.20 %
KL-SOUTH	5.89	38.55 %
Total	306.25	44.31 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	26.05	64.54 %
Gas-Stov	12.80	38.21 %
Grinder	11.97	43.51 %
In-Stove	3.82	59.57 %
Chimney	3.35	91.44 %
Iron	1.49	30.68 %
Cook-Ele	0.45	74.51 %
Small-Ap	0.04	0.81 %
Total	59.97	49.06 %

Branch *	MTD Sales L	Brand Share %
NGR1	3.07	42.70 %
RND1	1.93	40.47 %
TKS2	1.89	40.10 %
TCN1	1.64	36.44 %
TYI1	1.57	41.04 %
VNR2	1.52	26.77 %
TKS1	1.09	24.05 %
ERL2	0.84	31.87 %
APK1	0.78	40.51 %
ASM1	0.71	41.77 %
APK2	0.37	24.98 %
ARM1	0.30	28.38 %
Total	59.97	49.06 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	20.81	67.38 %
Gas-Stov	10.09	39.16 %
Grinder	8.01	35.45 %
Chimney	3.42	97.46 %
In-Stove	2.80	56.35 %
Iron	1.08	32.04 %
Cook-Ele	0.35	94.89 %
Total	46.58	48.69 %

Branch *	MTD Sales L	Brand Share %
MDU1	3.51	32.91 %
DGL1	3.32	38.14 %
DGL2	1.48	42.89 %
KKD2	1.18	33.37 %
MDU3	0.52	33.14 %
PKM1	0.50	42.93 %
ODM1	0.46	27.77 %
PNV1	0.44	38.85 %
TEN1	0.41	24.70 %
PNI1	0.40	36.94 %
BTU1	0.32	37.99 %
ADP1	0.09	8.44 %
SZSD	0.05	7.65 %
Total	46.58	48.69 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	15.71	64.17 %
Gas-Stov	9.00	46.39 %
Chimney	5.02	97.45 %
Grinder	3.52	37.93 %
In-Stove	3.07	55.96 %
Iron	0.72	28.62 %
Cook-Ele	0.16	88.47 %
Small-Ap	0.01	0.45 %
Total	37.22	53.76 %

Branch *	MTD Sales L	Brand Share %
SLM1	1.85	39.48 %
KVP1	0.85	41.29 %
VKL1	0.81	43.08 %
OML1	0.66	36.52 %
MCR1	0.48	23.70 %
PMP1	0.40	34.50 %
PLC1	0.39	27.58 %
DPR2	0.38	26.37 %
RSP1	0.33	27.83 %
HRR1	0.31	22.68 %
PDR1	0.29	38.56 %
EDP1	0.14	19.79 %
WZWH	0.01	6.61 %
Total	37.22	53.76 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mixie	17.01	41.50 %
Gas-Stov	8.98	36.72 %
Grinder	5.70	25.59 %
In-Stove	1.94	37.60 %
Chimney	1.67	100.00 %
Iron	0.52	22.80 %
Cook-Ele	0.29	56.63 %
Small-Ap	0.07	0.43 %
Total	36.17	32.13 %

Branch *	MTD Sales L	Brand Share %
CH42	2.15	36.24 %
CH28	1.67	38.55 %
CH07	0.98	19.81 %
CH38	0.88	37.96 %
CH39	0.87	22.90 %
AVD1	0.63	38.87 %
CH35	0.62	34.59 %
CH29	0.49	36.87 %
MRM1	0.46	22.02 %
TKM1	0.39	25.06 %
GUD2	0.31	13.37 %
KNR1	0.23	25.70 %
CZWH		0.00 %
WHC3		0.00 %
Total	36.17	32.13 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	13.92	55.17 %
Gas-Stov	8.49	36.44 %
Grinder	3.94	28.90 %
Chimney	3.13	74.75 %
In-Stove	2.65	48.59 %
Iron	0.44	14.78 %
Cook-Ele	0.16	61.49 %
Small-Ap	0.02	0.53 %
Total	32.76	41.86 %

Branch *	MTD Sales L	Brand Share %
KMR1	2.48	34.62 %
CBE2	1.98	22.44 %
CBE6	1.32	32.96 %
TPR3	0.88	32.44 %
CBE3	0.75	41.56 %
CBE5	0.73	22.76 %
PPI1	0.61	39.73 %
KMD1	0.58	23.79 %
DPM2	0.48	19.94 %
PLI1	0.46	15.15 %
AVI1	0.42	18.39 %
ANR1	0.34	41.68 %
PDM1	0.32	28.99 %
TPR4	0.27	30.25 %
GBM1	0.18	33.76 %
KGI1	0.16	33.09 %
GDR1	0.12	38.46 %
WZSD	0.10	25.97 %
Total	32.76	41.86 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	13.00	56.98 %
Gas-Stov	7.65	43.35 %
Grinder	6.47	41.85 %
In-Stove	2.48	55.54 %
Chimney	1.92	94.77 %
Iron	0.57	28.69 %
Cook-Ele	0.31	100.00 %
Small-Ap	0.02	0.70 %
Total	32.43	47.78 %

Branch *	MTD Sales L	Brand Share %
MVM1	2.09	38.71 %
TNJ1	1.70	38.24 %
KIK1	1.68	42.23 %
TVR2	1.57	39.66 %
KUM1	1.54	34.94 %
PTK1	1.19	42.96 %
PDK1	0.73	43.08 %
ORU1	0.44	34.66 %
NCK1	0.28	18.10 %
TRY2	0.19	39.28 %
KRN1	0.17	19.54 %
APM1	0.10	10.33 %
TZSD		0.00 %
Total	32.43	47.78 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	9.19	67.27 %
Gas-Stov	4.36	36.39 %
Chimney	1.85	100.00 %
Grinder	1.82	37.07 %
In-Stove	1.31	54.08 %
Iron	0.37	21.65 %
Cook-Ele	0.12	76.59 %
Small-Ap	0.02	1.29 %
Total	19.04	49.76 %

Branch *	MTD Sales L	Brand Share %
KPM2	1.52	37.69 %
AKM1	0.54	42.21 %
CGM1	0.39	38.88 %
ARC2	0.30	34.17 %
PLR1	0.28	37.81 %
GDM1	0.26	36.51 %
KPM1	0.25	22.95 %
WJP1	0.24	42.28 %
ABR1	0.23	24.66 %
UGI1	0.05	8.14 %
Total	19.04	49.76 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	8.79	49.85 %
Gas-Stov	4.22	28.19 %
Grinder	2.19	23.98 %
In-Stove	1.31	41.83 %
Chimney	1.25	100.00 %
Iron	0.43	22.40 %
Cook-Ele	0.28	100.00 %
Small-Ap	0.04	1.74 %
Total	18.52	36.44 %

Branch *	MTD Sales L	Brand Share %
CH15	2.45	37.03 %
CH03	1.49	41.22 %
CH18	1.29	35.87 %
CH34	0.97	24.86 %
CH21	0.79	28.93 %
CH20	0.61	30.71 %
CH36	0.54	38.90 %
GPD1	0.52	41.86 %
CH27	0.44	40.71 %
MJR1	0.38	18.60 %
CH24	0.37	13.52 %
CH33	0.37	20.04 %
CH09	0.33	19.42 %
CH44	0.30	21.06 %
CH41	0.28	16.32 %
CH17	0.26	38.53 %
PON1	0.21	21.92 %
CH46	0.19	26.64 %
MC06	0.02	35.13 %
Total	18.52	36.44 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	7.25	55.66 %
Gas-Stov	4.49	39.39 %
Grinder	2.61	28.06 %
Chimney	1.72	100.00 %
In-Stove	0.95	45.85 %
Iron	0.40	24.23 %
Cook-Ele	0.25	92.53 %
Total	17.66	43.20 %

Branch *	MTD Sales L	Brand Share %
CUD1	1.72	29.87 %
POY1	1.55	33.24 %
ULP1	0.72	24.38 %
VPM2	0.52	25.95 %
CDM1	0.24	9.73 %
TVM1	0.23	35.52 %
MKM1	0.22	22.64 %
TVM2	0.08	43.95 %
Total	17.66	43.20 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Mixie	3.23	59.86 %
Grinder	1.16	35.41 %
Gas-Stov	0.99	22.84 %
In-Stove	0.37	34.51 %
Iron	0.11	18.18 %
Small-Ap	0.03	5.67 %
Total	5.89	38.55 %

Branch *	MTD Sales L	Brand Share %
PAS1	1.13	32.76 %
KLR1	0.59	20.19 %
Total	5.89	38.55 %