

MTD Sales
605.42 L

Brand Share %
40.62 %

Information:

MTD : 01-10-2025 To 21-10-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **40.62 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	274.81	53.97 %
Gas-Stov	128.26	33.42 %
Grinder	112.11	35.38 %
Chimney	44.86	68.88 %
In-Stove	33.64	52.02 %
Iron	8.25	22.92 %
Cook-Ele	3.62	79.97 %
Small-Ap	0.12	0.30 %
Acces-SA	-0.04	100.00 %
Cook-Pre	-0.22	-0.32 %
Total	605.42	40.62 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	108.76	45.37 %
SOUTH-03	104.90	42.44 %
WEST-02	81.83	47.81 %
TRICHY-01	72.37	43.85 %
CHENNAI-01	64.84	31.09 %
WEST-01	64.70	38.70 %
CHENNAI-02	37.99	34.84 %
NORTH ARCOT	34.33	40.99 %
SOUTH ARCOT	32.64	36.75 %
KL-SOUTH	3.06	30.19 %
Total	605.42	40.62 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	49.48	61.23 %
Grinder	24.37	41.53 %
Gas-Stov	21.27	36.64 %
In-Stove	7.04	61.54 %
Chimney	4.31	78.15 %
Iron	1.58	25.55 %
Cook-Ele	0.73	76.13 %
Acces-SA	-0.01	100.00 %
Small-Ap	-0.02	-0.34 %
Total	108.76	45.37 %

Branch *	MTD Sales L	Brand Share %
NGR1	5.82	38.61 %
VNR2	3.17	24.01 %
MAR1	2.76	33.95 %
TKS1	2.31	20.94 %
APK1	2.10	38.91 %
TYI1	2.00	36.36 %
APK2	1.52	32.07 %
ERL2	1.26	34.90 %
ARM1	1.13	33.71 %
ASM1	1.04	34.41 %
COL1	0.69	34.25 %
UDN1	0.67	33.95 %
KSM1	0.56	29.36 %
Total	108.76	45.37 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	45.75	56.61 %
Grinder	22.28	35.49 %
Gas-Stov	20.92	37.17 %
Chimney	8.77	76.25 %
In-Stove	4.95	51.86 %
Iron	1.60	25.74 %
Cook-Ele	0.60	82.42 %
Small-Ap	0.03	0.44 %
Total	104.90	42.44 %

Branch *	MTD Sales L	Brand Share %
MDU1	8.85	27.88 %
DGL1	8.56	36.64 %
MDU6	4.58	37.17 %
ATG1	2.42	39.94 %
MDU4	1.66	35.58 %
MDU3	1.42	25.93 %
NKI1	1.35	33.13 %
BTU1	1.30	39.39 %
BNR1	1.23	25.32 %
DGL2	1.21	19.10 %
KPT1	1.07	30.46 %
TEN1	0.92	20.15 %
CMR1	0.89	37.24 %
ODM1	0.51	9.40 %
ADP1	0.40	10.50 %
KKD2	0.26	14.05 %
Total	104.90	42.44 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	37.90	61.20 %
Gas-Stov	17.56	41.47 %
Grinder	11.14	40.33 %
Chimney	9.84	70.08 %
In-Stove	4.31	52.53 %
Iron	1.01	23.64 %
Cook-Ele	0.14	100.00 %
Small-Ap	-0.01	-0.34 %
Acces-SA	-0.02	100.00 %
Cook-Pre	-0.03	-0.35 %
Total	81.83	47.81 %

Branch *	MTD Sales L	Brand Share %
SLM1	4.78	32.98 %
KVP1	1.54	33.67 %
TRM1	1.50	26.13 %
MCR1	1.41	26.20 %
PLC1	1.40	28.21 %
VKL1	1.20	32.94 %
SGG1	1.15	30.62 %
HRR1	1.11	25.44 %
OML1	0.84	24.88 %
PMP1	0.65	23.46 %
EDP1	0.58	19.87 %
DPR2	0.58	19.48 %
TCG1	0.47	18.77 %
Total	81.83	47.81 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	30.58	56.96 %
Gas-Stov	16.21	39.00 %
Grinder	15.35	38.51 %
In-Stove	5.45	58.69 %
Chimney	3.36	79.16 %
Cook-Ele	0.71	79.38 %
Iron	0.70	22.37 %
Small-Ap	0.02	0.43 %
Cook-Pre	-0.01	-0.16 %
Total	72.37	43.85 %

Branch *	MTD Sales L	Brand Share %
TNJ2	4.38	40.16 %
MVM1	3.93	30.82 %
TNJ1	3.78	35.01 %
TVR2	2.98	35.43 %
KUM1	2.79	29.99 %
JKM1	2.26	38.72 %
ORU1	1.36	36.45 %
MSI1	1.21	36.95 %
NCK1	0.89	26.72 %
KRN1	0.89	24.45 %
TRY2	0.74	38.78 %
AYR1	0.68	37.08 %
APM1	0.18	7.83 %
Total	72.37	43.85 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mixie	29.30	38.81 %
Gas-Stov	16.57	25.09 %
Grinder	11.88	32.19 %
Chimney	3.04	42.84 %
In-Stove	2.85	46.73 %
Iron	0.72	22.80 %
Cook-Ele	0.43	79.83 %
Small-Ap	0.04	0.93 %
Total	64.84	31.09 %

Branch *	MTD Sales L	Brand Share %
CH16	4.26	34.96 %
CH42	3.46	35.08 %
CH45	2.40	37.13 %
GUD1	2.25	34.34 %
CH07	2.03	27.29 %
CH28	2.00	29.49 %
CH30	1.41	28.28 %
TKM1	1.38	33.53 %
MRM1	1.20	23.12 %
SKL1	1.09	39.93 %
CH39	0.96	27.49 %
GUD2	0.67	14.46 %
KNR1	0.25	10.03 %
CZWH		0.00 %
MC09		0.00 %
MC10		0.00 %
WHC3		0.00 %
Total	64.84	31.09 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	26.23	49.97 %
Gas-Stov	14.09	31.77 %
Chimney	10.33	77.30 %
Grinder	9.96	30.12 %
In-Stove	3.41	48.01 %
Iron	0.72	16.53 %
Cook-Ele	0.15	64.96 %
Small-Ap	0.01	0.12 %
Acces-SA	-0.01	100.00 %
Cook-Pre	-0.18	-2.23 %
Total	64.70	38.70 %

Branch *	MTD Sales L	Brand Share %
CBE2	7.62	36.67 %
TPR2	2.60	36.21 %
MPM1	2.54	38.12 %
PLI1	2.11	23.42 %
KGM1	1.70	37.42 %
AVI1	1.26	23.08 %
CBE5	1.12	17.68 %
TPR3	1.08	17.99 %
CBE6	1.05	17.14 %
SYM2	1.02	20.64 %
UMP1	0.98	37.37 %
DPM2	0.93	19.86 %
PPI1	0.89	23.33 %
CBE3	0.72	30.33 %
CNR1	0.68	28.89 %
GBM1	0.68	31.08 %
Total	64.70	38.70 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	20.19	52.47 %
Gas-Stov	7.33	25.50 %
Grinder	5.94	25.11 %
Chimney	1.75	51.39 %
In-Stove	1.72	41.09 %
Iron	0.54	18.30 %
Cook-Ele	0.50	89.26 %
Total	37.99	34.84 %

Branch *	MTD Sales L	Brand Share %
CH03	3.57	38.69 %
CH15	3.34	30.35 %
CH18	2.73	36.85 %
MJR1	1.59	25.41 %
CH20	1.55	31.24 %
CH24	1.20	21.48 %
CH09	1.00	35.25 %
CH46	0.92	38.72 %
PON1	0.80	26.54 %
CH17	0.65	32.13 %
CH41	0.56	18.50 %
CH33	0.55	16.03 %
CH27	0.53	32.94 %
CH31	0.41	30.23 %
CH36	0.27	26.97 %
MC06	0.24	39.91 %
CH44	0.17	9.97 %
CH32	0.09	14.31 %
CH34	0.05	0.72 %
Total	37.99	34.84 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	18.35	57.38 %
Gas-Stov	6.73	29.41 %
Grinder	4.27	39.15 %
Chimney	2.34	61.17 %
In-Stove	1.88	51.68 %
Iron	0.61	22.30 %
Cook-Ele	0.15	71.64 %
Total	34.33	40.99 %

Branch *	MTD Sales L	Brand Share %
TRR1	1.81	25.53 %
AKM1	1.56	36.74 %
SLG1	1.40	36.19 %
WJD1	1.09	26.40 %
KPM1	0.91	39.07 %
VNB1	0.90	33.30 %
CPT1	0.83	37.61 %
ABR1	0.54	24.16 %
CGM1	0.54	30.75 %
CYR1	0.53	20.35 %
UGI1	0.30	19.14 %
PTU1	0.30	21.54 %
Total	34.33	40.99 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	15.09	50.52 %
Gas-Stov	7.12	34.05 %
Grinder	6.61	30.35 %
In-Stove	1.90	42.60 %
Chimney	0.99	49.28 %
Iron	0.71	27.44 %
Cook-Ele	0.20	76.95 %
Small-Ap	0.02	0.87 %
Total	32.64	36.75 %

Branch *	MTD Sales L	Brand Share %
CUD1	3.37	26.31 %
POY1	2.79	26.43 %
SJI2	1.29	29.48 %
ULP1	1.29	27.92 %
TRK1	1.17	36.71 %
VPM2	1.08	33.73 %
STP1	0.90	39.15 %
CDM1	0.57	8.54 %
VPM1	0.50	39.11 %
TVM2	0.39	39.63 %
MKM1	0.20	10.76 %
Total	32.64	36.75 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Mixie	1.95	53.16 %
Gas-Stov	0.45	17.58 %
Grinder	0.29	19.27 %
Chimney	0.13	100.00 %
In-Stove	0.13	18.06 %
Iron	0.06	15.01 %
Small-Ap	0.03	5.15 %
Cook-Ele	0.02	100.00 %
Total	3.06	30.19 %

Branch *	MTD Sales L	Brand Share %
TVP1	1.35	27.10 %
PAS1	1.02	34.47 %
KLR1	0.70	31.48 %
Total	3.06	30.19 %