



TN : PREETHI Sales Performance 23/03/2026 9:26 AM

MTD Sales
435.41 L

Brand Share %
48.05 %

Information:

MTD : 01-03-2026 To 22-03-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **48.05 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	158.59	57.37 %
In-Stove	99.99	68.15 %
Gas-Stov	71.01	35.24 %
Grinder	55.82	35.63 %
Chimney	31.91	60.62 %
Iron	8.24	29.10 %
Small-Ap	7.10	18.05 %
Cook-Ele	2.75	62.05 %
Total	435.41	48.05 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	77.26	51.40 %
SOUTH-03	64.03	47.77 %
CHENNAI-01	58.47	46.98 %
WEST-02	55.20	54.32 %
TRICHY-01	51.62	51.47 %
WEST-01	44.95	46.55 %
CHENNAI-02	38.53	43.52 %
NORTH ARCOT	25.50	43.58 %
SOUTH ARCOT	19.85	38.35 %
Total	435.41	48.05 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	29.15	62.16 %
In-Stove	14.03	68.98 %
Gas-Stov	12.24	37.72 %
Grinder	12.13	41.13 %
Chimney	5.55	66.83 %
Small-Ap	2.08	29.28 %
Iron	1.90	36.88 %
Cook-Ele	0.18	32.84 %
Total	77.26	51.40 %

Branch *	MTD Sales L	Brand Share %
VNR2	3.48	42.59 %
NGR1	3.37	37.85 %
RND1	2.26	47.39 %
TCN1	2.24	44.63 %
TY11	1.21	40.15 %
APK1	1.15	36.55 %
ERL2	1.00	25.53 %
APK2	0.96	29.87 %
ASM1	0.89	42.54 %
SDI1	0.79	39.47 %
STU2	0.77	39.32 %
SGT1	0.60	48.00 %
TKS1	0.49	9.52 %
ARM1	0.43	26.49 %
KSM1	0.25	26.04 %
S2SD	0.06	16.16 %
WHTV		0.00 %
Total	77.26	51.40 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	22.98	60.46 %
Grinder	11.23	39.89 %
Gas-Stov	10.22	33.49 %
In-Stove	10.07	62.05 %
Chimney	6.69	69.88 %
Iron	1.56	30.35 %
Small-Ap	1.10	18.57 %
Cook-Ele	0.19	36.82 %
Total	64.03	47.77 %

Branch *	MTD Sales L	Brand Share %
DGL1	4.31	33.58 %
MDU2	3.90	47.54 %
KKD3	2.84	38.90 %
MDU7	1.27	37.07 %
KPT1	1.14	41.10 %
NKI1	1.08	47.33 %
MDU3	0.98	24.54 %
PKM1	0.92	42.08 %
TDI1	0.90	42.92 %
PNI1	0.85	32.04 %
KRR1	0.85	41.05 %
BNR1	0.77	34.20 %
BTU1	0.64	36.89 %
PNV2	0.61	45.52 %
ADP1	0.57	22.18 %
TEN1	0.57	20.58 %
DGL2	0.46	12.76 %
CMR1	0.43	43.25 %
ODM1	0.25	16.08 %
SZSD	0.14	30.64 %
Total	64.03	47.77 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mixie	19.28	61.18 %
In-Stove	19.16	72.40 %
Gas-Stov	9.11	32.88 %
Grinder	6.71	28.64 %
Chimney	2.22	43.22 %
Iron	0.72	26.87 %
Small-Ap	0.70	10.56 %
Cook-Ele	0.58	60.95 %
Total	58.47	46.98 %

Branch *	MTD Sales L	Brand Share %
CH49	3.85	39.76 %
CH25	3.03	44.32 %
CH07	2.51	29.76 %
CH42	2.32	38.01 %
CH45	1.73	40.69 %
CH28	1.60	31.03 %
CH47	1.12	34.60 %
CH39	0.84	29.06 %
CH30	0.82	21.31 %
MRM1	0.79	28.33 %
GUD2	0.67	27.08 %
TKM1	0.63	35.17 %
CH40	0.33	45.42 %
CZWH	0.16	10.87 %
KNR1	0.10	15.68 %
MC09		0.00 %
MC10		0.00 %
WHC3		0.00 %
Total	58.47	46.98 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	20.22	56.23 %
In-Stove	12.64	71.89 %
Gas-Stov	10.55	45.50 %
Chimney	5.46	65.08 %
Grinder	4.00	37.33 %
Iron	1.09	33.67 %
Small-Ap	0.85	39.41 %
Cook-Ele	0.39	100.00 %
Total	55.20	54.32 %

Branch *	MTD Sales L	Brand Share %
ERD2	3.12	43.21 %
ERD1	2.05	43.10 %
PLC1	1.31	39.22 %
RSP1	1.16	45.57 %
TRM1	1.12	35.39 %
MCR1	1.06	33.80 %
CMI1	1.02	47.76 %
TCG1	0.77	44.60 %
DPR1	0.67	47.43 %
DPR2	0.59	41.04 %
OML1	0.55	22.79 %
SGG1	0.54	38.77 %
KVP1	0.50	36.77 %
HRR1	0.50	21.64 %
EDP1	0.47	23.57 %
WZWH	0.05	33.08 %
WHPD		0.00 %
Total	55.20	54.32 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	16.76	55.76 %
In-Stove	13.92	75.51 %
Grinder	8.64	44.36 %
Gas-Stov	8.25	38.41 %
Chimney	2.55	75.32 %
Iron	0.84	28.01 %
Small-Ap	0.53	13.11 %
Cook-Ele	0.11	31.00 %
Total	51.62	51.47 %

Branch *	MTD Sales L	Brand Share %
MVM1	3.45	45.29 %
KUM1	2.95	41.80 %
TNJ2	2.94	47.44 %
TVR2	2.90	44.55 %
TNJ1	2.19	45.05 %
TYR1	1.79	44.68 %
TRY4	0.73	19.99 %
MSI1	0.71	44.15 %
KRN1	0.66	32.00 %
PBR1	0.59	47.29 %
APM1	0.50	29.69 %
NCK1	0.43	21.65 %
TZSD	0.19	25.85 %
Total	51.62	51.47 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	14.96	53.68 %
In-Stove	10.03	67.33 %
Gas-Stov	7.40	32.94 %
Chimney	5.80	63.75 %
Grinder	4.92	34.57 %
Small-Ap	0.83	17.74 %
Iron	0.64	22.35 %
Cook-Ele	0.38	78.18 %
Total	44.95	46.55 %

Branch *	MTD Sales L	Brand Share %
CBE2	6.19	42.25 %
MPM1	2.09	42.77 %
KMR1	1.79	28.09 %
TPR2	1.63	40.17 %
PLI1	1.49	42.87 %
CBE6	1.42	30.51 %
PDM1	1.08	41.38 %
AVI1	0.99	27.33 %
TPR3	0.83	32.55 %
CBE5	0.69	32.60 %
SYM2	0.68	29.77 %
DPM2	0.67	32.12 %
CNR1	0.64	45.46 %
KGM1	0.63	47.26 %
TPR4	0.59	42.72 %
KMD1	0.58	42.48 %
KGI1	0.56	41.34 %
ANR1	0.52	42.83 %
UMP1	0.44	32.11 %
PPI1	0.35	18.65 %
GBM1	0.31	29.06 %
WZSD		0.00 %
Total	44.95	46.55 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	16.33	56.79 %
In-Stove	11.58	66.19 %
Gas-Stov	6.01	30.77 %
Grinder	2.90	21.30 %
Chimney	0.64	26.44 %
Cook-Ele	0.46	90.36 %
Iron	0.32	16.16 %
Small-Ap	0.30	7.05 %
Total	38.53	43.52 %

Branch *	MTD Sales L	Brand Share %
CH15	3.28	35.64 %
CH50	2.36	46.63 %
CH21	0.88	24.36 %
CH34	0.82	17.93 %
CH46	0.74	34.36 %
CH41	0.70	26.11 %
CH24	0.66	14.57 %
CH44	0.61	32.74 %
CH33	0.59	28.77 %
GPD1	0.56	39.13 %
CH23	0.44	35.68 %
CH20	0.44	13.73 %
MJR1	0.43	15.94 %
UKI1	0.23	26.76 %
CH01	0.10	35.97 %
Total	38.53	43.52 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	10.49	52.07 %
In-Stove	5.78	64.59 %
Gas-Stov	3.69	27.88 %
Grinder	2.23	33.06 %
Chimney	2.06	47.88 %
Iron	0.65	29.48 %
Cook-Ele	0.35	68.23 %
Small-Ap	0.26	10.54 %
Total	25.50	43.58 %

Branch *	MTD Sales L	Brand Share %
VEL2	2.28	35.05 %
TRR1	1.84	34.29 %
KPM2	1.66	31.90 %
WJP1	0.91	46.99 %
WJD1	0.68	29.44 %
ABR1	0.64	30.71 %
ARC2	0.64	29.75 %
CPT1	0.60	35.13 %
TRT1	0.54	39.30 %
UGI1	0.54	36.29 %
PTU1	0.49	41.40 %
KPM1	0.42	33.49 %
PLR1	0.37	27.31 %
SLG1	0.35	32.47 %
CYR1	0.34	26.71 %
WHVL		0.00 %
Total	25.50	43.58 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	8.43	48.91 %
Gas-Stov	3.54	32.31 %
Grinder	3.07	28.26 %
In-Stove	2.79	43.89 %
Chimney	0.94	46.18 %
Iron	0.52	25.02 %
Small-Ap	0.44	21.47 %
Cook-Ele	0.11	72.30 %
Total	19.85	38.35 %

Branch *	MTD Sales L	Brand Share %
POY1	1.95	31.78 %
POY2	1.85	44.22 %
CUD1	1.56	23.63 %
KLM1	1.49	47.79 %
VPM2	1.10	41.73 %
ULP1	1.04	34.93 %
TDM1	0.62	31.38 %
SJJ2	0.59	30.18 %
STP1	0.45	44.90 %
CDM1	0.31	8.97 %
MKM1	0.26	14.22 %
VPM1	0.23	30.35 %
TVM2	0.22	23.68 %
Total	19.85	38.35 %