

MTD Sales
387.67 L

Brand Share %
45.63 %

Information:

MTD : 01-04-2026 To 22-04-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **45.63 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	183.68	59.53 %
Gas-Stov	73.95	35.50 %
Grinder	60.44	35.04 %
Chimney	46.61	66.72 %
Small-Ap	7.82	20.56 %
Iron	7.24	30.31 %
In-Stove	7.22	26.86 %
Cook-Ele	0.71	46.19 %
Total	387.67	45.63 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	72.32	49.19 %
SOUTH-03	59.69	49.22 %
CHENNAI-01	55.30	38.76 %
WEST-02	48.08	54.18 %
TRICHY-01	42.79	47.35 %
WEST-01	36.62	46.77 %
CHENNAI-02	29.23	36.99 %
SOUTH ARCOT	22.14	42.14 %
NORTH ARCOT	21.51	43.36 %
Total	387.67	45.63 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	32.92	62.25 %
Gas-Stov	14.05	37.57 %
Grinder	13.02	41.21 %
Chimney	7.57	73.84 %
Small-Ap	2.20	30.14 %
Iron	1.53	29.89 %
In-Stove	0.99	44.19 %
Cook-Ele	0.02	10.50 %
Total	72.32	49.19 %

Branch *	MTD Sales L	Brand Share %
NGR1	2.47	28.38 %
VNR2	2.39	35.62 %
TCN1	2.09	39.17 %
TKS1	1.05	22.60 %
STU2	0.86	43.96 %
TYI1	0.80	31.54 %
KGL1	0.75	43.70 %
SDI1	0.67	35.64 %
APK1	0.67	36.05 %
UDN1	0.67	36.86 %
APK2	0.57	25.25 %
ASM1	0.57	37.82 %
ARM1	0.55	28.94 %
ERL2	0.46	21.58 %
KSM1	0.37	20.88 %
COL1	0.35	27.16 %
S2SD	0.09	29.57 %
WHTV		0.00 %
Total	72.32	49.19 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	26.51	65.35 %
Grinder	11.22	40.45 %
Gas-Stov	11.03	36.16 %
Chimney	8.36	76.60 %
Small-Ap	1.25	20.98 %
Iron	1.10	27.17 %
Cook-Ele	0.13	41.59 %
In-Stove	0.09	7.03 %
Total	59.69	49.22 %

Branch *	MTD Sales L	Brand Share %
MDU1	5.30	40.73 %
DGL1	4.64	43.16 %
KKD3	2.87	38.15 %
KPT1	1.05	43.79 %
MDU7	0.96	32.89 %
BNR1	0.75	29.27 %
PNI1	0.74	31.40 %
DKI1	0.67	26.62 %
PKM1	0.66	44.10 %
MNM1	0.52	41.90 %
MDU3	0.49	18.38 %
ADP1	0.43	16.06 %
BTU1	0.33	30.57 %
DGL2	0.32	11.64 %
ODM1	0.31	26.37 %
TEN1	0.30	13.09 %
SZSD		0.00 %
WHMD		0.00 %
Total	59.69	49.22 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mixie	25.63	62.42 %
Gas-Stov	10.90	34.90 %
Grinder	8.92	21.71 %
Chimney	5.87	57.88 %
In-Stove	2.34	30.24 %
Small-Ap	0.77	9.44 %
Iron	0.70	23.72 %
Cook-Ele	0.16	53.87 %
Total	55.30	38.76 %

Branch *	MTD Sales L	Brand Share %
CH47	5.01	35.03 %
CH05	4.49	42.77 %
CH49	3.49	38.10 %
CH08	2.98	45.53 %
CH45	2.22	43.31 %
CH07	1.80	27.59 %
CH28	1.36	28.41 %
CH35	1.03	40.84 %
TKM1	0.82	44.86 %
CGL1	0.80	32.63 %
MRM1	0.80	26.02 %
GUD2	0.79	29.36 %
CH38	0.78	28.27 %
CH30	0.63	18.25 %
CH39	0.54	19.01 %
CZWH	0.27	1.63 %
CH26	0.17	24.31 %
KNR1	0.15	35.02 %
WCHN		0.00 %
Total	55.30	38.76 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	23.44	60.31 %
Gas-Stov	9.82	44.91 %
Chimney	7.04	62.55 %
Grinder	5.10	48.03 %
Small-Ap	0.96	49.51 %
Iron	0.96	44.33 %
In-Stove	0.59	32.04 %
Cook-Ele	0.18	86.03 %
Total	48.08	54.18 %

Branch *	MTD Sales L	Brand Share %
ERD2	2.71	44.91 %
DPR2	1.18	41.47 %
MCR1	0.57	20.82 %
TRM1	0.49	24.25 %
SGG1	0.37	40.46 %
CMI1	0.36	42.71 %
PLC1	0.35	16.37 %
HRR1	0.32	22.31 %
OML1	0.19	9.01 %
KVP1	0.08	4.08 %
EDP1	0.06	5.13 %
WZWH		0.00 %
WHPD	-0.19	10.56 %
Total	48.08	54.18 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	21.34	56.97 %
Grinder	8.23	45.06 %
Gas-Stov	7.97	37.48 %
Chimney	3.27	64.57 %
Small-Ap	0.83	20.81 %
Iron	0.83	32.12 %
In-Stove	0.31	18.84 %
Total	42.79	47.35 %

Branch *	MTD Sales L	Brand Share %
KUM1	2.98	44.29 %
MVM1	2.79	37.74 %
TNJ1	2.31	41.44 %
TVR2	1.84	35.02 %
TNJ2	1.38	28.51 %
NMM1	1.05	40.67 %
JKM1	0.67	22.94 %
PBR1	0.60	35.51 %
TVR1	0.57	41.94 %
TRY4	0.56	19.43 %
KUM2	0.55	33.82 %
MSI1	0.52	33.69 %
NCK1	0.35	20.01 %
AYR1	0.29	38.33 %
KRN1	0.19	9.76 %
APM1	0.14	14.57 %
TZSD	0.05	28.39 %
WTRZ		0.00 %
Total	42.79	47.35 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	17.06	57.77 %
Gas-Stov	6.72	34.11 %
Chimney	6.55	71.24 %
Grinder	4.80	35.50 %
Small-Ap	0.69	20.48 %
Iron	0.49	34.46 %
In-Stove	0.24	16.42 %
Cook-Ele	0.08	56.35 %
Total	36.62	46.77 %

Branch *	MTD Sales L	Brand Share %
CBE2	3.60	41.63 %
KMR1	1.91	28.52 %
MPM1	1.34	33.50 %
PLI1	1.14	28.44 %
TPR2	1.04	26.90 %
CBE6	0.95	31.90 %
AVI1	0.77	27.16 %
PDM1	0.67	37.55 %
SYM2	0.63	34.61 %
TPR3	0.59	38.59 %
GBM1	0.59	44.73 %
CBE5	0.57	26.13 %
DPM2	0.49	34.12 %
KMD1	0.49	40.35 %
CBE3	0.37	40.92 %
PPI1	0.15	14.56 %
WHCB		0.00 %
Total	36.62	46.77 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	15.61	55.35 %
Gas-Stov	5.42	26.54 %
Grinder	3.10	22.30 %
Chimney	2.72	66.54 %
In-Stove	1.30	20.39 %
Small-Ap	0.54	14.03 %
Iron	0.44	21.87 %
Cook-Ele	0.10	55.55 %
Total	29.23	36.99 %

Branch *	MTD Sales L	Brand Share %
CH15	3.55	34.30 %
CH03	2.71	37.42 %
CH21	1.37	30.06 %
CH12	1.35	32.35 %
PON1	0.62	41.89 %
GPD1	0.52	40.57 %
CH34	0.49	12.99 %
CH44	0.46	18.80 %
CH27	0.46	33.05 %
CH24	0.46	13.58 %
MJR1	0.41	12.28 %
CH41	0.34	21.55 %
CH46	0.23	18.38 %
UKI1	0.22	29.02 %
CH33	0.21	9.11 %
CH51	0.12	9.54 %
CH32	0.10	27.85 %
CH31	0.07	10.44 %
CH01	0.06	40.01 %
Total	29.23	36.99 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	10.75	53.22 %
Grinder	4.00	34.50 %
Gas-Stov	3.96	32.48 %
Chimney	1.52	49.37 %
In-Stove	0.88	40.46 %
Iron	0.64	37.21 %
Small-Ap	0.36	24.59 %
Cook-Ele	0.02	25.08 %
Total	22.14	42.14 %

Branch *	MTD Sales L	Brand Share %
CUD1	2.96	37.20 %
POY1	2.21	30.47 %
ULP1	1.12	35.03 %
VPM2	0.94	43.22 %
KML1	0.86	29.04 %
SJI2	0.71	29.78 %
TDM1	0.53	37.69 %
VPM1	0.29	37.46 %
TVM2	0.27	38.89 %
CDM1	0.24	8.33 %
KLM1	0.22	10.90 %
MKM1	0.15	15.00 %
WHUT		0.00 %
Total	22.14	42.14 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	10.42	52.65 %
Gas-Stov	4.07	29.67 %
Chimney	3.70	63.20 %
Grinder	2.04	49.42 %
Iron	0.55	29.61 %
In-Stove	0.48	22.07 %
Small-Ap	0.22	10.78 %
Cook-Ele	0.02	45.85 %
Total	21.51	43.36 %

Branch *	MTD Sales L	Brand Share %
TRR1	2.12	43.21 %
VEL2	1.70	23.77 %
VSI1	0.98	43.04 %
KPM2	0.84	20.57 %
TRT1	0.64	45.62 %
ABR1	0.63	35.73 %
ARC2	0.56	35.23 %
KPM1	0.49	40.68 %
CPT1	0.43	29.00 %
PLR1	0.42	34.45 %
GDM1	0.37	28.54 %
SLG1	0.29	19.69 %
ANI1	0.29	45.03 %
UGI1	0.16	31.30 %
PTU1	0.16	21.17 %
WHVL		0.00 %
Total	21.51	43.36 %