

MTD Sales
375.14 L

Brand Share %
45.45 %

Information:

MTD : 01-05-2026 To 22-05-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **45.45 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	171.31	59.94 %
Gas-Stov	73.35	36.44 %
Grinder	58.06	35.47 %
Chimney	42.14	68.16 %
In-Stove	13.17	38.46 %
Iron	7.49	38.70 %
Small-Ap	6.62	19.92 %
Cook-Ele	2.97	79.86 %
Cook-Pre	0.02	0.07 %
Total	375.14	45.45 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	71.96	45.31 %
SOUTH-03	58.47	47.63 %
CHENNAI-01	52.49	42.45 %
WEST-02	47.29	56.39 %
TRICHY-01	42.13	45.33 %
WEST-01	39.89	46.11 %
CHENNAI-02	24.08	38.34 %
SOUTH ARCOT	20.08	38.70 %
NORTH ARCOT	18.74	44.43 %
Total	375.14	45.45 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	33.69	62.49 %
Grinder	13.62	38.85 %
Gas-Stov	12.66	32.48 %
Chimney	6.74	75.62 %
In-Stove	1.77	36.90 %
Iron	1.61	34.91 %
Small-Ap	1.57	23.04 %
Cook-Ele	0.30	58.49 %
Total	71.96	45.31 %

Branch *	MTD Sales L	Brand Share %
TVL1	5.50	43.62 %
KVT1	4.90	41.62 %
RND1	3.23	38.99 %
TKS2	3.02	44.10 %
NGR1	2.77	31.97 %
TCN1	2.36	44.44 %
VNR2	2.28	30.85 %
SVK1	2.27	43.83 %
TKS1	1.20	19.34 %
STU2	0.88	40.06 %
ERL2	0.86	26.91 %
APK2	0.82	21.26 %
COL1	0.75	44.11 %
KGL1	0.68	33.05 %
SDI1	0.68	35.68 %
APK1	0.59	28.19 %
UDN1	0.47	34.82 %
KSM1	0.45	28.94 %
TYI1	0.38	8.84 %
ARM1	0.30	16.48 %
WHTV	-0.10	4.68 %
Total	71.96	45.31 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	23.59	61.68 %
Gas-Stov	12.24	40.28 %
Grinder	10.38	36.33 %
Chimney	8.57	81.34 %
Iron	1.47	49.91 %
Small-Ap	1.06	18.25 %
In-Stove	0.88	45.54 %
Cook-Ele	0.27	75.96 %
Total	58.47	47.63 %

Branch *	MTD Sales L	Brand Share %
MDU1	6.31	45.09 %
MDU6	2.42	39.07 %
KKD3	2.07	31.04 %
TEN2	1.59	44.57 %
CMR1	0.92	42.70 %
MDU7	0.91	19.86 %
MDU4	0.82	44.25 %
TEN1	0.63	24.57 %
BNR1	0.61	24.26 %
MDU3	0.59	18.80 %
PNV2	0.59	31.65 %
TDI1	0.56	34.29 %
KRR1	0.54	43.11 %
BTU1	0.47	44.65 %
ODM1	0.44	40.61 %
PKM1	0.40	25.04 %
DGL2	0.37	13.74 %
ADP1	0.24	15.54 %
WHMD		0.00 %
Total	58.47	47.63 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mixie	26.11	71.22 %
Gas-Stov	11.03	41.41 %
Grinder	7.32	21.98 %
Chimney	3.36	50.30 %
In-Stove	1.63	20.83 %
Cook-Ele	1.20	92.77 %
Small-Ap	1.10	16.56 %
Iron	0.75	31.49 %
Total	52.49	42.45 %

Branch *	MTD Sales L	Brand Share %
CH08	3.06	39.17 %
CH47	2.72	30.08 %
CH07	2.27	35.82 %
CH42	2.19	34.55 %
CH49	2.14	30.41 %
CH35	1.40	43.97 %
CH39	0.93	26.70 %
CH30	0.76	33.47 %
CH29	0.61	41.48 %
GUD2	0.55	35.10 %
MRM1	0.46	15.60 %
CH38	0.38	18.12 %
CGL1	0.36	34.97 %
CH26	0.25	44.34 %
KNR1	0.14	36.46 %
CZWH	0.05	0.40 %
WCHN	-0.28	10.05 %
Total	52.49	42.45 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	21.78	60.36 %
Gas-Stov	10.00	45.38 %
Chimney	6.83	70.99 %
Grinder	3.82	62.80 %
In-Stove	2.49	80.15 %
Iron	0.86	47.31 %
Small-Ap	0.76	41.05 %
Cook-Ele	0.74	100.00 %
Cook-Pre	0.02	0.62 %
Total	47.29	56.39 %

Branch *	MTD Sales L	Brand Share %
SLM1	2.00	37.57 %
SGI1	1.43	42.25 %
VPD1	1.00	40.89 %
BMD1	0.78	40.25 %
RSP1	0.69	34.67 %
MCR1	0.59	29.91 %
PLC1	0.58	20.44 %
KVP1	0.57	24.96 %
TRM1	0.47	24.43 %
HRR1	0.36	29.35 %
SGG1	0.32	31.97 %
EDP1	0.24	20.27 %
TCG1	0.24	42.02 %
OML1	0.20	14.75 %
PDR1	0.15	34.36 %
WHPD	-0.02	0.74 %
Total	47.29	56.39 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	18.90	56.18 %
Gas-Stov	8.67	37.08 %
Grinder	8.28	43.08 %
Chimney	4.31	80.37 %
In-Stove	0.66	16.87 %
Iron	0.60	34.75 %
Small-Ap	0.51	16.06 %
Cook-Ele	0.20	59.80 %
Total	42.13	45.33 %

Branch *	MTD Sales L	Brand Share %
TNJ1	2.36	39.48 %
MVM1	2.32	32.99 %
KUM1	1.91	34.08 %
TNJ2	1.78	34.07 %
JKM1	1.06	31.25 %
TVR2	0.92	23.56 %
PBR1	0.81	38.48 %
TTP1	0.76	40.39 %
NCK1	0.68	32.19 %
APM1	0.57	28.80 %
KUM2	0.54	27.84 %
MSI1	0.38	37.08 %
KRN1	0.24	13.16 %
TRY4	0.22	8.19 %
PDK1	0.22	26.41 %
WTRZ		0.00 %
Total	42.13	45.33 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	15.43	54.02 %
Chimney	7.93	69.52 %
Gas-Stov	6.89	34.33 %
Grinder	5.82	38.10 %
In-Stove	2.58	54.59 %
Iron	0.50	39.53 %
Small-Ap	0.48	15.16 %
Cook-Ele	0.27	92.40 %
Total	39.89	46.11 %

Branch *	MTD Sales L	Brand Share %
CBE2	4.62	42.69 %
KMR1	2.17	30.12 %
PLI1	1.47	39.75 %
UMP1	0.91	35.43 %
AVI1	0.91	31.40 %
CBE6	0.90	24.54 %
CBE5	0.84	27.06 %
CNR1	0.76	44.22 %
KMD1	0.70	42.61 %
KGI1	0.68	37.66 %
PPI1	0.65	28.36 %
SYM2	0.51	32.99 %
KGM1	0.44	31.16 %
TPR3	0.38	23.55 %
GBM1	0.25	33.39 %
DPM2	0.25	13.10 %
GDR1	0.07	25.01 %
Total	39.89	46.11 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	13.09	59.04 %
Gas-Stov	5.02	31.13 %
Grinder	2.88	24.97 %
Chimney	1.38	35.52 %
In-Stove	0.87	27.16 %
Iron	0.47	28.81 %
Small-Ap	0.37	13.29 %
Total	24.08	38.34 %

Branch *	MTD Sales L	Brand Share %
CH15	2.88	33.12 %
CH12	2.22	40.57 %
CH18	2.17	42.92 %
CH03	1.90	42.15 %
CH21	1.01	36.81 %
CH46	0.48	36.80 %
CH27	0.44	35.16 %
CH24	0.41	14.62 %
CH23	0.38	29.13 %
CH34	0.35	15.02 %
CH41	0.35	26.95 %
MJR1	0.34	17.02 %
CH33	0.26	14.63 %
CH44	0.22	12.31 %
CH36	0.22	20.75 %
GPD1	0.20	26.08 %
CH32	0.18	42.28 %
CH31	0.14	43.56 %
CH01	0.14	42.48 %
CH51	0.04	3.45 %
MC06	0.01	27.32 %
Total	24.08	38.34 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	9.46	47.68 %
Grinder	4.27	35.93 %
Gas-Stov	3.55	30.59 %
Chimney	1.58	67.82 %
Iron	0.73	44.21 %
Small-Ap	0.45	28.53 %
In-Stove	0.05	3.54 %
Total	20.08	38.70 %

Branch *	MTD Sales L	Brand Share %
POY1	1.93	31.16 %
CUD1	1.33	22.19 %
ULP1	0.93	42.11 %
KML1	0.67	32.83 %
SJI2	0.63	27.11 %
KLM1	0.53	17.80 %
TDM1	0.48	32.46 %
TVM1	0.37	33.78 %
CDM1	0.34	8.91 %
STP1	0.34	40.44 %
VPM2	0.27	21.49 %
TVM2	0.14	17.63 %
VPM1	0.11	29.06 %
MKM1	0.05	3.85 %
WHUT		0.00 %
Total	20.08	38.70 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	9.26	55.53 %
Gas-Stov	3.28	27.26 %
In-Stove	2.25	65.58 %
Grinder	1.69	59.48 %
Chimney	1.44	46.54 %
Iron	0.51	37.89 %
Small-Ap	0.30	23.38 %
Total	18.74	44.43 %

Branch *	MTD Sales L	Brand Share %
VEL2	1.61	32.54 %
KPM2	1.37	32.04 %
TRR1	1.18	31.21 %
VNB1	0.86	39.25 %
ABR1	0.57	33.22 %
PLR1	0.51	40.78 %
CGM1	0.51	39.81 %
CPT1	0.48	40.60 %
VSI1	0.44	35.52 %
GDM1	0.31	34.12 %
TRT1	0.30	32.76 %
ANI1	0.30	34.09 %
ARC2	0.29	37.04 %
CYR1	0.27	43.89 %
SLG1	0.14	16.51 %
UGI1	0.11	25.50 %
WHVL		0.00 %
Total	18.74	44.43 %