

MTD Sales
430.86 L

Brand Share %
47.89 %

Information:

MTD : 01-08-2025 To 22-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **47.89 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	202.32	63.86 %
Gas-Stov	83.93	37.30 %
Grinder	75.86	37.36 %
Chimney	36.04	87.68 %
In-Stove	22.55	53.06 %
Iron	7.21	23.24 %
Cook-Ele	2.75	80.74 %
Small-Ap	0.22	0.60 %
Total	430.86	47.89 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	78.04	49.82 %
SOUTH-03	56.42	46.19 %
TRICHY-01	55.96	48.46 %
WEST-02	55.38	58.30 %
WEST-01	51.04	46.31 %
CHENNAI-01	50.58	46.69 %
SOUTH ARCOT	28.84	45.14 %
CHENNAI-02	28.08	38.93 %
NORTH ARCOT	23.65	49.30 %
KL-SOUTH	2.87	36.77 %
Total	430.86	47.89 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	33.52	67.04 %
Grinder	16.54	41.39 %
Gas-Stov	16.38	40.29 %
Chimney	5.09	87.55 %
In-Stove	4.37	62.13 %
Iron	1.68	29.22 %
Cook-Ele	0.43	83.15 %
Small-Ap	0.04	0.63 %
Total	78.04	49.82 %

Branch *	MTD Sales L	Brand Share %
TVL1	4.79	45.83 %
NGR1	4.10	42.78 %
VNR2	3.78	39.86 %
RND1	2.47	40.87 %
MAR1	2.42	42.78 %
TKS1	2.07	26.12 %
SVK1	2.04	45.82 %
SKD1	2.02	45.99 %
TCN1	1.97	41.80 %
APK1	1.94	47.30 %
TYI1	1.63	45.80 %
ERL2	1.43	47.51 %
ASM1	0.97	41.74 %
SDI1	0.53	31.10 %
COL1	0.47	26.61 %
KSM1	0.45	26.16 %
ARM1	0.25	16.85 %
ERL1	0.19	35.33 %
S2SD		0.00 %
Total	78.04	49.82 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	26.04	63.71 %
Grinder	11.87	37.21 %
Gas-Stov	9.79	33.92 %
Chimney	4.10	95.37 %
In-Stove	3.29	55.76 %
Iron	1.09	24.04 %
Cook-Ele	0.22	65.33 %
Small-Ap	0.02	0.37 %
Total	56.42	46.19 %

Branch *	MTD Sales L	Brand Share %
MDU1	5.24	34.84 %
DGL1	5.11	44.18 %
MDU2	3.43	47.45 %
MDU6	2.67	43.01 %
CBM1	2.27	43.79 %
MDU5	1.46	44.03 %
BNR1	1.00	39.76 %
TDI1	0.95	35.63 %
DKI1	0.90	43.81 %
KKD2	0.89	24.66 %
DGL2	0.86	31.74 %
KPT1	0.74	41.19 %
NKI1	0.67	40.96 %
BTU1	0.63	35.19 %
MDU3	0.61	46.90 %
PNI1	0.61	29.98 %
PKM1	0.51	39.76 %
TEN1	0.43	25.02 %
ADP1	0.43	22.03 %
CMR1	0.31	33.38 %
ODM1	0.15	8.18 %
SZSD		0.00 %
Total	56.42	46.19 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	25.53	62.67 %
Grinder	12.15	40.86 %
Gas-Stov	9.41	36.14 %
In-Stove	3.75	54.19 %
Chimney	3.65	94.83 %
Iron	0.88	26.17 %
Cook-Ele	0.57	85.33 %
Small-Ap	0.02	0.51 %
Total	55.96	48.46 %

Branch *	MTD Sales L	Brand Share %
KUM1	3.63	40.06 %
TNJ2	3.27	44.83 %
MVM1	3.24	35.48 %
TNJ1	2.45	32.54 %
JKM1	2.04	45.99 %
TVR2	2.01	34.55 %
NGT1	1.36	46.34 %
TTP1	0.90	43.63 %
MSI1	0.75	43.00 %
KRN1	0.67	39.93 %
NCK1	0.65	26.68 %
PBR1	0.62	41.18 %
APM1	0.17	6.57 %
TZSD		0.00 %
Total	55.96	48.46 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	27.02	71.93 %
Gas-Stov	11.10	47.98 %
Grinder	7.20	45.89 %
Chimney	6.39	96.23 %
In-Stove	2.56	48.57 %
Iron	0.74	21.66 %
Cook-Ele	0.36	94.67 %
Small-Ap		0.15 %
Total	55.38	58.30 %

Branch *	MTD Sales L	Brand Share %
SLM1	3.46	45.98 %
ATU1	1.47	40.97 %
TRM1	1.33	42.50 %
KVP1	0.93	42.10 %
DPR2	0.89	39.61 %
MCR1	0.80	35.75 %
RSP1	0.76	35.04 %
OML1	0.71	40.52 %
SGG1	0.57	45.98 %
HRR1	0.46	19.90 %
TCG1	0.34	32.26 %
EDP1	0.33	18.19 %
WZWH		0.00 %
Total	55.38	58.30 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	21.54	57.47 %
Gas-Stov	10.14	35.00 %
Chimney	8.97	85.37 %
Grinder	7.13	33.34 %
In-Stove	2.58	50.70 %
Iron	0.51	15.11 %
Cook-Ele	0.11	84.83 %
Small-Ap	0.06	1.94 %
Total	51.04	46.31 %

Branch *	MTD Sales L	Brand Share %
CBE2	7.48	44.89 %
KMR1	3.45	36.27 %
MPM1	2.43	47.78 %
TPR3	1.58	46.11 %
TPR2	1.44	25.88 %
CBE6	1.41	32.65 %
SYM2	1.17	37.55 %
AVI1	1.11	36.79 %
PLI1	0.91	17.39 %
PPI1	0.88	44.18 %
PDM1	0.76	46.31 %
UMP1	0.76	39.12 %
TPR4	0.69	38.45 %
DPM2	0.58	18.49 %
KGI1	0.54	29.21 %
ANR1	0.37	39.04 %
GDR1	0.30	39.96 %
GBM1	0.09	38.60 %
WZSD		0.00 %
Total	51.04	46.31 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mixie	24.16	66.57 %
Gas-Stov	11.57	40.79 %
Grinder	8.34	31.89 %
Chimney	3.50	80.23 %
In-Stove	1.91	48.34 %
Iron	0.69	22.03 %
Cook-Ele	0.34	73.66 %
Small-Ap	0.07	1.17 %
Total	50.58	46.69 %

Branch *	MTD Sales L	Brand Share %
CH16	4.03	47.55 %
CH05	3.05	45.75 %
CH07	2.43	34.95 %
CH28	2.34	43.32 %
CH42	2.00	32.81 %
CH39	1.31	41.43 %
CH35	1.29	45.22 %
CH38	1.05	26.73 %
TKM1	1.03	43.07 %
SKL1	0.67	41.44 %
CH26	0.61	32.81 %
WHC3	0.54	43.74 %
MRM1	0.53	17.39 %
GUD2	0.48	18.41 %
KNR1	0.46	31.44 %
CH29	0.37	30.80 %
CZWH	0.09	3.32 %
MC10		0.00 %
Total	50.58	46.69 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	14.64	59.66 %
Grinder	5.42	35.37 %
Gas-Stov	4.82	35.85 %
Chimney	1.56	75.57 %
In-Stove	1.52	48.16 %
Iron	0.58	25.23 %
Cook-Ele	0.29	74.04 %
Total	28.84	45.14 %

Branch *	MTD Sales L	Brand Share %
CUD1	3.41	35.64 %
POY2	3.33	43.44 %
POY1	2.56	29.33 %
TRK1	0.89	39.27 %
VPM2	0.87	29.36 %
ULP1	0.86	33.56 %
CDM1	0.86	18.63 %
TVM1	0.32	40.83 %
MKM1	0.25	20.28 %
Total	28.84	45.14 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	15.51	57.10 %
Gas-Stov	5.30	27.01 %
Grinder	3.81	25.36 %
Chimney	1.40	74.73 %
In-Stove	1.26	45.50 %
Iron	0.52	23.45 %
Cook-Ele	0.29	100.00 %
Total	28.08	38.93 %

Branch *	MTD Sales L	Brand Share %
CH15	4.83	42.64 %
CH18	2.46	40.89 %
CH03	2.20	35.22 %
CH12	1.77	44.71 %
CH21	1.08	32.67 %
CH33	0.81	28.46 %
MJR1	0.79	23.62 %
CH17	0.76	46.71 %
PON1	0.70	40.51 %
CH44	0.64	30.90 %
GPD1	0.63	39.96 %
CH09	0.60	31.09 %
CH24	0.59	17.09 %
CH20	0.55	19.34 %
CH34	0.51	15.60 %
CH41	0.47	24.88 %
CH46	0.42	31.48 %
CH31	0.40	42.80 %
CH01		0.00 %
Total	28.08	38.93 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	12.81	67.40 %
Gas-Stov	4.77	35.39 %
Grinder	3.03	44.98 %
Chimney	1.38	81.31 %
In-Stove	1.07	52.84 %
Iron	0.44	16.61 %
Cook-Ele	0.13	69.48 %
Total	23.65	49.30 %

Branch *	MTD Sales L	Brand Share %
TRR1	1.39	32.89 %
VSI1	1.00	44.83 %
VNB1	0.84	47.16 %
WJD1	0.77	41.80 %
KPM1	0.71	28.08 %
TRT1	0.61	47.43 %
ABR1	0.56	33.80 %
CPT1	0.53	43.06 %
ANI1	0.51	44.70 %
CYR1	0.50	41.36 %
SLG1	0.43	33.94 %
WJP1	0.31	35.12 %
UGI1	0.19	24.17 %
PTU1	0.10	23.32 %
Total	23.65	49.30 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Mixie	1.55	48.87 %
Gas-Stov	0.64	26.53 %
Grinder	0.36	32.13 %
In-Stove	0.25	61.88 %
Iron	0.08	26.52 %
Total	2.87	36.77 %

Branch *	MTD Sales L	Brand Share %
TVP1	1.76	39.21 %
KLR1	0.62	43.58 %
PAS1	0.50	26.06 %
Total	2.87	36.77 %