

MTD Sales
331.20 L

Brand Share %
44.65 %

Information:

MTD : 01-09-2025 To 22-09-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **44.65 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	146.02	58.04 %
Gas-Stov	75.53	37.99 %
Grinder	51.35	34.50 %
Chimney	26.84	93.71 %
In-Stove	22.01	50.50 %
Iron	6.64	26.09 %
Cook-Ele	2.51	80.05 %
Small-Ap	0.29	0.70 %
Total	331.20	44.65 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	67.64	49.08 %
SOUTH-03	48.24	48.55 %
WEST-02	39.84	54.55 %
CHENNAI-01	39.82	33.29 %
WEST-01	35.48	42.26 %
TRICHY-01	34.75	48.06 %
CHENNAI-02	20.33	36.44 %
NORTH ARCOT	19.66	49.50 %
SOUTH ARCOT	19.05	43.39 %
KL-SOUTH	6.40	39.23 %
Total	331.20	44.65 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	29.28	64.34 %
Gas-Stov	13.84	37.42 %
Grinder	13.57	42.68 %
Chimney	4.62	93.65 %
In-Stove	4.13	60.51 %
Iron	1.70	32.01 %
Cook-Ele	0.45	68.96 %
Small-Ap	0.04	0.75 %
Total	67.64	49.08 %

Branch *	MTD Sales L	Brand Share %
NGR1	3.30	41.09 %
RND1	2.30	41.63 %
TKS2	1.99	38.12 %
VNR2	1.78	27.09 %
TYI1	1.72	42.73 %
TCN1	1.65	35.65 %
TKS1	1.27	23.80 %
APK1	0.89	43.65 %
ERL2	0.87	32.17 %
ASM1	0.71	41.30 %
APK2	0.45	26.39 %
ARM1	0.30	25.16 %
Total	67.64	49.08 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	21.47	67.44 %
Gas-Stov	10.41	39.07 %
Grinder	8.43	35.43 %
Chimney	3.59	97.58 %
In-Stove	2.86	55.16 %
Iron	1.11	32.09 %
Cook-Ele	0.35	94.89 %
Total	48.24	48.55 %

Branch *	MTD Sales L	Brand Share %
MDU1	3.69	33.33 %
DGL1	3.42	38.48 %
DGL2	1.51	43.27 %
KKD2	1.21	33.96 %
KPT1	0.96	44.32 %
MDU3	0.52	31.75 %
PKM1	0.50	40.44 %
ODM1	0.46	24.84 %
PNV1	0.44	37.13 %
PNI1	0.43	38.76 %
TEN1	0.41	24.39 %
BTU1	0.40	39.67 %
ADP1	0.12	9.53 %
SZSD	0.05	7.65 %
Total	48.24	48.55 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	16.67	65.04 %
Gas-Stov	9.87	47.25 %
Chimney	5.50	97.67 %
Grinder	3.57	37.48 %
In-Stove	3.26	57.45 %
Iron	0.81	29.96 %
Cook-Ele	0.16	88.47 %
Small-Ap	0.01	0.43 %
Total	39.84	54.55 %

Branch *	MTD Sales L	Brand Share %
SLM1	1.85	39.39 %
KVP1	0.89	42.42 %
OML1	0.75	39.46 %
DPR2	0.57	35.14 %
MCR1	0.48	23.02 %
PMP1	0.43	33.14 %
PLC1	0.42	28.29 %
RSP1	0.36	27.16 %
HRR1	0.31	22.34 %
PDR1	0.29	38.56 %
EDP1	0.14	17.97 %
WZWH	0.01	6.61 %
Total	39.84	54.55 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mixie	18.62	42.81 %
Gas-Stov	9.60	37.57 %
Grinder	6.29	26.42 %
Chimney	2.36	100.00 %
In-Stove	2.05	33.78 %
Iron	0.55	22.73 %
Cook-Ele	0.29	56.63 %
Small-Ap	0.07	0.43 %
Total	39.82	33.29 %

Branch *	MTD Sales L	Brand Share %
CH42	2.41	38.27 %
CH28	1.76	39.25 %
CH07	0.98	18.86 %
CH39	0.91	22.56 %
CH38	0.88	36.90 %
CH35	0.74	32.48 %
AVD1	0.66	39.13 %
CH29	0.55	39.88 %
TKM1	0.51	28.94 %
MRM1	0.46	22.02 %
GUD2	0.32	12.81 %
KNR1	0.26	22.91 %
CZWH		0.00 %
WHC3		0.00 %
Total	39.82	33.29 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	15.46	56.31 %
Gas-Stov	8.71	35.53 %
Grinder	4.49	29.99 %
Chimney	3.30	75.76 %
In-Stove	2.83	48.81 %
Iron	0.47	14.77 %
Cook-Ele	0.21	67.74 %
Small-Ap	0.02	0.49 %
Total	35.48	42.26 %

Branch *	MTD Sales L	Brand Share %
KMR1	2.78	36.88 %
CBE2	2.11	22.21 %
CBE6	1.42	33.15 %
TPR3	0.99	33.92 %
CBE5	0.73	22.40 %
PPI1	0.65	40.61 %
KMD1	0.63	25.08 %
DPM2	0.51	20.58 %
PLI1	0.46	14.60 %
AVI1	0.42	17.67 %
ANR1	0.34	41.68 %
PDM1	0.32	28.63 %
TPR4	0.27	29.16 %
GBM1	0.27	36.44 %
KGI1	0.16	32.25 %
WZSD	0.10	25.97 %
Total	35.48	42.26 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	14.04	58.11 %
Gas-Stov	8.36	44.05 %
Grinder	6.81	41.49 %
In-Stove	2.62	55.33 %
Chimney	1.92	90.06 %
Iron	0.61	28.62 %
Cook-Ele	0.37	100.00 %
Small-Ap	0.02	0.65 %
Total	34.75	48.06 %

Branch *	MTD Sales L	Brand Share %
MVM1	2.21	39.02 %
KIK1	1.85	42.43 %
TNJ1	1.70	38.15 %
KUM1	1.68	34.25 %
TVR2	1.66	39.23 %
ORU1	0.62	40.43 %
NCK1	0.32	19.60 %
TRY2	0.19	39.28 %
KRN1	0.17	19.54 %
APM1	0.10	10.33 %
TZSD		0.00 %
Total	34.75	48.06 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	9.62	49.35 %
Gas-Stov	4.52	27.54 %
Grinder	2.28	23.15 %
Chimney	1.62	100.00 %
In-Stove	1.51	44.66 %
Iron	0.46	22.22 %
Cook-Ele	0.28	100.00 %
Small-Ap	0.04	1.62 %
Total	20.33	36.44 %

Branch *	MTD Sales L	Brand Share %
CH15	2.71	37.30 %
CH18	1.39	35.68 %
CH34	1.00	24.02 %
CH21	0.91	28.59 %
CH20	0.80	32.17 %
CH24	0.58	16.92 %
CH36	0.55	38.68 %
GPD1	0.52	38.50 %
CH27	0.44	40.71 %
CH33	0.42	21.33 %
UKI1	0.42	43.98 %
CH44	0.39	22.22 %
MJR1	0.38	18.61 %
CH41	0.35	19.50 %
CH09	0.33	18.17 %
CH17	0.26	36.14 %
PON1	0.21	21.41 %
CH46	0.19	26.64 %
Total	20.33	36.44 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	9.54	66.51 %
Gas-Stov	4.50	36.55 %
Grinder	1.87	37.42 %
Chimney	1.85	100.00 %
In-Stove	1.36	54.03 %
Iron	0.40	21.77 %
Cook-Ele	0.12	76.59 %
Small-Ap	0.02	1.19 %
Total	19.66	49.50 %

Branch *	MTD Sales L	Brand Share %
KPM2	1.52	37.49 %
TRR1	1.26	43.66 %
AKM1	0.54	42.04 %
CGM1	0.48	37.54 %
ARC2	0.33	35.90 %
PLR1	0.28	37.16 %
GDM1	0.26	34.48 %
KPM1	0.25	21.85 %
WJP1	0.24	42.28 %
ABR1	0.23	24.66 %
UGI1	0.05	8.14 %
Total	19.66	49.50 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	7.91	56.57 %
Gas-Stov	4.74	39.59 %
Grinder	2.79	27.35 %
Chimney	1.90	100.00 %
In-Stove	1.00	44.51 %
Iron	0.42	24.14 %
Cook-Ele	0.27	93.22 %
Total	19.05	43.39 %

Branch *	MTD Sales L	Brand Share %
CUD1	1.83	29.74 %
POY1	1.60	32.88 %
ULP1	0.73	24.01 %
VPM2	0.52	24.08 %
CDM1	0.24	9.02 %
MKM1	0.22	22.38 %
Total	19.05	43.39 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Mixie	3.41	60.15 %
Grinder	1.25	36.09 %
Gas-Stov	0.99	21.62 %
In-Stove	0.39	33.78 %
Chimney	0.17	100.00 %
Iron	0.11	18.18 %
Small-Ap	0.07	11.15 %
Total	6.40	39.23 %

Branch *	MTD Sales L	Brand Share %
PAS1	1.19	33.53 %
KLR1	0.83	25.19 %
Total	6.40	39.23 %