

MTD Sales
631.19 L

Brand Share %
40.66 %

Information:

MTD : 01-10-2025 To 22-10-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **40.66 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	286.35	54.10 %
Gas-Stov	133.60	33.43 %
Grinder	116.58	35.40 %
Chimney	46.86	68.88 %
In-Stove	35.64	52.07 %
Iron	8.56	22.77 %
Cook-Ele	3.72	80.06 %
Small-Ap	0.14	0.34 %
Acces-SA	-0.04	100.00 %
Cook-Pre	-0.22	-0.30 %
Total	631.19	40.66 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	114.14	45.40 %
SOUTH-03	108.91	42.18 %
WEST-02	86.34	47.89 %
TRICHY-01	75.56	43.99 %
WEST-01	67.90	38.69 %
CHENNAI-01	66.89	31.30 %
CHENNAI-02	39.15	34.67 %
NORTH ARCOT	35.70	41.22 %
SOUTH ARCOT	33.54	36.64 %
KL-SOUTH	3.06	29.66 %
Total	631.19	40.66 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	52.06	61.21 %
Grinder	25.36	41.65 %
Gas-Stov	22.46	36.85 %
In-Stove	7.35	60.69 %
Chimney	4.50	74.87 %
Iron	1.67	25.78 %
Cook-Ele	0.75	76.81 %
Acces-SA	-0.01	100.00 %
Small-Ap	-0.02	-0.33 %
Total	114.14	45.40 %

Branch *	MTD Sales L	Brand Share %
NGR1	5.88	37.79 %
VNR2	3.63	26.17 %
TCN1	3.30	40.27 %
MAR1	2.80	32.81 %
TKS1	2.55	22.19 %
APK1	2.13	38.41 %
TYI1	2.09	36.50 %
APK2	1.62	33.31 %
ERL2	1.37	35.15 %
ARM1	1.22	33.65 %
ASM1	1.04	34.33 %
UDN1	0.77	35.60 %
COL1	0.69	32.65 %
KSM1	0.56	28.96 %
Total	114.14	45.40 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	47.46	56.74 %
Grinder	23.14	35.10 %
Gas-Stov	21.95	37.04 %
Chimney	8.95	75.84 %
In-Stove	5.13	51.28 %
Iron	1.65	25.16 %
Cook-Ele	0.60	82.42 %
Small-Ap	0.03	0.42 %
Total	108.91	42.18 %

Branch *	MTD Sales L	Brand Share %
DGL1	9.46	36.98 %
MDU1	9.04	27.97 %
MDU6	4.58	36.08 %
ATG1	2.49	38.49 %
MDU4	1.71	35.55 %
NKI1	1.43	32.43 %
MDU3	1.42	25.71 %
DGL2	1.37	21.02 %
BNR1	1.37	26.56 %
BTU1	1.30	38.30 %
KPT1	1.29	29.43 %
TEN1	0.94	19.65 %
CMR1	0.89	34.83 %
ADP1	0.53	12.39 %
ODM1	0.51	9.21 %
KKD2	0.26	13.51 %
Total	108.91	42.18 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	39.68	60.94 %
Gas-Stov	18.69	41.58 %
Grinder	11.80	40.92 %
Chimney	10.22	70.87 %
In-Stove	4.83	53.78 %
Iron	1.05	23.22 %
Cook-Ele	0.14	100.00 %
Small-Ap	-0.01	-0.33 %
Acces-SA	-0.02	100.00 %
Cook-Pre	-0.03	-0.33 %
Total	86.34	47.89 %

Branch *	MTD Sales L	Brand Share %
SLM1	4.76	32.26 %
TRM1	1.68	27.59 %
KVP1	1.59	33.71 %
MCR1	1.57	27.75 %
PLC1	1.47	28.99 %
KMM1	1.45	40.50 %
VKL1	1.23	31.80 %
SGG1	1.22	29.69 %
HRR1	1.11	25.05 %
OML1	0.96	25.12 %
EDP1	0.61	18.86 %
DPR2	0.58	19.48 %
TCG1	0.57	20.94 %
PMP1	0.51	19.02 %
Total	86.34	47.89 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	32.11	57.24 %
Gas-Stov	16.61	38.51 %
Grinder	16.06	38.81 %
In-Stove	5.92	59.77 %
Chimney	3.36	76.36 %
Iron	0.75	23.13 %
Cook-Ele	0.73	79.90 %
Small-Ap	0.02	0.42 %
Cook-Pre	-0.01	-0.15 %
Total	75.56	43.99 %

Branch *	MTD Sales L	Brand Share %
TNJ2	4.44	38.48 %
MVM1	3.93	30.00 %
TNJ1	3.86	34.72 %
TVR2	3.27	37.07 %
KUM1	2.87	28.96 %
JKM1	2.32	38.98 %
ORU1	1.50	37.88 %
MSI1	1.34	38.07 %
KRN1	0.91	24.40 %
NCK1	0.89	26.14 %
TRY2	0.74	38.78 %
AYR1	0.68	36.66 %
APM1	0.18	7.53 %
Total	75.56	43.99 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	27.38	49.75 %
Gas-Stov	14.69	31.66 %
Chimney	11.24	77.01 %
Grinder	10.28	29.77 %
In-Stove	3.63	48.55 %
Iron	0.72	15.63 %
Cook-Ele	0.15	64.96 %
Small-Ap	0.01	0.12 %
Acces-SA	-0.01	100.00 %
Cook-Pre	-0.18	-2.15 %
Total	67.90	38.69 %

Branch *	MTD Sales L	Brand Share %
CBE2	7.66	36.52 %
TPR2	3.20	38.61 %
MPM1	2.93	39.39 %
PLI1	2.48	25.92 %
KGM1	1.79	38.15 %
AVI1	1.33	22.97 %
CBE5	1.12	17.20 %
TPR3	1.12	17.53 %
CBE6	1.08	16.68 %
SYM2	1.04	20.87 %
UMP1	1.00	35.40 %
DPM2	0.93	19.83 %
PPI1	0.89	22.77 %
CBE3	0.83	31.46 %
CNR1	0.70	29.62 %
GBM1	0.68	30.29 %
Total	67.90	38.69 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mixie	30.11	39.17 %
Gas-Stov	16.98	25.18 %
Grinder	12.37	32.46 %
Chimney	3.21	44.20 %
In-Stove	2.99	47.07 %
Iron	0.75	22.97 %
Cook-Ele	0.43	76.90 %
Small-Ap	0.04	0.88 %
Total	66.89	31.30 %

Branch *	MTD Sales L	Brand Share %
CH16	4.41	34.92 %
CH42	3.53	34.23 %
CH45	2.51	37.90 %
GUD1	2.29	35.11 %
CH07	2.15	28.09 %
CH28	2.13	29.37 %
CH30	1.47	27.77 %
TKM1	1.44	33.49 %
MRM1	1.20	22.59 %
CH39	0.96	27.49 %
CH26	0.70	39.55 %
GUD2	0.67	14.05 %
KNR1	0.26	10.27 %
CZWH		0.00 %
MC09		0.00 %
MC10		0.00 %
WHC3		0.00 %
Total	66.89	31.30 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	20.93	52.47 %
Gas-Stov	7.48	25.14 %
Grinder	6.20	25.37 %
Chimney	1.75	51.39 %
In-Stove	1.75	39.76 %
Iron	0.54	17.90 %
Cook-Ele	0.50	89.26 %
Total	39.15	34.67 %

Branch *	MTD Sales L	Brand Share %
CH03	3.57	37.42 %
CH15	3.38	30.08 %
CH18	2.83	37.38 %
MJR1	1.86	27.60 %
CH20	1.59	30.56 %
CH24	1.23	21.65 %
CH09	1.00	35.19 %
CH46	0.92	37.15 %
PON1	0.80	26.38 %
CH17	0.77	35.06 %
CH27	0.59	33.35 %
CH41	0.56	17.86 %
CH33	0.55	15.53 %
CH31	0.41	28.91 %
CH36	0.32	29.58 %
MC06	0.24	39.91 %
CH44	0.20	10.98 %
CH34	0.13	1.64 %
CH32	0.09	14.31 %
Total	39.15	34.67 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	19.13	57.67 %
Gas-Stov	6.96	29.43 %
Grinder	4.37	39.24 %
Chimney	2.51	62.85 %
In-Stove	1.96	52.05 %
Iron	0.63	22.36 %
Cook-Ele	0.15	71.64 %
Total	35.70	41.22 %

Branch *	MTD Sales L	Brand Share %
TRR1	2.16	28.07 %
AKM1	1.56	36.45 %
SLG1	1.40	36.02 %
WJD1	1.09	26.03 %
VNB1	1.04	34.37 %
CPT1	0.85	35.88 %
ABR1	0.64	26.88 %
CGM1	0.54	29.89 %
CYR1	0.53	19.40 %
UGI1	0.30	18.93 %
PTU1	0.30	20.78 %
Total	35.70	41.22 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	15.55	50.61 %
Gas-Stov	7.32	34.09 %
Grinder	6.71	29.76 %
In-Stove	1.95	41.15 %
Chimney	0.99	49.28 %
Iron	0.74	27.66 %
Cook-Ele	0.25	80.79 %
Small-Ap	0.04	1.66 %
Total	33.54	36.64 %

Branch *	MTD Sales L	Brand Share %
CUD1	3.53	27.03 %
POY1	3.02	27.33 %
SJI2	1.30	29.47 %
ULP1	1.29	26.44 %
TRK1	1.18	36.40 %
VPM2	1.08	33.52 %
STP1	0.90	39.15 %
CDM1	0.57	8.25 %
VPM1	0.50	39.11 %
TVM2	0.39	38.07 %
MKM1	0.20	10.57 %
Total	33.54	36.64 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Mixie	1.95	51.58 %
Gas-Stov	0.45	17.43 %
Grinder	0.29	19.27 %
Chimney	0.13	100.00 %
In-Stove	0.13	18.06 %
Iron	0.06	14.42 %
Small-Ap	0.03	4.98 %
Cook-Ele	0.02	100.00 %
Total	3.06	29.66 %

Branch *	MTD Sales L	Brand Share %
TVP1	1.35	26.76 %
PAS1	1.02	34.07 %
KLR1	0.70	30.30 %
Total	3.06	29.66 %