

MTD Sales
396.23 L

Brand Share %
45.41 %

Information:

MTD : 01-05-2026 To 23-05-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **45.41 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	180.89	60.01 %
Gas-Stov	77.41	36.15 %
Grinder	61.04	35.22 %
Chimney	45.75	68.86 %
In-Stove	13.58	38.14 %
Iron	7.85	38.73 %
Small-Ap	6.72	19.52 %
Cook-Ele	2.97	78.88 %
Cook-Pre	0.02	0.07 %
Total	396.23	45.41 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	75.71	44.96 %
SOUTH-03	62.69	47.89 %
CHENNAI-01	55.79	42.90 %
WEST-02	48.96	55.72 %
TRICHY-01	44.88	45.54 %
WEST-01	41.66	46.09 %
CHENNAI-02	25.43	38.19 %
SOUTH ARCOT	21.43	38.65 %
NORTH ARCOT	19.70	44.27 %
Total	396.23	45.41 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	35.45	62.32 %
Grinder	13.95	37.93 %
Gas-Stov	13.22	31.61 %
Chimney	7.55	75.91 %
In-Stove	1.96	38.93 %
Iron	1.67	34.45 %
Small-Ap	1.62	23.10 %
Cook-Ele	0.30	58.49 %
Total	75.71	44.96 %

Branch *	MTD Sales L	Brand Share %
TVL1	5.78	43.96 %
KVT1	5.11	41.94 %
TKS2	3.29	43.87 %
RND1	3.23	37.80 %
NGR1	3.10	32.51 %
MAR1	3.05	43.71 %
TCN1	2.54	45.30 %
SVK1	2.45	43.49 %
VNR2	2.33	30.08 %
TKS1	1.23	18.65 %
STU2	0.88	38.97 %
ERL2	0.86	25.62 %
APK2	0.82	19.91 %
COL1	0.81	42.09 %
APK1	0.77	31.31 %
KGL1	0.68	32.50 %
SDI1	0.68	33.79 %
UDN1	0.52	36.78 %
KSM1	0.48	29.50 %
TYI1	0.38	8.53 %
ARM1	0.30	15.46 %
WHTV	-0.10	4.68 %
Total	75.71	44.96 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	25.30	62.01 %
Gas-Stov	13.16	40.42 %
Grinder	11.12	36.26 %
Chimney	9.29	82.53 %
Iron	1.55	49.36 %
Small-Ap	1.11	18.35 %
In-Stove	0.88	43.16 %
Cook-Ele	0.27	75.96 %
Total	62.69	47.89 %

Branch *	MTD Sales L	Brand Share %
MDU1	6.53	44.55 %
MDU6	2.73	41.76 %
KKD3	2.37	32.23 %
PNI1	1.05	44.71 %
CMR1	0.92	42.00 %
MDU7	0.92	19.57 %
TEN1	0.70	26.23 %
PNV2	0.67	34.11 %
MDU3	0.64	18.75 %
BNR1	0.61	22.79 %
KRR1	0.59	43.17 %
TDI1	0.56	31.50 %
BTU1	0.55	45.16 %
ODM1	0.44	39.96 %
PKM1	0.40	22.89 %
DGL2	0.37	13.08 %
ADP1	0.24	13.64 %
WHMD		0.00 %
Total	62.69	47.89 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mixie	27.81	71.53 %
Gas-Stov	11.76	41.35 %
Grinder	7.74	22.51 %
Chimney	3.74	51.97 %
In-Stove	1.63	20.22 %
Cook-Ele	1.20	91.12 %
Small-Ap	1.14	16.23 %
Iron	0.78	31.91 %
Total	55.79	42.90 %

Branch *	MTD Sales L	Brand Share %
CH08	3.13	38.46 %
CH47	2.80	29.91 %
CH42	2.44	35.96 %
CH07	2.29	33.21 %
CH49	2.28	31.24 %
CH39	0.93	26.03 %
CH30	0.76	30.83 %
CH38	0.61	24.79 %
GUD2	0.60	37.00 %
MRM1	0.55	17.38 %
CGL1	0.42	37.65 %
CH26	0.25	44.34 %
KNR1	0.14	36.46 %
CZWH	0.05	0.40 %
WCHN	-0.28	10.05 %
Total	55.79	42.90 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	22.51	60.70 %
Gas-Stov	10.49	44.22 %
Chimney	7.02	69.95 %
Grinder	4.04	59.40 %
In-Stove	2.63	79.80 %
Iron	0.91	47.26 %
Cook-Ele	0.74	100.00 %
Small-Ap	0.60	34.27 %
Cook-Pre	0.02	0.63 %
Total	48.96	55.72 %

Branch *	MTD Sales L	Brand Share %
SLM1	2.12	37.56 %
SGI1	1.48	43.19 %
VPD1	1.09	40.24 %
BMD1	0.78	40.25 %
RSP1	0.69	33.83 %
MCR1	0.59	28.71 %
PLC1	0.58	19.99 %
KVP1	0.57	24.61 %
TRM1	0.50	23.81 %
HRR1	0.36	28.54 %
SGG1	0.32	30.94 %
EDP1	0.24	20.27 %
TCG1	0.24	39.47 %
OML1	0.20	14.75 %
PDR1	0.15	31.86 %
WHPD	-0.02	0.74 %
Total	48.96	55.72 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	19.99	55.95 %
Gas-Stov	9.21	37.44 %
Grinder	8.92	43.16 %
Chimney	4.71	81.73 %
Iron	0.66	35.43 %
In-Stove	0.66	16.48 %
Small-Ap	0.53	16.01 %
Cook-Ele	0.20	59.80 %
Total	44.88	45.54 %

Branch *	MTD Sales L	Brand Share %
MVM1	2.44	32.70 %
TNJ1	2.39	39.00 %
KUM1	2.36	38.15 %
TNJ2	1.93	34.64 %
TVR2	1.11	25.34 %
JKM1	1.09	30.32 %
PBR1	0.94	40.78 %
TTP1	0.76	39.97 %
NCK1	0.70	32.13 %
APM1	0.63	29.37 %
KUM2	0.56	26.06 %
MSI1	0.38	36.69 %
PDK1	0.27	27.96 %
KRN1	0.24	12.89 %
TRY4	0.22	7.95 %
WTRZ		0.00 %
Total	44.88	45.54 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	16.01	54.31 %
Chimney	8.68	69.42 %
Gas-Stov	7.03	33.67 %
Grinder	5.97	37.52 %
In-Stove	2.63	53.81 %
Small-Ap	0.55	16.81 %
Iron	0.52	39.74 %
Cook-Ele	0.27	92.40 %
Total	41.66	46.09 %

Branch *	MTD Sales L	Brand Share %
CBE2	4.81	41.59 %
KMR1	2.24	30.58 %
MPM1	1.90	45.01 %
PLI1	1.51	38.20 %
AVI1	1.13	35.36 %
UMP1	0.96	36.64 %
CBE6	0.90	24.54 %
PPI1	0.86	34.37 %
CBE5	0.84	25.59 %
KMD1	0.70	40.50 %
KGI1	0.68	36.59 %
SYM2	0.51	30.76 %
KGM1	0.44	29.62 %
TPR3	0.38	23.05 %
GBM1	0.29	37.42 %
DPM2	0.25	13.10 %
GDR1	0.09	31.25 %
Total	41.66	46.09 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	13.82	58.30 %
Gas-Stov	5.14	30.54 %
Grinder	3.16	25.53 %
Chimney	1.56	38.36 %
In-Stove	0.87	25.79 %
Iron	0.47	28.39 %
Small-Ap	0.40	13.42 %
Total	25.43	38.19 %

Branch *	MTD Sales L	Brand Share %
CH15	3.02	32.87 %
CH12	2.35	41.07 %
CH18	2.17	40.78 %
CH03	1.95	41.91 %
CH21	1.21	37.41 %
CH46	0.53	38.59 %
CH24	0.48	15.78 %
CH23	0.46	33.26 %
PON1	0.45	43.48 %
CH27	0.44	34.33 %
CH34	0.40	16.32 %
CH41	0.35	23.77 %
MJR1	0.34	16.75 %
CH36	0.30	23.65 %
CH44	0.27	14.29 %
CH33	0.26	14.49 %
GPD1	0.20	25.46 %
CH32	0.18	40.09 %
CH31	0.17	42.56 %
CH01	0.14	42.48 %
CH51	0.04	3.45 %
MC06	0.01	27.32 %
Total	25.43	38.19 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	10.32	48.38 %
Grinder	4.45	34.90 %
Gas-Stov	3.82	30.83 %
Chimney	1.58	65.61 %
Iron	0.76	44.62 %
Small-Ap	0.45	26.86 %
In-Stove	0.05	3.35 %
Total	21.43	38.65 %

Branch *	MTD Sales L	Brand Share %
POY1	1.93	30.20 %
CUD1	1.48	23.61 %
ULP1	1.02	42.45 %
KML1	0.71	32.20 %
SJI2	0.68	26.72 %
KLM1	0.61	19.72 %
TDM1	0.51	31.69 %
CDM1	0.40	9.32 %
TVM1	0.37	32.41 %
STP1	0.34	39.33 %
VPM2	0.27	20.61 %
TVM2	0.14	15.16 %
VPM1	0.11	29.06 %
MKM1	0.05	3.70 %
WHUT		0.00 %
Total	21.43	38.65 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	9.67	55.08 %
Gas-Stov	3.58	27.76 %
In-Stove	2.28	64.61 %
Grinder	1.69	56.65 %
Chimney	1.62	49.50 %
Iron	0.53	38.21 %
Small-Ap	0.33	23.71 %
Total	19.70	44.27 %

Branch *	MTD Sales L	Brand Share %
VEL2	1.68	30.06 %
KPM2	1.41	32.04 %
TRR1	1.31	32.74 %
VNB1	0.91	40.22 %
ABR1	0.57	33.22 %
PLR1	0.55	42.46 %
CGM1	0.51	39.81 %
CPT1	0.48	37.49 %
TRT1	0.45	40.77 %
VSI1	0.44	33.37 %
GDM1	0.31	33.39 %
ANI1	0.30	30.76 %
ARC2	0.29	36.54 %
CYR1	0.27	43.89 %
SLG1	0.14	15.85 %
UGI1	0.11	23.50 %
WHVL		0.00 %
Total	19.70	44.27 %