

MTD Sales
343.18 L

Brand Share %
44.74 %

Information:

MTD : 01-09-2025 To 23-09-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **44.74 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	151.46	58.14 %
Gas-Stov	78.29	38.12 %
Grinder	53.19	34.48 %
Chimney	27.67	93.88 %
In-Stove	22.78	50.63 %
Iron	6.86	26.09 %
Cook-Ele	2.64	80.81 %
Small-Ap	0.29	0.68 %
Total	343.18	44.74 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	70.20	49.11 %
SOUTH-03	49.42	48.06 %
WEST-02	41.61	54.65 %
CHENNAI-01	40.95	33.53 %
WEST-01	36.33	42.21 %
TRICHY-01	36.28	48.50 %
CHENNAI-02	21.48	37.00 %
NORTH ARCOT	20.47	49.62 %
SOUTH ARCOT	20.00	43.20 %
KL-SOUTH	6.44	39.15 %
Total	343.18	44.74 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	30.50	64.26 %
Gas-Stov	14.21	37.16 %
Grinder	14.11	42.97 %
Chimney	4.79	93.87 %
In-Stove	4.35	60.90 %
Iron	1.71	31.59 %
Cook-Ele	0.47	69.96 %
Small-Ap	0.04	0.71 %
Total	70.20	49.11 %

Branch *	MTD Sales L	Brand Share %
NGR1	3.54	42.01 %
RND1	2.35	42.02 %
TKS2	1.99	37.36 %
TY11	1.82	44.12 %
VNR2	1.78	26.01 %
TCN1	1.70	36.43 %
TKS1	1.29	23.50 %
ERL2	0.87	31.98 %
ASM1	0.77	43.25 %
APK2	0.48	26.69 %
ARM1	0.33	26.41 %
Total	70.20	49.11 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	21.87	66.96 %
Gas-Stov	10.92	39.26 %
Grinder	8.57	34.67 %
Chimney	3.61	97.60 %
In-Stove	2.98	55.00 %
Iron	1.12	31.71 %
Cook-Ele	0.35	94.89 %
Total	49.42	48.06 %

Branch *	MTD Sales L	Brand Share %
MDU1	3.80	33.25 %
DGL1	3.42	37.24 %
DGL2	1.58	43.80 %
KKD2	1.24	34.24 %
KPT1	0.99	40.36 %
MDU3	0.59	34.39 %
PKM1	0.50	40.44 %
ODM1	0.46	23.85 %
PNV1	0.44	35.73 %
PNI1	0.43	36.02 %
BTU1	0.43	41.51 %
TEN1	0.41	24.47 %
ADP1	0.12	9.28 %
SZSD	0.05	7.65 %
Total	49.42	48.06 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	17.48	64.99 %
Gas-Stov	10.42	48.00 %
Chimney	5.67	97.74 %
Grinder	3.67	36.40 %
In-Stove	3.33	57.59 %
Iron	0.87	30.93 %
Cook-Ele	0.16	88.47 %
Small-Ap	0.01	0.42 %
Total	41.61	54.65 %

Branch *	MTD Sales L	Brand Share %
SLM1	2.09	42.35 %
KVP1	0.92	42.50 %
OML1	0.79	39.89 %
DPR2	0.58	35.06 %
MCR1	0.48	22.60 %
PMP1	0.43	33.14 %
PLC1	0.42	27.05 %
RSP1	0.40	26.92 %
HRR1	0.31	21.60 %
PDR1	0.29	38.18 %
EDP1	0.14	17.97 %
WZWH	0.01	6.61 %
Total	41.61	54.65 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mixie	19.21	43.06 %
Gas-Stov	9.77	37.77 %
Grinder	6.53	26.66 %
Chimney	2.36	100.00 %
In-Stove	2.13	34.11 %
Iron	0.57	23.01 %
Cook-Ele	0.32	58.88 %
Small-Ap	0.07	0.42 %
Total	40.95	33.53 %

Branch *	MTD Sales L	Brand Share %
CH42	2.41	38.27 %
CH28	1.81	38.90 %
CH07	0.98	18.35 %
CH39	0.91	22.40 %
CH38	0.88	36.70 %
CH35	0.87	34.96 %
AVD1	0.78	43.36 %
CH29	0.55	39.88 %
MRM1	0.53	23.27 %
TKM1	0.51	28.94 %
GUD2	0.33	12.70 %
KNR1	0.26	22.28 %
CZWH		0.00 %
WHC3		0.00 %
Total	40.95	33.53 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	16.10	56.64 %
Gas-Stov	8.73	34.89 %
Grinder	4.54	29.72 %
Chimney	3.30	75.76 %
In-Stove	2.94	49.96 %
Iron	0.49	14.84 %
Cook-Ele	0.21	67.74 %
Small-Ap	0.02	0.48 %
Total	36.33	42.21 %

Branch *	MTD Sales L	Brand Share %
KMR1	2.78	36.78 %
CBE2	2.17	22.28 %
CBE6	1.43	33.21 %
TPR3	1.03	34.90 %
CBE5	0.73	21.81 %
KMD1	0.65	25.82 %
PPI1	0.65	40.61 %
PLI1	0.54	16.42 %
DPM2	0.51	20.07 %
AVI1	0.42	17.34 %
ANR1	0.34	37.56 %
PDM1	0.32	28.63 %
TPR4	0.27	28.68 %
GBM1	0.27	35.76 %
KGI1	0.16	32.25 %
WZSD	0.10	25.97 %
Total	36.33	42.21 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	14.61	58.62 %
Gas-Stov	8.65	44.68 %
Grinder	7.20	41.54 %
In-Stove	2.66	55.08 %
Chimney	2.09	90.81 %
Iron	0.62	28.10 %
Cook-Ele	0.42	100.00 %
Small-Ap	0.02	0.64 %
Total	36.28	48.50 %

Branch *	MTD Sales L	Brand Share %
MVM1	2.36	39.33 %
KUM1	1.96	37.44 %
KIK1	1.85	42.43 %
TVR2	1.71	39.90 %
TNJ1	1.70	37.76 %
PDK1	0.78	44.10 %
ORU1	0.65	41.44 %
NCK1	0.32	19.41 %
TRY2	0.19	39.28 %
KRN1	0.17	19.54 %
APM1	0.10	10.33 %
TZSD		0.00 %
Total	36.28	48.50 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	10.27	50.22 %
Gas-Stov	4.79	27.97 %
Grinder	2.43	24.04 %
Chimney	1.62	100.00 %
In-Stove	1.56	44.86 %
Iron	0.48	22.19 %
Cook-Ele	0.28	100.00 %
Small-Ap	0.04	1.55 %
Total	21.48	37.00 %

Branch *	MTD Sales L	Brand Share %
CH15	3.18	40.50 %
CH18	1.50	35.18 %
CH34	1.01	23.49 %
CH21	0.98	29.12 %
CH20	0.80	32.01 %
CH24	0.61	17.39 %
CH36	0.55	38.49 %
GPD1	0.55	39.75 %
CH27	0.44	40.71 %
CH33	0.42	20.94 %
CH44	0.42	22.66 %
UKI1	0.42	43.51 %
MJR1	0.41	18.85 %
CH41	0.35	19.08 %
CH09	0.33	18.17 %
CH17	0.26	30.54 %
CH46	0.24	30.55 %
PON1	0.21	21.41 %
Total	21.48	37.00 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	9.82	66.99 %
Gas-Stov	4.66	36.21 %
Chimney	2.14	100.00 %
Grinder	1.87	36.63 %
In-Stove	1.39	53.18 %
Iron	0.42	21.97 %
Cook-Ele	0.15	79.49 %
Small-Ap	0.02	1.14 %
Total	20.47	49.62 %

Branch *	MTD Sales L	Brand Share %
KPM2	1.63	38.18 %
TRR1	1.26	43.32 %
AKM1	0.54	41.08 %
CGM1	0.52	37.98 %
ARC2	0.33	35.90 %
PLR1	0.28	36.80 %
WJP1	0.27	44.05 %
GDM1	0.26	34.48 %
ABR1	0.26	24.70 %
KPM1	0.25	21.85 %
UGI1	0.05	8.14 %
Total	20.47	49.62 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	8.19	55.80 %
Gas-Stov	5.11	40.09 %
Grinder	3.02	27.76 %
Chimney	1.90	100.00 %
In-Stove	1.04	43.42 %
Iron	0.46	25.07 %
Cook-Ele	0.27	93.22 %
Total	20.00	43.20 %

Branch *	MTD Sales L	Brand Share %
CUD1	2.07	31.32 %
POY1	1.67	30.92 %
ULP1	0.73	23.07 %
VPM2	0.56	24.76 %
CDM1	0.24	8.72 %
MKM1	0.22	21.42 %
Total	20.00	43.20 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Mixie	3.41	59.59 %
Grinder	1.25	36.09 %
Gas-Stov	1.04	22.36 %
In-Stove	0.39	32.81 %
Chimney	0.17	100.00 %
Iron	0.11	18.18 %
Small-Ap	0.07	10.87 %
Total	6.44	39.15 %

Branch *	MTD Sales L	Brand Share %
PAS1	1.19	33.53 %
KLR1	0.83	25.12 %
Total	6.44	39.15 %