

MTD Sales
652.83 L

Brand Share %
40.74 %

Information:

MTD : 01-10-2025 To 23-10-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **40.74 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	294.55	54.17 %
Gas-Stov	139.69	33.70 %
Grinder	120.10	35.47 %
Chimney	48.09	68.51 %
In-Stove	37.69	52.28 %
Iron	8.95	22.94 %
Cook-Ele	3.86	79.99 %
Small-Ap	0.17	0.38 %
Acces-SA	-0.04	100.00 %
Cook-Pre	-0.22	-0.29 %
Total	652.83	40.74 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	119.29	45.61 %
SOUTH-03	111.10	42.20 %
WEST-02	90.33	47.97 %
TRICHY-01	78.23	44.17 %
WEST-01	69.92	38.41 %
CHENNAI-01	69.00	31.58 %
CHENNAI-02	40.56	34.76 %
NORTH ARCOT	36.41	41.13 %
SOUTH ARCOT	34.89	36.38 %
KL-SOUTH	3.10	29.40 %
Total	652.83	40.74 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	53.75	61.12 %
Grinder	26.35	41.72 %
Gas-Stov	23.83	37.49 %
In-Stove	7.67	60.68 %
Chimney	5.21	75.99 %
Iron	1.74	25.83 %
Cook-Ele	0.75	76.81 %
Acces-SA	-0.01	100.00 %
Small-Ap	-0.02	-0.31 %
Total	119.29	45.61 %

Branch *	MTD Sales L	Brand Share %
NGR1	6.32	38.64 %
VNR2	3.87	27.14 %
TCN1	3.35	39.76 %
MAR1	2.94	33.06 %
TKS1	2.83	23.10 %
APK1	2.24	39.18 %
TYI1	2.09	35.60 %
APK2	1.82	34.31 %
ERL2	1.40	33.85 %
ARM1	1.25	32.96 %
ASM1	1.04	34.10 %
UDN1	0.77	34.96 %
COL1	0.71	33.24 %
KSM1	0.56	26.98 %
Total	119.29	45.61 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	48.45	56.80 %
Grinder	23.50	35.17 %
Gas-Stov	22.41	36.87 %
Chimney	8.90	75.75 %
In-Stove	5.43	51.61 %
Iron	1.72	25.64 %
Cook-Ele	0.65	83.61 %
Small-Ap	0.03	0.42 %
Total	111.10	42.20 %

Branch *	MTD Sales L	Brand Share %
DGL1	9.50	36.60 %
MDU1	9.29	28.34 %
MDU6	4.85	37.66 %
ATG1	2.51	38.26 %
MDU4	1.71	35.15 %
NKI1	1.44	32.06 %
MDU3	1.43	25.68 %
DGL2	1.42	21.27 %
BNR1	1.41	27.07 %
PNI1	1.31	39.84 %
BTU1	1.30	38.00 %
KPT1	1.29	29.43 %
PKM1	1.24	39.71 %
TEN1	0.97	19.92 %
CMR1	0.89	34.47 %
ADP1	0.53	12.39 %
ODM1	0.51	8.59 %
KKD2	0.26	12.96 %
Total	111.10	42.20 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	41.20	60.92 %
Gas-Stov	19.99	42.32 %
Grinder	12.33	41.03 %
Chimney	10.41	69.70 %
In-Stove	5.16	53.57 %
Iron	1.15	24.11 %
Cook-Ele	0.16	100.00 %
Small-Ap	-0.01	-0.32 %
Acces-SA	-0.02	100.00 %
Cook-Pre	-0.03	-0.31 %
Total	90.33	47.97 %

Branch *	MTD Sales L	Brand Share %
SLM1	5.14	33.47 %
TRM1	2.07	31.21 %
KVP1	1.59	33.33 %
MCR1	1.57	26.28 %
KMM1	1.48	40.59 %
PLC1	1.47	28.44 %
SGG1	1.39	31.31 %
VKL1	1.23	31.80 %
HRR1	1.21	25.80 %
OML1	1.19	26.31 %
EDP1	0.61	18.33 %
TCG1	0.60	21.78 %
PMP1	0.59	20.90 %
DPR2	0.58	19.44 %
Total	90.33	47.97 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	32.76	57.24 %
Gas-Stov	17.42	38.82 %
Grinder	16.59	39.22 %
In-Stove	6.32	60.32 %
Chimney	3.54	77.25 %
Iron	0.82	24.11 %
Cook-Ele	0.76	78.71 %
Small-Ap	0.04	0.83 %
Cook-Pre	-0.01	-0.15 %
Total	78.23	44.17 %

Branch *	MTD Sales L	Brand Share %
TNJ2	4.64	39.00 %
MVM1	4.12	30.59 %
TNJ1	3.99	35.25 %
TVR2	3.28	36.57 %
KUM1	3.11	29.29 %
JKM1	2.41	39.13 %
ORU1	1.53	36.65 %
MSI1	1.34	37.79 %
KRN1	0.97	25.55 %
NCK1	0.94	25.80 %
AYR1	0.77	39.63 %
TRY2	0.74	38.78 %
APM1	0.18	7.53 %
Total	78.23	44.17 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	28.06	49.49 %
Gas-Stov	15.46	31.93 %
Chimney	11.24	75.38 %
Grinder	10.57	29.68 %
In-Stove	3.89	49.24 %
Iron	0.72	15.07 %
Cook-Ele	0.17	63.05 %
Small-Ap	0.01	0.11 %
Acces-SA	-0.01	100.00 %
Cook-Pre	-0.18	-2.01 %
Total	69.92	38.41 %

Branch *	MTD Sales L	Brand Share %
CBE2	7.75	35.42 %
TPR2	3.46	39.14 %
MPM1	3.03	38.32 %
PLI1	2.65	26.43 %
KGM1	1.79	37.27 %
AVI1	1.48	24.05 %
CBE6	1.24	17.68 %
TPR3	1.17	17.86 %
SYM2	1.14	22.09 %
CBE5	1.12	16.81 %
UMP1	1.00	35.06 %
DPM2	0.93	18.97 %
CBE3	0.92	33.42 %
PPI1	0.89	22.53 %
CNR1	0.70	29.42 %
GBM1	0.68	30.29 %
Total	69.92	38.41 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mixie	31.27	39.82 %
Gas-Stov	17.53	25.45 %
Grinder	12.66	32.36 %
Chimney	3.21	44.20 %
In-Stove	3.06	46.87 %
Iron	0.78	23.03 %
Cook-Ele	0.45	77.82 %
Small-Ap	0.04	0.85 %
Total	69.00	31.58 %

Branch *	MTD Sales L	Brand Share %
CH16	4.60	35.33 %
CH42	3.84	35.92 %
CH45	2.62	38.50 %
GUD1	2.36	34.48 %
CH07	2.15	27.83 %
CH28	2.13	28.66 %
CH30	1.52	28.09 %
TKM1	1.44	33.21 %
MRM1	1.20	21.64 %
CH39	1.03	28.02 %
GUD2	0.67	13.60 %
KNR1	0.26	10.22 %
CZWH		0.00 %
MC09		0.00 %
MC10		0.00 %
WHC3		0.00 %
Total	69.00	31.58 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	21.35	52.37 %
Gas-Stov	7.83	25.12 %
Grinder	6.51	25.92 %
Chimney	1.95	54.02 %
In-Stove	1.88	39.65 %
Iron	0.54	17.26 %
Cook-Ele	0.50	89.26 %
Total	40.56	34.76 %

Branch *	MTD Sales L	Brand Share %
CH03	3.61	36.96 %
CH15	3.54	30.89 %
CH18	3.03	38.39 %
MJR1	1.86	26.50 %
CH20	1.59	29.86 %
CH24	1.23	21.47 %
CH09	1.00	33.69 %
CH46	0.99	38.33 %
PON1	0.86	27.48 %
CH17	0.80	33.63 %
CH33	0.62	17.30 %
CH27	0.59	32.17 %
CH41	0.56	17.33 %
CH31	0.50	33.35 %
CH36	0.32	29.17 %
MC06	0.24	39.91 %
CH44	0.23	11.60 %
CH34	0.13	1.55 %
CH32	0.09	14.31 %
Total	40.56	34.76 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	19.47	57.67 %
Gas-Stov	7.16	29.51 %
Grinder	4.46	39.11 %
Chimney	2.51	62.85 %
In-Stove	2.00	51.63 %
Iron	0.66	22.58 %
Cook-Ele	0.15	71.64 %
Total	36.41	41.13 %

Branch *	MTD Sales L	Brand Share %
TRR1	2.27	28.51 %
AKM1	1.56	36.29 %
SLG1	1.40	35.95 %
WJD1	1.09	25.61 %
VNB1	1.05	34.41 %
CPT1	0.85	35.63 %
ABR1	0.64	25.55 %
CGM1	0.56	28.58 %
CYR1	0.53	19.35 %
UGI1	0.35	19.55 %
PTU1	0.30	20.25 %
Total	36.41	41.13 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	16.25	50.75 %
Gas-Stov	7.61	33.55 %
Grinder	6.84	29.15 %
In-Stove	2.15	42.74 %
Chimney	0.99	45.71 %
Iron	0.76	27.43 %
Cook-Ele	0.25	80.79 %
Small-Ap	0.04	1.59 %
Total	34.89	36.38 %

Branch *	MTD Sales L	Brand Share %
CUD1	3.59	26.78 %
POY1	3.10	26.94 %
SJI2	1.41	30.34 %
ULP1	1.29	25.57 %
TRK1	1.22	36.08 %
VPM2	1.19	34.26 %
STP1	0.92	39.43 %
CDM1	0.58	7.99 %
VPM1	0.52	34.74 %
TVM2	0.39	38.07 %
MKM1	0.20	10.31 %
Total	34.89	36.38 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Mixie	1.98	51.56 %
Gas-Stov	0.45	17.27 %
Grinder	0.29	19.27 %
Chimney	0.13	100.00 %
In-Stove	0.13	17.18 %
Iron	0.06	14.42 %
Small-Ap	0.03	4.71 %
Cook-Ele	0.02	100.00 %
Total	3.10	29.40 %

Branch *	MTD Sales L	Brand Share %
TVP1	1.35	26.39 %
PAS1	1.05	33.93 %
KLR1	0.70	30.01 %
Total	3.10	29.40 %