

MTD Sales
371.44 L

Brand Share %
43.37 %

Information:

MTD : 01-11-2025 To 23-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **43.37 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	164.47	57.67 %
Gas-Stov	84.19	35.68 %
Grinder	61.85	33.86 %
In-Stove	27.00	53.45 %
Chimney	24.55	64.34 %
Iron	6.29	24.03 %
Cook-Ele	2.59	73.80 %
Small-Ap	0.50	1.46 %
Total	371.44	43.37 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	64.67	44.97 %
SOUTH-03	55.55	45.38 %
CHENNAI-01	50.35	45.64 %
WEST-02	45.81	49.26 %
TRICHY-01	43.92	46.63 %
WEST-01	40.98	40.68 %
CHENNAI-02	27.83	35.57 %
SOUTH ARCOT	20.66	36.83 %
NORTH ARCOT	18.36	37.10 %
KL-SOUTH	3.30	40.28 %
Total	371.44	43.37 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	26.92	57.63 %
Gas-Stov	13.97	35.70 %
Grinder	13.56	40.80 %
In-Stove	4.91	57.57 %
Chimney	3.19	75.29 %
Iron	1.44	30.56 %
Cook-Ele	0.54	72.45 %
Small-Ap	0.13	1.99 %
Total	64.67	44.97 %

Branch *	MTD Sales L	Brand Share %
KVT1	4.66	38.99 %
NGR1	2.72	37.11 %
VNR2	2.23	29.22 %
MAR1	1.62	31.42 %
TCN1	1.48	35.67 %
TKS1	1.34	22.98 %
ERL2	1.22	39.50 %
APK1	1.16	39.84 %
TYI1	1.03	40.31 %
APK2	0.91	32.46 %
ASM1	0.80	30.77 %
SDI1	0.65	38.66 %
ARM1	0.43	20.02 %
KSM1	0.33	28.04 %
S2SD		0.00 %
Total	64.67	44.97 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	24.56	62.07 %
Gas-Stov	11.07	34.98 %
Grinder	10.82	35.45 %
In-Stove	3.90	55.35 %
Chimney	3.67	68.10 %
Iron	1.08	30.05 %
Cook-Ele	0.41	68.59 %
Small-Ap	0.04	1.10 %
Total	55.55	45.38 %

Branch *	MTD Sales L	Brand Share %
MDU1	4.89	34.54 %
DGL1	3.45	39.20 %
MDU6	3.43	42.47 %
CBM1	1.57	40.19 %
MDU4	0.90	40.31 %
MDU3	0.90	26.48 %
PNI1	0.73	34.48 %
DKI1	0.72	42.96 %
KPT1	0.64	31.94 %
TDI1	0.62	42.57 %
BNR1	0.59	31.37 %
DGL2	0.48	16.41 %
ADP1	0.48	20.19 %
MNM1	0.47	39.88 %
SGP1	0.44	36.42 %
ODM1	0.41	17.41 %
BTU1	0.40	26.32 %
TEN1	0.22	10.13 %
SZSD	0.08	17.07 %
Total	55.55	45.38 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mixie	22.33	63.82 %
Gas-Stov	13.57	42.54 %
Grinder	8.11	29.39 %
Chimney	2.67	74.06 %
In-Stove	2.54	51.96 %
Iron	0.59	22.00 %
Cook-Ele	0.36	85.44 %
Small-Ap	0.18	4.21 %
Total	50.35	45.64 %

Branch *	MTD Sales L	Brand Share %
CH08	3.11	41.19 %
CH42	3.05	42.14 %
CH07	1.93	36.69 %
CH30	1.30	38.16 %
CH38	1.28	37.78 %
AVD1	0.95	41.35 %
SKL1	0.94	37.59 %
CH29	0.85	43.27 %
CH39	0.82	20.92 %
CH35	0.79	36.87 %
MRM1	0.71	22.07 %
GUD2	0.52	20.47 %
TKM1	0.29	16.90 %
WHC3		0.00 %
Total	50.35	45.64 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	20.84	61.14 %
Gas-Stov	11.32	44.25 %
Grinder	5.06	36.67 %
Chimney	4.32	62.62 %
In-Stove	3.50	52.83 %
Iron	0.68	22.22 %
Cook-Ele	0.07	78.20 %
Small-Ap	0.02	0.74 %
Total	45.81	49.26 %

Branch *	MTD Sales L	Brand Share %
SLM1	2.85	37.02 %
HSR2	2.38	42.75 %
TRM1	1.15	32.50 %
KMM1	0.96	41.54 %
OML1	0.81	29.60 %
MCR1	0.76	25.90 %
BMD1	0.61	37.86 %
SGG1	0.59	34.22 %
PLC1	0.51	18.16 %
SGI1	0.48	28.18 %
KVP1	0.41	16.86 %
HRR1	0.38	17.02 %
TCG1	0.37	28.66 %
DPR2	0.34	20.31 %
EDP1	0.21	17.70 %
WZWH	0.05	22.49 %
Total	45.81	49.26 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	18.53	60.02 %
Gas-Stov	9.32	38.64 %
Grinder	8.57	39.32 %
In-Stove	4.52	62.86 %
Chimney	1.96	73.68 %
Iron	0.68	26.98 %
Cook-Ele	0.35	61.49 %
Total	43.92	46.63 %

Branch *	MTD Sales L	Brand Share %
MVM1	2.76	34.49 %
KUM1	2.61	37.59 %
TNJ1	2.49	40.76 %
TNJ2	1.84	37.43 %
NMM1	1.53	42.38 %
JKM1	1.37	43.36 %
TTP1	0.78	42.78 %
PDK1	0.66	39.80 %
KRN1	0.63	41.63 %
TRY4	0.58	14.38 %
MSI1	0.49	35.87 %
ORU1	0.47	30.28 %
NCK1	0.31	17.95 %
APM1	0.20	15.82 %
TRY2	0.05	26.45 %
Total	43.92	46.63 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	16.99	54.65 %
Gas-Stov	9.13	31.84 %
Grinder	5.63	28.30 %
Chimney	5.52	67.79 %
In-Stove	2.90	51.56 %
Iron	0.52	16.16 %
Cook-Ele	0.23	85.11 %
Small-Ap	0.04	1.17 %
Total	40.98	40.68 %

Branch *	MTD Sales L	Brand Share %
CBE2	4.56	30.90 %
KMR1	2.83	41.94 %
MPM1	1.97	40.53 %
TPR2	1.63	32.93 %
CBE6	1.45	32.26 %
PLI1	1.20	24.40 %
CBE5	1.14	30.35 %
DPM2	1.00	28.66 %
AVI1	0.91	24.15 %
PDM1	0.67	33.18 %
TPR3	0.66	25.58 %
CNR1	0.55	39.90 %
UMP1	0.52	29.89 %
PPI1	0.29	13.82 %
TPR4	0.28	20.22 %
SYM2	0.13	8.67 %
WHCB		0.00 %
WZSD		0.00 %
Total	40.98	40.68 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	13.94	50.76 %
Gas-Stov	5.74	26.61 %
Grinder	4.42	27.42 %
In-Stove	1.56	42.91 %
Chimney	1.46	40.71 %
Iron	0.43	19.72 %
Cook-Ele	0.21	82.02 %
Small-Ap	0.06	1.78 %
Total	27.83	35.57 %

Branch *	MTD Sales L	Brand Share %
CH15	2.84	30.63 %
CH18	2.79	40.15 %
CH17	1.40	37.02 %
CH20	1.23	36.48 %
CH24	1.05	18.49 %
CH33	0.71	20.32 %
CH09	0.70	36.92 %
MJR1	0.59	18.56 %
CH41	0.55	22.70 %
GPD1	0.53	32.13 %
PON1	0.53	33.08 %
CH36	0.49	33.16 %
CH46	0.44	33.43 %
CH23	0.40	37.69 %
CH44	0.39	19.16 %
CH34	0.37	8.28 %
CH32	0.31	32.33 %
CH31	0.12	18.35 %
Total	27.83	35.57 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	9.37	49.19 %
Gas-Stov	4.84	33.81 %
Grinder	3.62	28.74 %
In-Stove	1.83	44.07 %
Iron	0.40	22.69 %
Cook-Ele	0.32	79.84 %
Chimney	0.26	20.58 %
Small-Ap	0.02	0.87 %
Total	20.66	36.83 %

Branch *	MTD Sales L	Brand Share %
POY1	2.71	38.84 %
CUD1	1.98	24.46 %
POY2	1.85	42.11 %
VPM2	1.03	40.15 %
TRK1	0.93	32.28 %
PRT1	0.85	42.66 %
ULP1	0.82	32.70 %
TDM1	0.70	32.31 %
KML1	0.57	33.59 %
SJI2	0.51	31.50 %
TVM2	0.40	34.29 %
CDM1	0.34	9.36 %
VCM1	0.31	37.65 %
STP1	0.29	29.89 %
VPM1	0.28	31.16 %
MKM1	0.17	11.35 %
WHUT		0.00 %
Total	20.66	36.83 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	8.84	48.82 %
Gas-Stov	4.58	27.42 %
Grinder	1.84	29.44 %
Chimney	1.44	62.12 %
In-Stove	1.17	54.51 %
Iron	0.43	20.80 %
Cook-Ele	0.05	46.22 %
Total	18.36	37.10 %

Branch *	MTD Sales L	Brand Share %
KPM2	2.17	42.34 %
TRR1	0.89	19.54 %
VSI1	0.59	30.42 %
WJD1	0.57	30.73 %
ARC2	0.46	27.06 %
VNB1	0.37	22.31 %
ABR1	0.36	25.13 %
CPT1	0.36	30.38 %
TRT1	0.35	29.26 %
PTU1	0.34	22.51 %
KPM1	0.34	24.89 %
SLG1	0.33	26.63 %
CYR1	0.33	29.83 %
PLR1	0.29	32.35 %
CGM1	0.18	13.17 %
UGI1		0.00 %
WHVL		0.00 %
Total	18.36	37.10 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Mixie	2.13	66.72 %
Gas-Stov	0.65	28.43 %
Grinder	0.23	25.45 %
In-Stove	0.16	24.38 %
Chimney	0.05	100.00 %
Cook-Ele	0.04	100.00 %
Iron	0.03	8.99 %
Total	3.30	40.28 %

Branch *	MTD Sales L	Brand Share %
PAS1	0.58	29.96 %
Total	3.30	40.28 %