

MTD Sales
415.50 L

Brand Share %
45.84 %

Information:

MTD : 01-04-2026 To 24-04-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **45.84 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	198.01	59.64 %
Gas-Stov	79.44	35.54 %
Grinder	64.75	35.34 %
Chimney	48.28	66.21 %
In-Stove	8.30	29.60 %
Small-Ap	8.24	20.72 %
Iron	7.72	30.52 %
Cook-Ele	0.76	46.29 %
Total	415.50	45.84 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	78.30	49.81 %
SOUTH-03	64.05	49.25 %
CHENNAI-01	57.29	38.87 %
WEST-02	51.97	53.58 %
TRICHY-01	46.93	47.85 %
WEST-01	38.73	46.56 %
CHENNAI-02	30.43	37.07 %
SOUTH ARCOT	24.36	42.51 %
NORTH ARCOT	23.46	43.34 %
Total	415.50	45.84 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	36.05	62.90 %
Gas-Stov	15.33	38.07 %
Grinder	14.27	42.27 %
Chimney	7.66	73.49 %
Small-Ap	2.28	30.47 %
Iron	1.65	30.46 %
In-Stove	1.04	45.30 %
Cook-Ele	0.02	8.98 %
Total	78.30	49.81 %

Branch *	MTD Sales L	Brand Share %
VNR2	2.63	35.79 %
NGR1	2.55	28.47 %
TCN1	2.18	38.95 %
TKS1	1.10	22.80 %
STU2	0.97	44.59 %
TYI1	0.85	31.39 %
APK1	0.81	36.58 %
SDI1	0.80	37.68 %
KGL1	0.79	44.33 %
ARM1	0.78	35.66 %
UDN1	0.74	37.45 %
ASM1	0.74	41.42 %
APK2	0.62	25.68 %
ERL2	0.53	22.47 %
KSM1	0.43	23.42 %
COL1	0.35	26.48 %
S2SD	0.09	29.57 %
WHTV		0.00 %
Total	78.30	49.81 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	28.28	65.16 %
Grinder	12.13	40.75 %
Gas-Stov	12.10	36.67 %
Chimney	8.68	74.75 %
Small-Ap	1.29	20.81 %
Iron	1.16	26.68 %
In-Stove	0.29	20.06 %
Cook-Ele	0.13	41.59 %
Total	64.05	49.25 %

Branch *	MTD Sales L	Brand Share %
MDU1	5.92	42.16 %
DGL1	4.70	41.68 %
KKD3	2.97	36.05 %
KPT1	1.13	44.67 %
MDU7	0.98	33.44 %
PNI1	0.79	32.19 %
BNR1	0.79	28.50 %
DKI1	0.77	29.34 %
PKM1	0.70	43.64 %
MDU3	0.62	20.04 %
MNM1	0.57	42.31 %
ADP1	0.48	16.86 %
BTU1	0.36	31.95 %
ODM1	0.36	29.22 %
TEN1	0.30	12.49 %
DGL2	0.27	8.81 %
SZSD		0.00 %
WHMD		0.00 %
Total	64.05	49.25 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mixie	26.52	62.19 %
Gas-Stov	11.22	34.47 %
Grinder	9.30	22.10 %
Chimney	6.08	58.28 %
In-Stove	2.45	31.22 %
Small-Ap	0.77	9.17 %
Iron	0.76	24.50 %
Cook-Ele	0.19	54.17 %
Total	57.29	38.87 %

Branch *	MTD Sales L	Brand Share %
CH47	5.01	34.29 %
CH05	4.57	42.82 %
CH49	3.58	38.29 %
CH08	3.03	44.64 %
CH45	2.49	45.21 %
CH07	1.87	28.37 %
CH28	1.53	28.84 %
CH35	1.03	38.37 %
CH38	0.82	29.02 %
TKM1	0.82	44.00 %
CGL1	0.80	31.52 %
MRM1	0.80	24.90 %
GUD2	0.79	29.02 %
CH30	0.68	18.64 %
CH39	0.54	18.84 %
CZWH	0.27	1.63 %
CH26	0.17	24.31 %
KNR1	0.15	30.29 %
WCHN		0.00 %
Total	57.29	38.87 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	26.36	60.16 %
Gas-Stov	10.46	44.07 %
Chimney	7.04	60.40 %
Grinder	5.20	45.92 %
Iron	1.02	44.96 %
Small-Ap	1.00	49.99 %
In-Stove	0.68	34.91 %
Cook-Ele	0.20	87.43 %
Total	51.97	53.58 %

Branch *	MTD Sales L	Brand Share %
SLM1	3.71	45.65 %
ERD2	2.93	44.61 %
DPR2	1.18	40.01 %
SGI1	0.69	45.61 %
MCR1	0.65	21.04 %
TRM1	0.60	24.55 %
SGG1	0.42	40.39 %
PLC1	0.41	17.96 %
TCG1	0.40	45.62 %
CMI1	0.36	40.69 %
HRR1	0.36	21.41 %
OML1	0.19	8.54 %
KVP1	0.14	5.93 %
EDP1	0.06	4.44 %
WZWH		0.00 %
WHPD	-0.19	10.56 %
Total	51.97	53.58 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	23.27	57.51 %
Grinder	9.16	45.81 %
Gas-Stov	8.75	37.70 %
Chimney	3.47	65.88 %
Small-Ap	0.95	21.52 %
Iron	0.88	31.18 %
In-Stove	0.45	24.56 %
Total	46.93	47.85 %

Branch *	MTD Sales L	Brand Share %
MVM1	3.29	39.22 %
KUM1	3.09	44.87 %
TNJ1	2.36	40.31 %
TVR2	1.99	35.71 %
TNJ2	1.42	27.20 %
NMM1	1.32	44.80 %
KUM2	0.85	39.19 %
JKM1	0.78	24.19 %
PBR1	0.78	38.37 %
TVR1	0.60	42.47 %
TRY4	0.56	18.21 %
MSI1	0.52	33.69 %
AYR1	0.35	41.53 %
NCK1	0.35	18.02 %
KRN1	0.19	9.41 %
APM1	0.14	13.43 %
TZSD	0.05	20.85 %
WTRZ		0.00 %
Total	46.93	47.85 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	18.26	57.87 %
Gas-Stov	6.94	33.46 %
Chimney	6.70	70.75 %
Grinder	4.99	34.81 %
Small-Ap	0.81	21.51 %
Iron	0.50	33.03 %
In-Stove	0.46	27.28 %
Cook-Ele	0.08	56.35 %
Total	38.73	46.56 %

Branch *	MTD Sales L	Brand Share %
CBE2	3.91	42.90 %
KMR1	2.02	28.27 %
MPM1	1.60	36.38 %
PLI1	1.19	26.84 %
TPR2	1.06	26.75 %
CBE6	0.95	29.54 %
AVI1	0.77	25.44 %
PDM1	0.67	36.42 %
TPR3	0.65	38.45 %
SYM2	0.63	34.20 %
GBM1	0.59	41.82 %
CBE5	0.57	25.55 %
KMD1	0.50	29.90 %
DPM2	0.49	34.12 %
CBE3	0.37	40.92 %
PPI1	0.15	13.58 %
WHCB		0.00 %
Total	38.73	46.56 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	16.37	55.61 %
Gas-Stov	5.81	27.16 %
Grinder	3.10	21.16 %
Chimney	2.72	66.54 %
In-Stove	1.32	20.67 %
Small-Ap	0.54	13.91 %
Iron	0.47	22.71 %
Cook-Ele	0.10	55.55 %
Total	30.43	37.07 %

Branch *	MTD Sales L	Brand Share %
CH15	3.65	34.54 %
CH03	2.91	38.08 %
CH21	1.46	30.95 %
CH12	1.37	32.72 %
PON1	0.62	41.01 %
CH34	0.53	13.32 %
CH24	0.53	14.79 %
GPD1	0.52	40.57 %
CH44	0.51	19.79 %
CH27	0.46	31.22 %
MJR1	0.45	13.12 %
CH41	0.36	23.02 %
CH33	0.27	11.53 %
CH46	0.23	17.68 %
UKI1	0.22	26.71 %
CH51	0.12	9.54 %
CH32	0.11	29.91 %
CH31	0.07	10.44 %
CH01	0.06	40.01 %
Total	30.43	37.07 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	11.66	53.00 %
Gas-Stov	4.53	33.54 %
Grinder	4.42	34.67 %
Chimney	1.52	48.23 %
In-Stove	1.13	46.57 %
Iron	0.70	37.91 %
Small-Ap	0.38	24.68 %
Cook-Ele	0.02	25.08 %
Total	24.36	42.51 %

Branch *	MTD Sales L	Brand Share %
CUD1	3.45	38.82 %
POY1	2.63	32.40 %
ULP1	1.12	34.12 %
VPM2	0.99	44.53 %
SJI2	0.88	32.64 %
KML1	0.86	29.04 %
TDM1	0.56	35.52 %
VPM1	0.29	37.46 %
TVM2	0.27	38.89 %
CDM1	0.24	7.91 %
KLM1	0.22	10.87 %
MKM1	0.15	14.08 %
WHUT		0.00 %
Total	24.36	42.51 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	11.26	52.60 %
Chimney	4.42	64.61 %
Gas-Stov	4.30	28.42 %
Grinder	2.17	48.20 %
Iron	0.59	30.38 %
In-Stove	0.48	22.07 %
Small-Ap	0.22	10.43 %
Cook-Ele	0.02	45.85 %
Total	23.46	43.34 %

Branch *	MTD Sales L	Brand Share %
TRR1	2.67	43.69 %
VEL2	1.74	23.06 %
VSI1	0.98	39.53 %
KPM2	0.93	21.83 %
ABR1	0.87	39.69 %
TRT1	0.64	44.98 %
ARC2	0.56	34.99 %
PLR1	0.50	37.40 %
KPM1	0.49	38.27 %
GDM1	0.47	32.07 %
CPT1	0.43	25.82 %
SLG1	0.29	19.69 %
ANI1	0.29	41.18 %
UGI1	0.20	31.36 %
PTU1	0.16	20.16 %
WHVL		0.00 %
Total	23.46	43.34 %