

MTD Sales
357.48 L

Brand Share %
44.97 %

Information:

MTD : 01-09-2025 To 24-09-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **44.97 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	158.04	58.43 %
Gas-Stov	81.39	38.33 %
Grinder	55.50	34.63 %
Chimney	28.74	93.43 %
In-Stove	23.68	50.97 %
Iron	7.08	26.07 %
Cook-Ele	2.74	80.43 %
Small-Ap	0.29	0.67 %
Total	357.48	44.97 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	72.97	49.11 %
SOUTH-03	51.35	47.80 %
WEST-02	43.77	55.25 %
CHENNAI-01	42.79	34.09 %
WEST-01	38.28	42.69 %
TRICHY-01	37.75	48.60 %
CHENNAI-02	22.22	37.28 %
NORTH ARCOT	21.16	49.39 %
SOUTH ARCOT	20.59	43.17 %
KL-SOUTH	6.59	39.44 %
Total	357.48	44.97 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	31.11	63.86 %
Gas-Stov	15.13	37.75 %
Grinder	14.58	42.64 %
Chimney	5.32	94.45 %
In-Stove	4.51	60.78 %
Iron	1.76	31.64 %
Cook-Ele	0.53	72.13 %
Small-Ap	0.04	0.69 %
Total	72.97	49.11 %

Branch *	MTD Sales L	Brand Share %
NGR1	3.66	41.83 %
RND1	2.35	41.89 %
TKS2	2.25	39.48 %
VNR2	1.91	27.21 %
TYI1	1.82	43.70 %
TCN1	1.71	36.31 %
TKS1	1.32	22.62 %
ERL2	1.01	35.28 %
ASM1	0.77	42.83 %
COL1	0.58	42.33 %
APK2	0.48	25.14 %
ARM1	0.33	25.34 %
Total	72.97	49.11 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	23.00	66.86 %
Gas-Stov	11.42	39.22 %
Grinder	8.71	33.80 %
Chimney	3.61	97.60 %
In-Stove	3.10	55.55 %
Iron	1.15	31.76 %
Cook-Ele	0.35	89.98 %
Total	51.35	47.80 %

Branch *	MTD Sales L	Brand Share %
MDU1	3.97	33.04 %
DGL1	3.67	38.63 %
DGL2	1.64	43.37 %
KKD2	1.24	34.24 %
KPT1	0.99	39.39 %
TDI1	0.75	42.56 %
KKD3	0.69	40.57 %
MDU3	0.59	33.74 %
PKM1	0.50	40.44 %
ODM1	0.46	23.85 %
PNV1	0.44	35.73 %
PNI1	0.43	34.54 %
BTU1	0.43	41.10 %
TEN1	0.41	24.02 %
ADP1	0.12	8.88 %
SZSD	0.05	7.65 %
Total	51.35	47.80 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	18.03	65.22 %
Gas-Stov	10.78	48.11 %
Chimney	6.40	97.99 %
Grinder	4.04	38.43 %
In-Stove	3.44	57.41 %
Iron	0.91	30.89 %
Cook-Ele	0.16	88.47 %
Small-Ap	0.01	0.40 %
Total	43.77	55.25 %

Branch *	MTD Sales L	Brand Share %
SLM1	2.09	42.35 %
OML1	0.80	39.87 %
DPR2	0.63	36.64 %
CMI1	0.55	44.79 %
MCR1	0.52	23.81 %
RSP1	0.43	28.43 %
PMP1	0.43	33.14 %
PLC1	0.42	26.06 %
HRR1	0.31	21.23 %
PDR1	0.29	36.91 %
EDP1	0.14	16.93 %
WZWH	0.01	6.61 %
Total	43.77	55.25 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mixie	19.80	43.42 %
Gas-Stov	10.30	38.35 %
Grinder	7.08	28.03 %
Chimney	2.36	91.47 %
In-Stove	2.26	35.24 %
Iron	0.58	22.67 %
Cook-Ele	0.34	58.44 %
Small-Ap	0.07	0.42 %
Total	42.79	34.09 %

Branch *	MTD Sales L	Brand Share %
CH42	2.60	39.36 %
CH28	1.81	38.58 %
CH07	1.00	17.37 %
CH39	0.96	22.65 %
CH35	0.95	36.15 %
CH38	0.88	36.19 %
AVD1	0.78	40.78 %
MRM1	0.57	24.44 %
CH29	0.55	39.88 %
TKM1	0.51	28.82 %
GUD2	0.33	12.30 %
KNR1	0.30	24.08 %
CZWH		0.00 %
WHC3		0.00 %
Total	42.79	34.09 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	17.37	57.74 %
Gas-Stov	9.14	35.43 %
Grinder	4.68	29.35 %
Chimney	3.30	75.76 %
In-Stove	3.06	49.84 %
Iron	0.50	14.58 %
Cook-Ele	0.21	67.74 %
Small-Ap	0.02	0.47 %
Total	38.28	42.69 %

Branch *	MTD Sales L	Brand Share %
KMR1	2.84	37.24 %
CBE2	2.68	26.01 %
CBE6	1.43	32.45 %
TPR3	1.08	35.04 %
KMD1	0.95	32.19 %
CBE5	0.89	25.58 %
PPI1	0.65	40.61 %
PLI1	0.57	16.47 %
DPM2	0.55	21.10 %
AVI1	0.42	16.75 %
ANR1	0.34	36.73 %
PDM1	0.32	25.51 %
TPR4	0.27	26.07 %
GBM1	0.27	35.76 %
KGI1	0.18	35.00 %
WZSD	0.10	25.97 %
Total	38.28	42.69 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	15.37	58.83 %
Gas-Stov	8.84	44.05 %
Grinder	7.54	41.93 %
In-Stove	2.79	56.26 %
Chimney	2.09	90.81 %
Iron	0.65	28.13 %
Cook-Ele	0.45	100.00 %
Small-Ap	0.02	0.63 %
Total	37.75	48.60 %

Branch *	MTD Sales L	Brand Share %
MVM1	2.45	39.00 %
KUM1	2.10	38.23 %
KIK1	1.87	42.77 %
TVR2	1.80	40.28 %
TNJ2	1.79	43.83 %
TNJ1	1.70	37.08 %
TYR1	1.47	44.56 %
PDK1	0.80	44.78 %
ORU1	0.71	40.90 %
NCK1	0.34	20.25 %
TRY2	0.23	42.54 %
KRN1	0.17	19.25 %
APM1	0.13	12.58 %
TZSD		0.00 %
Total	37.75	48.60 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	10.95	51.11 %
Gas-Stov	4.85	27.85 %
Grinder	2.53	24.67 %
In-Stove	1.64	45.59 %
Chimney	1.44	100.00 %
Iron	0.50	22.51 %
Cook-Ele	0.28	100.00 %
Small-Ap	0.04	1.46 %
Total	22.22	37.28 %

Branch *	MTD Sales L	Brand Share %
CH15	2.93	36.71 %
CH18	1.53	35.41 %
CH21	1.05	30.02 %
CH34	1.01	23.45 %
CH20	0.80	32.01 %
CH24	0.61	17.24 %
CH36	0.58	39.03 %
GPD1	0.58	41.09 %
CH44	0.54	27.30 %
UKI1	0.44	44.95 %
CH27	0.44	40.71 %
CH33	0.42	20.51 %
MJR1	0.41	18.65 %
CH41	0.35	18.72 %
CH09	0.33	18.17 %
CH46	0.27	32.83 %
CH17	0.26	30.54 %
PON1	0.21	20.90 %
MC06	0.04	44.83 %
Total	22.22	37.28 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	10.28	66.77 %
Gas-Stov	4.75	36.11 %
Chimney	2.14	100.00 %
Grinder	1.97	36.15 %
In-Stove	1.43	53.98 %
Iron	0.43	21.63 %
Cook-Ele	0.15	79.49 %
Small-Ap	0.02	1.06 %
Total	21.16	49.39 %

Branch *	MTD Sales L	Brand Share %
KPM2	1.68	38.67 %
TRR1	1.26	43.02 %
CGM1	0.65	42.67 %
AKM1	0.54	39.16 %
ABR1	0.37	31.23 %
ARC2	0.33	32.36 %
WJP1	0.30	43.54 %
PLR1	0.28	36.80 %
GDM1	0.26	34.48 %
KPM1	0.25	19.37 %
UGI1	0.05	7.70 %
Total	21.16	49.39 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	8.67	56.67 %
Gas-Stov	5.14	40.08 %
Grinder	3.07	27.02 %
Chimney	1.90	100.00 %
In-Stove	1.06	42.18 %
Iron	0.48	25.54 %
Cook-Ele	0.27	93.22 %
Total	20.59	43.17 %

Branch *	MTD Sales L	Brand Share %
CUD1	2.10	31.13 %
POY1	1.67	30.89 %
ULP1	0.73	22.82 %
VPM2	0.56	23.39 %
CDM1	0.24	8.21 %
MKM1	0.22	21.42 %
Total	20.59	43.17 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Mixie	3.48	59.76 %
Grinder	1.31	36.74 %
Gas-Stov	1.06	22.52 %
In-Stove	0.39	32.81 %
Chimney	0.17	100.00 %
Iron	0.11	18.18 %
Small-Ap	0.07	10.87 %
Total	6.59	39.44 %

Branch *	MTD Sales L	Brand Share %
PAS1	1.19	33.21 %
KLR1	0.83	24.96 %
Total	6.59	39.44 %