

MTD Sales
672.62 L

Brand Share %
40.80 %

Information:

MTD : 01-10-2025 To 24-10-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **40.80 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	303.10	54.33 %
Gas-Stov	143.69	33.67 %
Grinder	123.64	35.55 %
Chimney	49.68	68.55 %
In-Stove	39.36	52.59 %
Iron	9.27	22.97 %
Cook-Ele	3.98	80.46 %
Small-Ap	0.17	0.36 %
Acces-SA	-0.04	100.00 %
Cook-Pre	-0.22	-0.28 %
Total	672.62	40.80 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	122.66	45.56 %
SOUTH-03	114.54	42.27 %
WEST-02	92.68	47.62 %
TRICHY-01	80.71	44.39 %
WEST-01	72.70	38.61 %
CHENNAI-01	70.58	31.72 %
CHENNAI-02	42.20	34.80 %
NORTH ARCOT	36.98	40.94 %
SOUTH ARCOT	36.35	36.82 %
KL-SOUTH	3.21	29.63 %
Total	672.62	40.80 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	55.11	61.15 %
Grinder	27.26	41.54 %
Gas-Stov	24.62	37.70 %
In-Stove	7.93	60.07 %
Chimney	5.21	74.57 %
Iron	1.78	25.37 %
Cook-Ele	0.78	77.42 %
Acces-SA	-0.01	100.00 %
Small-Ap	-0.02	-0.30 %
Total	122.66	45.56 %

Branch *	MTD Sales L	Brand Share %
NGR1	6.44	38.16 %
VNR2	4.07	27.25 %
TCN1	3.63	40.38 %
MAR1	2.99	32.78 %
TKS1	2.92	23.42 %
APK1	2.24	38.99 %
TYI1	2.09	35.49 %
APK2	1.86	34.71 %
ERL2	1.44	33.09 %
ARM1	1.28	33.19 %
STU2	1.24	40.76 %
ASM1	1.04	33.98 %
UDN1	0.82	36.21 %
COL1	0.71	33.24 %
KSM1	0.56	26.66 %
S2SD	-0.29	-612.14 %
Total	122.66	45.56 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	50.26	57.17 %
Grinder	24.16	35.33 %
Gas-Stov	22.88	36.48 %
Chimney	9.09	76.13 %
In-Stove	5.64	51.41 %
Iron	1.80	25.92 %
Cook-Ele	0.68	84.18 %
Small-Ap	0.03	0.40 %
Total	114.54	42.27 %

Branch *	MTD Sales L	Brand Share %
MDU1	10.09	29.75 %
DGL1	9.68	36.20 %
MDU6	4.91	37.59 %
ATG1	2.70	39.45 %
MDU4	1.82	36.53 %
MDU3	1.54	26.03 %
NKI1	1.52	31.13 %
BNR1	1.47	26.67 %
DGL2	1.42	21.18 %
BTU1	1.40	39.66 %
PNI1	1.37	38.33 %
KPT1	1.29	29.43 %
PKM1	1.28	40.27 %
TEN1	0.97	19.92 %
CMR1	0.89	32.83 %
ADP1	0.56	13.08 %
ODM1	0.51	8.06 %
KKD2	0.26	12.96 %
Total	114.54	42.27 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	41.99	60.50 %
Gas-Stov	20.21	41.29 %
Grinder	12.59	40.87 %
Chimney	11.12	70.75 %
In-Stove	5.49	53.76 %
Iron	1.19	23.90 %
Cook-Ele	0.16	100.00 %
Small-Ap	-0.01	-0.30 %
Acces-SA	-0.02	100.00 %
Cook-Pre	-0.03	-0.30 %
Total	92.68	47.62 %

Branch *	MTD Sales L	Brand Share %
SLM1	5.36	33.72 %
TRM1	2.10	31.20 %
KVP1	1.59	32.65 %
MCR1	1.57	25.57 %
KMM1	1.53	40.43 %
VKL1	1.50	35.26 %
PLC1	1.48	27.33 %
SGG1	1.39	30.67 %
OML1	1.22	25.85 %
HRR1	1.21	25.09 %
EDP1	0.63	18.66 %
TCG1	0.62	21.73 %
PMP1	0.59	20.26 %
DPR2	0.58	18.72 %
Total	92.68	47.62 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	34.00	57.55 %
Gas-Stov	17.81	38.92 %
Grinder	17.01	39.44 %
In-Stove	6.73	61.25 %
Chimney	3.54	77.25 %
Iron	0.84	24.19 %
Cook-Ele	0.76	78.71 %
Small-Ap	0.04	0.82 %
Cook-Pre	-0.01	-0.14 %
Total	80.71	44.39 %

Branch *	MTD Sales L	Brand Share %
TNJ2	4.94	40.06 %
MVM1	4.26	30.85 %
TNJ1	4.03	35.10 %
TVR2	3.43	36.94 %
KUM1	3.33	30.45 %
JKM1	2.47	38.97 %
ORU1	1.53	36.30 %
MSI1	1.39	38.12 %
KRN1	1.14	28.03 %
NCK1	0.97	25.77 %
TRY2	0.74	38.78 %
APM1	0.18	7.44 %
Total	80.71	44.39 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	28.70	49.28 %
Gas-Stov	16.36	32.34 %
Chimney	11.77	76.23 %
Grinder	11.00	29.92 %
In-Stove	4.08	49.62 %
Iron	0.78	15.72 %
Cook-Ele	0.20	66.54 %
Small-Ap	0.01	0.11 %
Acces-SA	-0.01	100.00 %
Cook-Pre	-0.18	-1.99 %
Total	72.70	38.61 %

Branch *	MTD Sales L	Brand Share %
CBE2	8.06	36.14 %
TPR2	3.69	39.73 %
MPM1	3.41	40.54 %
PLI1	2.75	26.89 %
KGM1	1.94	39.12 %
AVI1	1.68	25.21 %
CBE5	1.27	18.38 %
CBE6	1.24	17.03 %
TPR3	1.17	17.24 %
SYM2	1.14	22.06 %
UMP1	1.00	34.95 %
DPM2	0.93	18.97 %
CBE3	0.92	33.42 %
PPI1	0.89	21.97 %
CNR1	0.86	32.96 %
GBM1	0.72	31.52 %
Total	72.70	38.61 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mixie	31.93	40.10 %
Gas-Stov	18.00	25.62 %
Grinder	12.88	32.38 %
Chimney	3.37	45.43 %
In-Stove	3.13	47.14 %
Iron	0.79	22.62 %
Cook-Ele	0.43	76.90 %
Small-Ap	0.04	0.81 %
Total	70.58	31.72 %

Branch *	MTD Sales L	Brand Share %
CH16	4.69	35.45 %
CH42	3.95	36.16 %
CH45	2.62	37.57 %
GUD1	2.40	34.93 %
CH28	2.20	29.18 %
CH07	2.15	27.55 %
CH30	1.52	27.40 %
TKM1	1.46	33.39 %
SKL1	1.34	40.18 %
MRM1	1.30	21.67 %
CGL1	1.19	40.03 %
CH39	1.03	27.51 %
CH26	0.75	40.41 %
GUD2	0.67	13.23 %
KNR1	0.34	12.74 %
CZWH		0.00 %
MC09		0.00 %
MC10		0.00 %
WHC3		0.00 %
Total	70.58	31.72 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	22.21	52.71 %
Gas-Stov	8.28	25.45 %
Grinder	6.65	25.63 %
In-Stove	2.00	42.18 %
Chimney	1.95	49.62 %
Cook-Ele	0.56	90.25 %
Iron	0.55	17.04 %
Total	42.20	34.80 %

Branch *	MTD Sales L	Brand Share %
CH15	3.82	31.67 %
CH03	3.65	35.67 %
CH18	3.14	38.25 %
MJR1	1.86	26.20 %
CH20	1.59	29.21 %
GPD1	1.28	40.63 %
CH24	1.23	20.64 %
CH46	1.08	40.35 %
CH09	1.06	33.48 %
PON1	1.01	30.17 %
CH17	0.83	33.77 %
CH27	0.66	34.72 %
CH41	0.64	18.70 %
CH33	0.62	16.81 %
CH31	0.50	33.35 %
CH36	0.32	28.89 %
CH44	0.26	12.80 %
MC06	0.24	39.91 %
CH34	0.15	1.74 %
CH32	0.09	17.14 %
Total	42.20	34.80 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	19.86	57.65 %
Gas-Stov	7.31	29.27 %
Grinder	4.46	38.64 %
Chimney	2.51	62.85 %
In-Stove	2.00	50.81 %
Iron	0.69	22.98 %
Cook-Ele	0.15	71.64 %
Total	36.98	40.94 %

Branch *	MTD Sales L	Brand Share %
TRR1	2.40	29.42 %
AKM1	1.56	35.13 %
SLG1	1.40	35.95 %
WJD1	1.12	25.78 %
VNB1	1.05	33.05 %
CPT1	0.85	34.54 %
ABR1	0.64	25.55 %
CGM1	0.59	28.66 %
CYR1	0.53	19.35 %
PTU1	0.35	23.06 %
UGI1	0.35	19.34 %
Total	36.98	40.94 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	17.00	51.48 %
Gas-Stov	7.77	33.62 %
Grinder	7.29	30.16 %
In-Stove	2.23	43.00 %
Chimney	0.99	42.44 %
Iron	0.79	27.86 %
Cook-Ele	0.25	80.79 %
Small-Ap	0.04	1.51 %
Total	36.35	36.82 %

Branch *	MTD Sales L	Brand Share %
CUD1	3.59	26.22 %
POY1	3.23	27.33 %
SJI2	1.60	33.02 %
KML1	1.39	40.73 %
ULP1	1.33	25.73 %
TRK1	1.29	36.74 %
VPM2	1.20	34.14 %
STP1	0.95	39.85 %
CDM1	0.58	7.94 %
VPM1	0.54	35.79 %
TVM2	0.39	38.07 %
MKM1	0.20	9.63 %
Total	36.35	36.82 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Mixie	2.05	51.62 %
Gas-Stov	0.45	17.27 %
Grinder	0.34	20.77 %
Chimney	0.13	100.00 %
In-Stove	0.13	17.18 %
Iron	0.06	14.04 %
Small-Ap	0.03	4.58 %
Cook-Ele	0.02	100.00 %
Total	3.21	29.63 %

Branch *	MTD Sales L	Brand Share %
TVP1	1.35	25.58 %
PAS1	1.05	33.93 %
KLR1	0.81	32.92 %
Total	3.21	29.63 %