

MTD Sales
472.81 L

Brand Share %
46.89 %

Information:

MTD : 01-03-2026 To 25-03-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **46.89 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	175.60	56.78 %
In-Stove	104.92	66.92 %
Gas-Stov	77.10	34.81 %
Grinder	60.20	33.10 %
Chimney	35.23	60.69 %
Iron	9.11	29.02 %
Small-Ap	7.68	17.28 %
Cook-Ele	2.98	60.52 %
Total	472.81	46.89 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	83.94	50.71 %
SOUTH-03	69.67	47.60 %
CHENNAI-01	64.12	41.75 %
WEST-02	59.38	54.31 %
TRICHY-01	56.57	51.25 %
WEST-01	48.86	45.90 %
CHENNAI-02	42.06	43.13 %
NORTH ARCOT	26.97	42.98 %
SOUTH ARCOT	21.24	37.68 %
Total	472.81	46.89 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	32.10	61.38 %
In-Stove	14.19	68.57 %
Grinder	13.57	40.91 %
Gas-Stov	13.52	37.52 %
Chimney	6.08	66.57 %
Small-Ap	2.20	27.94 %
Iron	2.08	36.46 %
Cook-Ele	0.21	32.70 %
Total	83.94	50.71 %

Branch *	MTD Sales L	Brand Share %
VNR2	3.81	40.92 %
NGR1	3.54	36.96 %
TCN1	2.40	44.14 %
RND1	2.35	42.68 %
TY11	1.35	42.10 %
APK1	1.23	37.95 %
ERL2	1.00	23.89 %
APK2	0.99	28.92 %
SDI1	0.87	41.09 %
STU2	0.77	38.41 %
TKS1	0.62	10.51 %
ARM1	0.43	23.89 %
KSM1	0.25	18.29 %
S2SD	0.06	16.16 %
WHTV		0.00 %
Total	83.94	50.71 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	25.81	60.46 %
Grinder	12.41	40.28 %
In-Stove	10.81	63.18 %
Gas-Stov	10.68	32.41 %
Chimney	6.87	68.61 %
Iron	1.70	29.93 %
Small-Ap	1.20	18.33 %
Cook-Ele	0.19	33.19 %
Total	69.67	47.60 %

Branch *	MTD Sales L	Brand Share %
DGL1	4.47	33.32 %
KKD3	3.11	39.68 %
MDU7	1.42	36.32 %
KPT1	1.26	41.05 %
MDU3	1.14	26.77 %
KRR1	1.03	43.98 %
TDI1	0.98	40.65 %
PKM1	0.92	41.02 %
PNI1	0.85	31.24 %
BNR1	0.80	33.53 %
BTU1	0.72	37.92 %
PNV2	0.68	44.87 %
DGL2	0.65	15.26 %
TEN1	0.64	19.58 %
ADP1	0.57	20.03 %
CMR1	0.46	42.84 %
ODM1	0.27	15.89 %
SZSD	0.14	30.64 %
Total	69.67	47.60 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
In-Stove	22.07	67.88 %
Mixie	20.71	56.32 %
Gas-Stov	9.72	31.99 %
Grinder	7.12	19.64 %
Chimney	2.36	40.01 %
Iron	0.77	24.51 %
Small-Ap	0.72	9.54 %
Cook-Ele	0.65	58.94 %
Total	64.12	41.75 %

Branch *	MTD Sales L	Brand Share %
CH49	4.32	40.57 %
CH25	3.21	43.09 %
CH42	2.69	40.83 %
CH07	2.62	28.98 %
CH45	1.89	38.85 %
CH28	1.85	31.17 %
CH47	1.48	38.58 %
CGL1	0.99	45.81 %
CH39	0.97	28.51 %
CH30	0.94	22.86 %
MRM1	0.80	23.76 %
TKM1	0.70	35.47 %
GUD2	0.67	23.25 %
CH40	0.33	45.42 %
WHC3	0.23	19.33 %
CZWH	0.16	1.07 %
KNR1	0.10	15.51 %
MC09		0.00 %
MC10		0.00 %
Total	64.12	41.75 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	22.73	56.66 %
In-Stove	12.71	71.69 %
Gas-Stov	11.47	45.45 %
Chimney	5.87	66.14 %
Grinder	4.10	36.65 %
Iron	1.18	33.72 %
Small-Ap	0.91	39.79 %
Cook-Ele	0.42	100.00 %
Total	59.38	54.31 %

Branch *	MTD Sales L	Brand Share %
ERD2	3.34	43.43 %
ERD1	2.45	46.10 %
PLC1	1.31	38.55 %
RSP1	1.21	45.22 %
TRM1	1.15	35.42 %
MCR1	1.06	31.45 %
CMI1	1.03	46.41 %
OML1	0.82	30.00 %
DPR1	0.76	46.87 %
DPR2	0.64	37.46 %
KVP1	0.61	38.87 %
HRR1	0.61	22.87 %
SGG1	0.54	38.77 %
EDP1	0.47	22.68 %
WZWH	0.05	33.08 %
WHPD		0.00 %
Total	59.38	54.31 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	19.89	57.40 %
In-Stove	14.11	75.28 %
Grinder	9.25	43.54 %
Gas-Stov	9.01	38.06 %
Chimney	2.55	69.64 %
Iron	0.99	29.84 %
Small-Ap	0.65	13.93 %
Cook-Ele	0.11	28.69 %
Total	56.57	51.25 %

Branch *	MTD Sales L	Brand Share %
MVM1	3.81	45.81 %
TVR2	3.37	44.74 %
KUM1	3.08	38.69 %
TNJ1	2.40	44.77 %
TYR1	1.95	46.43 %
MSI1	0.79	46.37 %
TRY4	0.73	18.44 %
AYR1	0.70	46.79 %
KRN1	0.66	30.39 %
PBR1	0.60	45.59 %
APM1	0.57	30.32 %
NCK1	0.44	19.61 %
TZSD	0.37	35.21 %
Total	56.57	51.25 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	16.39	53.91 %
In-Stove	10.03	67.14 %
Gas-Stov	8.13	31.95 %
Chimney	6.90	65.94 %
Grinder	5.29	33.53 %
Small-Ap	0.92	15.89 %
Iron	0.72	23.65 %
Cook-Ele	0.48	81.92 %
Total	48.86	45.90 %

Branch *	MTD Sales L	Brand Share %
CBE2	6.99	42.00 %
MPM1	2.21	42.37 %
KMR1	1.88	26.75 %
TPR2	1.67	36.64 %
PLI1	1.59	43.14 %
CBE6	1.42	28.44 %
PDM1	1.17	40.81 %
AVI1	1.08	26.87 %
TPR3	0.83	27.66 %
CBE5	0.72	33.02 %
CNR1	0.72	46.56 %
KGM1	0.71	46.72 %
SYM2	0.68	28.20 %
KMD1	0.68	45.89 %
DPM2	0.68	30.97 %
KGI1	0.63	44.15 %
UMP1	0.60	38.73 %
TPR4	0.59	40.49 %
ANR1	0.52	42.02 %
PPI1	0.47	22.03 %
GBM1	0.38	31.56 %
WZSD		0.00 %
Total	48.86	45.90 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	17.57	55.86 %
In-Stove	12.26	63.05 %
Gas-Stov	6.71	31.05 %
Grinder	2.99	20.70 %
Chimney	1.34	40.93 %
Cook-Ele	0.46	90.36 %
Iron	0.38	17.21 %
Small-Ap	0.34	7.52 %
Total	42.06	43.13 %

Branch *	MTD Sales L	Brand Share %
CH15	4.19	38.91 %
CH21	0.92	24.10 %
CH34	0.82	16.70 %
CH24	0.76	15.36 %
CH46	0.74	31.79 %
CH41	0.70	24.76 %
GPD1	0.63	35.14 %
CH44	0.62	31.07 %
CH33	0.59	28.15 %
CH23	0.52	39.48 %
CH20	0.44	13.33 %
MJR1	0.43	14.08 %
UKI1	0.32	30.43 %
CH01	0.10	35.97 %
Total	42.06	43.13 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	11.18	51.03 %
In-Stove	5.97	64.67 %
Gas-Stov	4.01	28.00 %
Chimney	2.24	48.51 %
Grinder	2.23	31.63 %
Iron	0.72	29.17 %
Cook-Ele	0.35	68.23 %
Small-Ap	0.28	10.42 %
Total	26.97	42.98 %

Branch *	MTD Sales L	Brand Share %
VEL2	2.28	33.78 %
TRR1	1.89	33.83 %
KPM2	1.68	30.10 %
WJP1	0.94	45.27 %
ABR1	0.92	36.98 %
WJD1	0.68	28.23 %
CGM1	0.67	46.64 %
ARC2	0.64	29.54 %
CPT1	0.60	33.34 %
TRT1	0.56	34.12 %
UGI1	0.54	35.34 %
PTU1	0.49	41.03 %
KPM1	0.48	33.50 %
PLR1	0.38	27.45 %
CYR1	0.36	27.96 %
SLG1	0.35	28.39 %
WHVL		0.00 %
Total	26.97	42.98 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	9.22	48.53 %
Gas-Stov	3.84	32.45 %
Grinder	3.26	27.18 %
In-Stove	2.77	43.34 %
Chimney	1.02	48.34 %
Iron	0.56	24.45 %
Small-Ap	0.46	18.08 %
Cook-Ele	0.11	56.62 %
Total	21.24	37.68 %

Branch *	MTD Sales L	Brand Share %
POY2	2.02	44.16 %
POY1	2.00	30.17 %
CUD1	1.56	22.56 %
VPM2	1.16	39.60 %
ULP1	1.12	33.96 %
TDM1	0.67	32.15 %
STP1	0.65	44.53 %
SJI2	0.62	28.79 %
CDM1	0.31	8.46 %
VPM1	0.29	31.38 %
MKM1	0.26	13.83 %
TVM2	0.22	23.23 %
Total	21.24	37.68 %