

MTD Sales
440.79 L

Brand Share %
45.40 %

Information:

MTD : 01-05-2026 To 25-05-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **45.40 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	201.12	60.12 %
Gas-Stov	88.46	36.50 %
Grinder	68.32	35.26 %
Chimney	49.58	68.75 %
In-Stove	14.00	36.75 %
Iron	8.89	39.84 %
Small-Ap	7.43	19.27 %
Cook-Ele	2.97	76.97 %
Cook-Pre	0.02	0.06 %
Total	440.79	45.40 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	83.48	44.55 %
SOUTH-03	70.94	48.37 %
CHENNAI-01	60.84	42.70 %
WEST-02	53.83	54.76 %
TRICHY-01	51.09	45.98 %
WEST-01	47.21	46.30 %
CHENNAI-02	27.33	37.72 %
SOUTH ARCOT	23.97	39.10 %
NORTH ARCOT	22.09	44.81 %
Total	440.79	45.40 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	38.96	61.93 %
Grinder	15.62	37.87 %
Gas-Stov	15.19	31.83 %
Chimney	7.75	74.18 %
In-Stove	2.11	39.26 %
Iron	1.86	34.25 %
Small-Ap	1.70	21.90 %
Cook-Ele	0.30	58.49 %
Total	83.48	44.55 %

Branch *	MTD Sales L	Brand Share %
TVL1	6.09	42.04 %
KVT1	6.04	43.00 %
RND1	3.91	39.85 %
TKS2	3.56	42.35 %
NGR1	3.48	32.79 %
MAR1	3.38	44.48 %
SVK1	2.82	44.24 %
TCN1	2.62	43.23 %
VNR2	2.47	30.33 %
TUT2	2.25	45.23 %
TKS1	1.38	18.07 %
APK1	1.05	37.63 %
COL1	0.98	42.08 %
STU2	0.98	38.22 %
ERL2	0.87	24.39 %
APK2	0.82	18.22 %
KGL1	0.75	33.87 %
SGT1	0.68	45.28 %
UDN1	0.68	40.10 %
SDI1	0.68	30.57 %
KSM1	0.48	27.30 %
TYI1	0.38	8.05 %
ARM1	0.32	15.81 %
WHTV	-0.10	4.68 %
Total	83.48	44.55 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	29.00	63.09 %
Gas-Stov	15.22	40.77 %
Grinder	12.81	36.89 %
Chimney	9.84	83.34 %
Iron	1.73	51.08 %
Small-Ap	1.17	18.29 %
In-Stove	0.90	38.54 %
Cook-Ele	0.27	75.96 %
Total	70.94	48.37 %

Branch *	MTD Sales L	Brand Share %
MDU6	2.95	40.93 %
KKD3	2.87	32.96 %
TEN2	2.08	45.13 %
PNI1	1.19	42.22 %
MDU7	1.13	20.77 %
CMR1	0.96	40.34 %
BNR1	0.81	27.95 %
MDU3	0.79	20.85 %
TEN1	0.75	26.63 %
PNV2	0.75	35.04 %
TDI1	0.67	33.09 %
KRR1	0.65	42.18 %
PKM1	0.48	25.00 %
DGL2	0.48	15.52 %
ODM1	0.47	34.99 %
ADP1	0.27	13.49 %
WHMD		0.00 %
Total	70.94	48.37 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mixie	29.55	70.83 %
Gas-Stov	13.37	41.68 %
Grinder	8.69	23.38 %
Chimney	4.32	50.78 %
In-Stove	1.63	19.17 %
Cook-Ele	1.20	86.51 %
Small-Ap	1.19	15.29 %
Iron	0.90	33.59 %
Total	60.84	42.70 %

Branch *	MTD Sales L	Brand Share %
CH08	3.20	38.65 %
CH47	3.01	29.35 %
CH49	2.92	33.53 %
CH07	2.49	33.24 %
CH42	2.48	33.29 %
CH39	0.96	26.08 %
CH30	0.86	30.97 %
TKM1	0.82	43.38 %
GUD2	0.79	40.66 %
MRM1	0.69	20.45 %
CH38	0.62	23.82 %
CGL1	0.54	38.67 %
SKL1	0.45	41.56 %
KNR1	0.14	34.19 %
CZWH	0.05	0.40 %
WCHN	-0.28	10.05 %
Total	60.84	42.70 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	24.38	59.94 %
Gas-Stov	11.95	44.83 %
Chimney	7.73	69.89 %
Grinder	4.43	52.21 %
In-Stove	2.72	74.18 %
Iron	0.98	47.80 %
Small-Ap	0.87	40.46 %
Cook-Ele	0.74	100.00 %
Cook-Pre	0.02	0.56 %
Total	53.83	54.76 %

Branch *	MTD Sales L	Brand Share %
SLM1	2.57	39.34 %
SGI1	1.56	44.10 %
VPD1	1.10	38.60 %
CMI1	0.94	45.21 %
DPR2	0.87	43.96 %
BMD1	0.79	38.88 %
RSP1	0.75	35.68 %
KVP1	0.67	25.77 %
MCR1	0.65	27.41 %
PLC1	0.63	19.58 %
TRM1	0.50	19.10 %
HRR1	0.44	32.27 %
SGG1	0.37	31.20 %
EDP1	0.24	16.72 %
TCG1	0.24	37.02 %
OML1	0.20	12.84 %
PDR1	0.15	31.36 %
WHPD	-0.02	0.74 %
Total	53.83	54.76 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	22.92	56.44 %
Gas-Stov	10.60	37.50 %
Grinder	10.13	43.74 %
Chimney	5.25	81.58 %
Iron	0.80	38.21 %
In-Stove	0.66	15.47 %
Small-Ap	0.56	15.17 %
Cook-Ele	0.20	59.80 %
Total	51.09	45.98 %

Branch *	MTD Sales L	Brand Share %
MVM1	2.80	33.04 %
KUM1	2.66	38.49 %
TNJ2	2.37	36.82 %
JKM1	1.36	33.18 %
TVR2	1.19	23.66 %
PBR1	0.94	38.85 %
TTP1	0.87	38.33 %
NCK1	0.74	29.81 %
APM1	0.67	28.89 %
KUM2	0.63	24.63 %
MSI1	0.43	38.97 %
PDK1	0.32	31.95 %
KRN1	0.24	12.67 %
TRY4	0.22	6.77 %
WTRZ		0.00 %
Total	51.09	45.98 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	18.91	56.25 %
Chimney	9.25	70.74 %
Gas-Stov	8.25	33.67 %
Grinder	6.59	36.67 %
In-Stove	2.65	50.76 %
Small-Ap	0.66	18.06 %
Iron	0.64	41.32 %
Cook-Ele	0.27	85.52 %
Total	47.21	46.30 %

Branch *	MTD Sales L	Brand Share %
CBE2	5.53	41.41 %
KMR1	2.88	33.05 %
PLI1	1.86	37.29 %
AVI1	1.13	33.71 %
CBE5	1.12	28.94 %
UMP1	1.09	38.39 %
CBE6	0.98	24.40 %
PPI1	0.86	33.54 %
KMD1	0.78	40.95 %
KGI1	0.68	36.59 %
KGM1	0.55	32.29 %
SYM2	0.51	30.76 %
TPR3	0.38	21.46 %
DPM2	0.35	16.25 %
GBM1	0.29	34.78 %
GDR1	0.09	30.72 %
Total	47.21	46.30 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	15.13	58.07 %
Gas-Stov	5.48	30.49 %
Grinder	3.35	25.10 %
Chimney	1.56	36.47 %
In-Stove	0.87	24.56 %
Iron	0.51	28.49 %
Small-Ap	0.42	11.32 %
Total	27.33	37.72 %

Branch *	MTD Sales L	Brand Share %
CH15	3.22	32.01 %
CH12	2.44	41.74 %
CH18	2.40	40.06 %
CH03	2.27	43.58 %
CH21	1.30	36.65 %
CH27	0.57	38.56 %
CH46	0.53	38.59 %
CH23	0.50	35.05 %
CH24	0.48	15.04 %
CH41	0.43	25.01 %
CH34	0.40	13.66 %
CH36	0.34	24.04 %
MJR1	0.34	15.18 %
CH44	0.30	13.80 %
CH33	0.26	13.99 %
GPD1	0.20	25.46 %
CH32	0.18	37.08 %
CH31	0.17	32.01 %
CH01	0.14	42.48 %
CH51	0.04	3.45 %
MC06	0.01	27.32 %
Total	27.33	37.72 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	11.39	48.53 %
Grinder	4.82	33.77 %
Gas-Stov	4.40	32.33 %
Chimney	1.92	69.92 %
Iron	0.85	45.95 %
Small-Ap	0.54	29.35 %
In-Stove	0.05	3.14 %
Total	23.97	39.10 %

Branch *	MTD Sales L	Brand Share %
POY1	2.38	33.51 %
CUD1	1.61	23.12 %
ULP1	1.07	38.39 %
KML1	0.76	31.58 %
SJI2	0.73	27.34 %
KLM1	0.68	20.28 %
TVM1	0.51	37.50 %
TDM1	0.51	30.91 %
STP1	0.43	34.60 %
CDM1	0.40	8.90 %
VPM2	0.29	19.97 %
TVM2	0.29	27.19 %
VPM1	0.11	26.71 %
MKM1	0.08	5.24 %
WHUT		0.00 %
Total	23.97	39.10 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	10.88	55.76 %
Gas-Stov	4.00	28.13 %
In-Stove	2.42	65.17 %
Chimney	1.97	52.22 %
Grinder	1.87	55.91 %
Iron	0.63	41.60 %
Small-Ap	0.33	20.16 %
Total	22.09	44.81 %

Branch *	MTD Sales L	Brand Share %
VEL2	1.90	32.09 %
KPM2	1.48	31.37 %
TRR1	1.38	31.67 %
VNB1	0.99	40.35 %
CPT1	0.61	42.35 %
ABR1	0.61	30.22 %
PLR1	0.60	42.35 %
CGM1	0.51	35.78 %
TRT1	0.50	38.11 %
VSI1	0.44	33.37 %
ANI1	0.37	33.55 %
GDM1	0.31	33.39 %
ARC2	0.29	35.67 %
SLG1	0.16	16.81 %
UGI1	0.11	23.50 %
WHVL		0.00 %
Total	22.09	44.81 %