

MTD Sales
464.33 L

Brand Share %
47.86 %

Information:

MTD : 01-08-2025 To 25-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **47.86 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	215.86	63.59 %
Gas-Stov	92.53	37.52 %
Grinder	80.64	37.35 %
Chimney	39.35	88.16 %
In-Stove	24.75	53.26 %
Iron	7.82	23.20 %
Cook-Ele	3.06	81.93 %
Small-Ap	0.33	0.83 %
Total	464.33	47.86 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	83.67	49.51 %
WEST-02	60.69	57.68 %
TRICHY-01	60.26	48.56 %
SOUTH-03	58.35	46.01 %
CHENNAI-01	56.77	47.35 %
WEST-01	53.11	45.98 %
CHENNAI-02	30.92	39.37 %
SOUTH ARCOT	30.32	45.45 %
NORTH ARCOT	26.62	48.77 %
KL-SOUTH	3.61	36.63 %
Total	464.33	47.86 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	35.54	66.44 %
Gas-Stov	17.84	40.13 %
Grinder	17.41	40.97 %
Chimney	5.61	88.59 %
In-Stove	4.92	63.38 %
Iron	1.83	28.84 %
Cook-Ele	0.48	84.51 %
Small-Ap	0.04	0.58 %
Total	83.67	49.51 %

Branch *	MTD Sales L	Brand Share %
TVL1	5.28	45.02 %
NGR1	4.58	43.94 %
VNR2	4.06	38.81 %
RND1	2.82	42.67 %
MAR1	2.42	42.78 %
SVK1	2.24	42.59 %
TKS1	2.20	26.22 %
SKD1	2.02	45.99 %
TCN1	1.97	41.80 %
TYI1	1.63	45.80 %
ERL2	1.43	47.51 %
ASM1	0.97	41.74 %
SDI1	0.53	29.40 %
COL1	0.47	26.61 %
KSM1	0.45	26.16 %
ARM1	0.25	16.85 %
ERL1	0.19	35.33 %
S2SD		0.00 %
Total	83.67	49.51 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	29.01	70.89 %
Gas-Stov	12.31	47.29 %
Chimney	7.85	96.91 %
Grinder	7.59	44.82 %
In-Stove	2.75	47.90 %
Iron	0.80	21.13 %
Cook-Ele	0.39	90.54 %
Small-Ap		0.13 %
Total	60.69	57.68 %

Branch *	MTD Sales L	Brand Share %
SLM1	3.75	43.12 %
TRM1	1.68	45.08 %
ATU1	1.61	41.85 %
KVP1	1.10	42.87 %
DPR2	0.95	41.13 %
RSP1	0.82	36.38 %
MCR1	0.80	35.75 %
OML1	0.72	39.30 %
SGG1	0.57	45.98 %
HRR1	0.49	20.28 %
EDP1	0.41	21.03 %
TCG1	0.34	32.26 %
WZWH		0.00 %
Total	60.69	57.68 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	26.97	62.63 %
Grinder	13.43	42.30 %
Gas-Stov	10.44	36.18 %
In-Stove	4.07	54.88 %
Chimney	3.65	94.83 %
Iron	1.00	26.71 %
Cook-Ele	0.68	87.49 %
Small-Ap	0.02	0.46 %
Total	60.26	48.56 %

Branch *	MTD Sales L	Brand Share %
KUM1	3.90	39.37 %
TNJ2	3.57	46.40 %
MVM1	3.39	34.28 %
TNJ1	2.62	32.14 %
JKM1	2.22	46.63 %
TVR2	2.18	33.52 %
NGT1	1.36	46.34 %
TTP1	0.90	43.63 %
MSI1	0.75	43.00 %
KRN1	0.67	39.93 %
NCK1	0.65	26.68 %
PBR1	0.62	41.18 %
APM1	0.17	6.57 %
TZSD		0.00 %
Total	60.26	48.56 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	27.12	63.70 %
Grinder	12.00	36.74 %
Gas-Stov	10.16	33.54 %
Chimney	4.27	95.55 %
In-Stove	3.38	55.18 %
Iron	1.13	24.15 %
Cook-Ele	0.22	65.33 %
Small-Ap	0.07	1.15 %
Total	58.35	46.01 %

Branch *	MTD Sales L	Brand Share %
MDU1	6.26	36.77 %
DGL1	5.68	41.93 %
MDU2	3.43	47.28 %
MDU6	2.67	43.01 %
CBM1	2.27	43.79 %
MDU5	1.46	44.03 %
BNR1	1.00	39.76 %
TDI1	0.95	35.63 %
DKI1	0.90	42.60 %
KKD2	0.89	24.66 %
DGL2	0.86	31.74 %
KPT1	0.74	41.19 %
NKI1	0.67	40.96 %
BTU1	0.63	35.19 %
MDU3	0.61	46.90 %
PNI1	0.61	29.98 %
PKM1	0.51	39.76 %
TEN1	0.44	22.95 %
ADP1	0.43	22.03 %
CMR1	0.31	33.38 %
ODM1	0.15	8.18 %
SZSD		0.00 %
Total	58.35	46.01 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mixie	26.42	66.00 %
Gas-Stov	13.86	43.28 %
Grinder	9.29	32.62 %
Chimney	3.90	78.26 %
In-Stove	2.14	47.53 %
Iron	0.75	22.09 %
Cook-Ele	0.34	73.66 %
Small-Ap	0.07	1.09 %
Total	56.77	47.35 %

Branch *	MTD Sales L	Brand Share %
CH05	3.29	45.49 %
CH28	2.74	44.77 %
CH07	2.64	31.49 %
CH42	2.14	32.19 %
CH35	1.36	43.97 %
CH39	1.31	39.12 %
TKM1	1.18	44.88 %
CH38	1.05	26.73 %
SKL1	0.87	44.91 %
MRM1	0.82	24.15 %
GUD2	0.80	25.76 %
CH26	0.78	37.91 %
WHC3	0.54	43.74 %
CH29	0.53	36.38 %
KNR1	0.46	28.65 %
CZWH	0.09	3.32 %
MC10		0.00 %
Total	56.77	47.35 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	22.49	56.92 %
Gas-Stov	10.56	34.81 %
Chimney	9.16	85.63 %
Grinder	7.41	33.31 %
In-Stove	2.75	50.27 %
Iron	0.54	15.10 %
Cook-Ele	0.11	84.83 %
Small-Ap	0.09	2.44 %
Total	53.11	45.98 %

Branch *	MTD Sales L	Brand Share %
CBE2	7.59	42.91 %
KMR1	3.45	36.27 %
MPM1	2.48	47.05 %
TPR3	1.59	44.70 %
TPR2	1.58	26.73 %
CBE6	1.41	32.65 %
AVI1	1.23	37.37 %
SYM2	1.17	37.55 %
PLI1	0.91	16.95 %
PPI1	0.88	44.18 %
UMP1	0.84	38.96 %
KGI1	0.79	37.28 %
TPR4	0.79	35.05 %
PDM1	0.76	40.87 %
DPM2	0.58	17.74 %
ANR1	0.40	34.37 %
GBM1	0.09	38.60 %
WZSD		0.00 %
Total	53.11	45.98 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	17.07	57.82 %
Gas-Stov	5.92	27.57 %
Grinder	4.15	25.53 %
In-Stove	1.45	45.78 %
Chimney	1.40	74.73 %
Iron	0.57	23.17 %
Cook-Ele	0.34	100.00 %
Small-Ap	0.02	0.65 %
Total	30.92	39.37 %

Branch *	MTD Sales L	Brand Share %
CH15	5.00	42.17 %
CH18	2.69	40.97 %
CH03	2.54	36.55 %
CH12	1.90	44.46 %
CH21	1.14	32.97 %
CH33	0.91	29.04 %
MJR1	0.83	23.85 %
PON1	0.82	42.95 %
CH17	0.76	46.50 %
CH44	0.71	30.04 %
CH20	0.67	22.05 %
GPD1	0.63	39.96 %
CH09	0.62	30.72 %
CH24	0.59	15.53 %
CH41	0.59	27.10 %
CH34	0.54	16.25 %
CH46	0.49	29.83 %
CH31	0.40	35.82 %
CH01		0.00 %
Total	30.92	39.37 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	15.40	60.07 %
Grinder	5.61	35.21 %
Gas-Stov	5.07	36.12 %
Chimney	1.76	77.70 %
In-Stove	1.61	49.23 %
Iron	0.59	24.30 %
Cook-Ele	0.29	74.04 %
Total	30.32	45.45 %

Branch *	MTD Sales L	Brand Share %
CUD1	3.41	35.59 %
POY2	3.33	43.44 %
POY1	2.63	29.44 %
VPM2	0.90	27.62 %
TRK1	0.89	39.27 %
ULP1	0.86	33.56 %
CDM1	0.86	18.63 %
TVM1	0.32	40.83 %
MKM1	0.25	20.28 %
Total	30.32	45.45 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	14.04	67.40 %
Gas-Stov	5.50	33.97 %
Grinder	3.24	43.06 %
Chimney	1.76	84.71 %
In-Stove	1.34	54.55 %
Iron	0.51	17.58 %
Cook-Ele	0.21	78.08 %
Small-Ap	0.02	0.91 %
Total	26.62	48.77 %

Branch *	MTD Sales L	Brand Share %
KPM2	2.02	46.31 %
TRR1	1.82	35.39 %
VSI1	1.06	42.72 %
WJD1	0.98	45.03 %
VNB1	0.93	46.63 %
KPM1	0.81	30.15 %
TRT1	0.61	47.17 %
ABR1	0.59	34.91 %
CPT1	0.53	42.31 %
CYR1	0.51	34.81 %
SLG1	0.43	27.91 %
WJP1	0.31	32.91 %
UGI1	0.22	24.93 %
PTU1	0.10	20.37 %
Total	26.62	48.77 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Mixie	1.80	46.46 %
Gas-Stov	0.88	29.58 %
Grinder	0.51	32.07 %
In-Stove	0.32	62.20 %
Iron	0.09	24.90 %
Total	3.61	36.63 %

Branch *	MTD Sales L	Brand Share %
TVP1	2.17	39.67 %
KLR1	0.76	41.26 %
PAS1	0.68	26.72 %
Total	3.61	36.63 %