

MTD Sales
694.23 L

Brand Share %
40.89 %

Information:

MTD : 01-10-2025 To 25-10-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **40.89 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	313.32	54.55 %
Gas-Stov	147.87	33.78 %
Grinder	127.68	35.62 %
Chimney	50.79	68.28 %
In-Stove	40.85	52.52 %
Iron	9.53	22.89 %
Cook-Ele	4.27	80.72 %
Small-Ap	0.19	0.39 %
Acces-SA	-0.04	100.00 %
Cook-Pre	-0.22	-0.28 %
Total	694.23	40.89 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	126.28	45.46 %
SOUTH-03	118.22	42.39 %
WEST-02	95.06	47.48 %
TRICHY-01	83.36	44.41 %
WEST-01	75.70	39.00 %
CHENNAI-01	72.35	31.77 %
CHENNAI-02	44.20	35.23 %
NORTH ARCOT	37.94	41.12 %
SOUTH ARCOT	37.80	36.99 %
KL-SOUTH	3.32	29.43 %
Total	694.23	40.89 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	56.54	61.14 %
Grinder	28.35	41.74 %
Gas-Stov	25.32	37.77 %
In-Stove	8.24	59.70 %
Chimney	5.21	72.44 %
Iron	1.85	25.37 %
Cook-Ele	0.81	76.06 %
Acces-SA	-0.01	100.00 %
Small-Ap	-0.02	-0.28 %
Total	126.28	45.46 %

Branch *	MTD Sales L	Brand Share %
NGR1	6.67	38.02 %
VNR2	4.17	26.70 %
TCN1	3.68	40.21 %
TKS1	3.09	23.87 %
MAR1	3.06	32.78 %
APK1	2.39	40.03 %
TYI1	2.09	34.84 %
APK2	1.86	34.47 %
ERL2	1.47	32.63 %
ARM1	1.28	32.54 %
STU2	1.24	40.09 %
ASM1	1.09	35.13 %
UDN1	0.96	38.20 %
COL1	0.71	32.00 %
KSM1	0.64	28.87 %
S2SD	-0.29	-612.14 %
Total	126.28	45.46 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	52.16	57.40 %
Grinder	24.97	35.46 %
Gas-Stov	23.37	36.44 %
Chimney	9.26	76.46 %
In-Stove	5.91	51.59 %
Iron	1.82	25.50 %
Cook-Ele	0.70	82.02 %
Small-Ap	0.03	0.39 %
Total	118.22	42.39 %

Branch *	MTD Sales L	Brand Share %
DGL1	10.32	37.15 %
MDU1	10.30	29.87 %
MDU6	4.95	37.69 %
ATG1	2.78	39.02 %
MDU4	1.87	36.46 %
NKI1	1.56	30.77 %
MDU3	1.54	25.96 %
BNR1	1.54	27.18 %
BTU1	1.47	40.69 %
DGL2	1.42	20.51 %
SGP1	1.38	40.10 %
PNI1	1.37	37.48 %
PKM1	1.31	39.00 %
KPT1	1.29	28.66 %
TEN1	0.99	19.82 %
CMR1	0.91	32.56 %
ADP1	0.62	13.70 %
ODM1	0.55	8.65 %
KKD2	0.26	12.96 %
Total	118.22	42.39 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	43.13	60.26 %
Gas-Stov	20.87	41.08 %
Grinder	12.96	41.18 %
Chimney	11.12	70.75 %
In-Stove	5.66	53.72 %
Iron	1.23	23.83 %
Cook-Ele	0.16	100.00 %
Small-Ap	-0.01	-0.30 %
Acces-SA	-0.02	100.00 %
Cook-Pre	-0.03	-0.29 %
Total	95.06	47.48 %

Branch *	MTD Sales L	Brand Share %
SLM1	5.49	33.86 %
TRM1	2.12	30.94 %
MCR1	1.64	25.48 %
KVP1	1.63	32.32 %
VKL1	1.55	35.70 %
KMM1	1.53	40.14 %
PLC1	1.48	26.67 %
SGG1	1.44	30.94 %
OML1	1.28	26.38 %
HRR1	1.25	25.31 %
TCG1	0.68	22.70 %
EDP1	0.63	18.61 %
PMP1	0.59	19.68 %
DPR2	0.58	18.62 %
Total	95.06	47.48 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	35.25	57.72 %
Gas-Stov	18.36	38.98 %
Grinder	17.34	39.21 %
In-Stove	6.89	61.10 %
Chimney	3.73	75.53 %
Cook-Ele	0.89	81.32 %
Iron	0.87	24.24 %
Small-Ap	0.04	0.77 %
Cook-Pre	-0.01	-0.13 %
Total	83.36	44.41 %

Branch *	MTD Sales L	Brand Share %
TNJ2	5.09	40.40 %
MVM1	4.81	31.92 %
TNJ1	4.13	35.25 %
TVR2	3.45	36.24 %
KUM1	3.41	30.45 %
JKM1	2.47	38.74 %
ORU1	1.55	36.28 %
MSI1	1.42	38.14 %
KRN1	1.14	27.49 %
PBR1	1.07	40.80 %
NCK1	1.04	26.77 %
TRY2	0.74	38.78 %
APM1	0.18	7.44 %
Total	83.36	44.41 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	29.80	49.55 %
Gas-Stov	16.86	32.60 %
Chimney	12.35	77.08 %
Grinder	11.65	30.73 %
In-Stove	4.22	48.84 %
Iron	0.80	15.55 %
Cook-Ele	0.20	66.54 %
Small-Ap	0.03	0.54 %
Acces-SA	-0.01	100.00 %
Cook-Pre	-0.18	-1.93 %
Total	75.70	39.00 %

Branch *	MTD Sales L	Brand Share %
CBE2	8.88	37.27 %
KMR1	5.53	40.87 %
TPR2	3.82	39.83 %
MPM1	3.41	40.17 %
PLI1	2.88	27.60 %
KGM1	1.94	38.33 %
AVI1	1.73	25.51 %
CBE6	1.41	18.58 %
CBE5	1.27	18.36 %
SYM2	1.24	23.17 %
TPR3	1.23	17.46 %
CBE3	1.07	36.21 %
UMP1	1.00	34.58 %
DPM2	0.93	18.64 %
PPI1	0.91	22.18 %
CNR1	0.86	32.83 %
GBM1	0.72	31.52 %
Total	75.70	39.00 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mixie	32.85	40.46 %
Gas-Stov	18.41	25.74 %
Grinder	13.08	31.80 %
Chimney	3.37	45.43 %
In-Stove	3.24	46.88 %
Iron	0.81	22.53 %
Cook-Ele	0.53	80.57 %
Small-Ap	0.04	0.78 %
Total	72.35	31.77 %

Branch *	MTD Sales L	Brand Share %
CH16	4.94	35.38 %
CH42	4.09	36.16 %
CH45	2.62	36.56 %
GUD1	2.40	34.05 %
CH28	2.20	29.11 %
CH07	2.15	27.33 %
CH30	1.65	29.05 %
TKM1	1.51	33.61 %
SKL1	1.34	38.19 %
MRM1	1.33	21.21 %
CGL1	1.19	39.74 %
CH39	1.07	28.14 %
CH26	0.75	40.41 %
GUD2	0.67	12.79 %
KNR1	0.34	12.61 %
CZWH		0.00 %
MC09		0.00 %
MC10		0.00 %
WHC3		0.00 %
Total	72.35	31.77 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	23.27	53.38 %
Gas-Stov	8.83	26.21 %
Grinder	6.81	25.48 %
In-Stove	2.22	43.70 %
Chimney	1.95	48.18 %
Iron	0.57	17.35 %
Cook-Ele	0.56	90.25 %
Total	44.20	35.23 %

Branch *	MTD Sales L	Brand Share %
CH15	4.18	33.12 %
CH03	3.73	35.66 %
CH18	3.34	39.30 %
MJR1	1.86	25.61 %
CH20	1.70	30.63 %
GPD1	1.35	40.47 %
CH24	1.29	20.88 %
PON1	1.17	33.31 %
CH46	1.08	39.80 %
CH09	1.06	33.20 %
CH17	0.95	33.60 %
CH27	0.76	36.63 %
CH33	0.65	16.93 %
CH41	0.64	18.60 %
CH31	0.58	36.38 %
CH36	0.32	24.32 %
CH44	0.29	14.08 %
MC06	0.24	39.91 %
CH34	0.20	2.19 %
CH32	0.09	16.84 %
Total	44.20	35.23 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	20.21	57.72 %
Gas-Stov	7.46	29.43 %
Grinder	4.68	39.41 %
Chimney	2.68	62.02 %
In-Stove	2.03	50.57 %
Iron	0.72	23.71 %
Cook-Ele	0.15	71.64 %
Total	37.94	41.12 %

Branch *	MTD Sales L	Brand Share %
TRR1	2.41	29.53 %
AKM1	1.56	34.77 %
SLG1	1.40	35.95 %
WJD1	1.22	26.50 %
VNB1	1.05	32.89 %
CPT1	0.90	35.70 %
ABR1	0.67	24.60 %
CGM1	0.61	29.51 %
CYR1	0.53	19.35 %
PTU1	0.35	22.91 %
UGI1	0.35	18.91 %
Total	37.94	41.12 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	17.97	52.37 %
Gas-Stov	7.95	33.50 %
Grinder	7.50	29.97 %
In-Stove	2.31	43.46 %
Chimney	0.99	39.73 %
Iron	0.80	27.34 %
Cook-Ele	0.25	80.79 %
Small-Ap	0.04	1.40 %
Total	37.80	36.99 %

Branch *	MTD Sales L	Brand Share %
CUD1	3.71	26.19 %
POY1	3.41	28.20 %
SJI2	1.64	32.50 %
ULP1	1.42	26.78 %
KML1	1.39	40.48 %
TRK1	1.35	36.48 %
VPM2	1.28	35.25 %
STP1	0.99	39.31 %
CDM1	0.58	7.55 %
VPM1	0.54	35.63 %
TVM2	0.41	39.31 %
MKM1	0.20	9.63 %
Total	37.80	36.99 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Mixie	2.15	52.07 %
Gas-Stov	0.45	16.77 %
Grinder	0.34	19.80 %
Chimney	0.13	100.00 %
In-Stove	0.13	17.18 %
Iron	0.06	12.83 %
Small-Ap	0.03	4.49 %
Cook-Ele	0.02	100.00 %
Total	3.32	29.43 %

Branch *	MTD Sales L	Brand Share %
TVP1	1.39	25.32 %
PAS1	1.05	32.81 %
KLR1	0.88	33.98 %
Total	3.32	29.43 %