

MTD Sales
396.90 L

Brand Share %
43.15 %

Information:

MTD : 01-11-2025 To 25-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **43.15 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	174.93	57.26 %
Gas-Stov	90.83	35.49 %
Grinder	65.25	33.60 %
In-Stove	29.33	53.97 %
Chimney	26.30	63.65 %
Iron	6.73	24.12 %
Cook-Ele	2.84	72.63 %
Small-Ap	0.69	1.88 %
Total	396.90	43.15 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	69.80	44.79 %
SOUTH-03	59.02	45.17 %
CHENNAI-01	53.22	45.42 %
WEST-02	48.54	49.02 %
TRICHY-01	47.30	46.04 %
WEST-01	43.73	40.46 %
CHENNAI-02	29.52	35.73 %
SOUTH ARCOT	22.52	36.50 %
NORTH ARCOT	20.01	37.46 %
KL-SOUTH	3.25	37.46 %
Total	396.90	43.15 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	28.93	57.74 %
Gas-Stov	15.16	35.15 %
Grinder	14.65	40.86 %
In-Stove	5.40	57.60 %
Chimney	3.36	74.02 %
Iron	1.55	30.63 %
Cook-Ele	0.62	73.41 %
Small-Ap	0.13	1.87 %
Total	69.80	44.79 %

Branch *	MTD Sales L	Brand Share %
KVT1	5.01	39.96 %
NGR1	3.03	38.08 %
RND1	2.55	43.09 %
VNR2	2.34	29.04 %
RPM1	2.33	40.58 %
MAR1	1.72	31.44 %
TCN1	1.64	35.62 %
TKS1	1.49	23.54 %
PKD1	1.29	42.08 %
ERL2	1.27	40.34 %
APK1	1.26	41.18 %
TYI1	1.08	38.61 %
APK2	0.98	33.32 %
ASM1	0.84	30.32 %
SDI1	0.72	40.15 %
ARM1	0.54	23.50 %
KSM1	0.33	26.25 %
S2SD		0.00 %
Total	69.80	44.79 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	26.36	62.11 %
Gas-Stov	11.90	35.18 %
Grinder	11.21	34.73 %
In-Stove	4.23	55.37 %
Chimney	3.67	64.31 %
Iron	1.15	29.73 %
Cook-Ele	0.46	70.94 %
Small-Ap	0.04	1.05 %
Total	59.02	45.17 %

Branch *	MTD Sales L	Brand Share %
MDU1	5.57	35.65 %
DGL1	3.61	38.80 %
MDU6	3.49	42.35 %
ATG1	1.52	43.05 %
MDU4	0.98	39.79 %
MDU3	0.90	26.35 %
DKI1	0.80	42.85 %
PNI1	0.73	33.65 %
KPT1	0.68	32.27 %
BNR1	0.64	32.41 %
ODM1	0.57	19.99 %
DGL2	0.51	15.86 %
MNM1	0.49	36.47 %
ADP1	0.48	19.52 %
SGP1	0.44	34.22 %
BTU1	0.43	26.66 %
TEN1	0.25	10.75 %
SZSD	0.08	17.07 %
Total	59.02	45.17 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mixie	23.71	63.39 %
Gas-Stov	14.33	41.69 %
Grinder	8.39	29.35 %
Chimney	2.85	75.29 %
In-Stove	2.74	52.60 %
Iron	0.62	22.09 %
Cook-Ele	0.38	82.40 %
Small-Ap	0.20	4.36 %
Total	53.22	45.42 %

Branch *	MTD Sales L	Brand Share %
CH16	4.08	41.92 %
CH08	3.33	41.93 %
CH42	3.19	41.10 %
CH07	1.99	36.68 %
CH38	1.46	40.00 %
CH30	1.38	36.77 %
AVD1	1.08	40.97 %
SKL1	0.94	37.02 %
CH39	0.85	20.26 %
CH35	0.79	36.72 %
MRM1	0.76	21.61 %
GUD2	0.52	18.74 %
TKM1	0.32	17.33 %
MC09		0.00 %
WHC3		0.00 %
Total	53.22	45.42 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	21.93	60.66 %
Gas-Stov	12.19	44.27 %
Grinder	5.24	35.92 %
Chimney	4.50	62.09 %
In-Stove	3.85	54.20 %
Iron	0.72	21.60 %
Cook-Ele	0.10	82.51 %
Small-Ap	0.02	0.72 %
Total	48.54	49.02 %

Branch *	MTD Sales L	Brand Share %
SLM1	3.03	37.02 %
TRM1	1.20	32.92 %
KMM1	0.96	40.54 %
OML1	0.84	29.53 %
MCR1	0.82	26.90 %
VKL1	0.78	40.96 %
BMD1	0.61	36.56 %
SGG1	0.59	32.99 %
KVP1	0.57	21.91 %
PLC1	0.55	17.67 %
SGI1	0.50	29.25 %
TCG1	0.44	26.70 %
HRR1	0.38	15.60 %
DPR2	0.34	19.53 %
EDP1	0.21	16.93 %
WZWH	0.05	22.49 %
Total	48.54	49.02 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	19.72	58.91 %
Gas-Stov	10.09	38.05 %
Grinder	9.29	39.38 %
In-Stove	4.98	63.09 %
Chimney	2.15	71.80 %
Iron	0.71	26.90 %
Cook-Ele	0.38	58.77 %
Total	47.30	46.04 %

Branch *	MTD Sales L	Brand Share %
MVM1	2.93	34.52 %
KUM1	2.76	35.62 %
TNJ1	2.65	40.40 %
TNJ2	1.89	35.31 %
TTP1	0.78	36.65 %
PDK1	0.73	39.29 %
KRN1	0.66	39.78 %
TRY4	0.58	13.55 %
MSI1	0.54	35.44 %
ORU1	0.47	28.22 %
NCK1	0.31	16.22 %
APM1	0.20	13.87 %
Total	47.30	46.04 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	18.03	53.96 %
Gas-Stov	10.03	31.94 %
Grinder	5.95	28.42 %
Chimney	5.70	66.24 %
In-Stove	3.09	51.98 %
Iron	0.55	16.16 %
Cook-Ele	0.26	80.96 %
Small-Ap	0.11	2.68 %
Total	43.73	40.46 %

Branch *	MTD Sales L	Brand Share %
CBE2	4.75	30.76 %
KMR1	2.85	41.07 %
MPM1	2.08	40.77 %
TPR2	1.75	33.13 %
CBE6	1.54	32.61 %
CBE5	1.38	32.23 %
PLI1	1.31	25.27 %
DPM2	1.00	26.94 %
AVI1	0.95	23.64 %
PDM1	0.77	34.70 %
TPR3	0.66	22.42 %
CNR1	0.58	40.64 %
UMP1	0.52	28.89 %
TPR4	0.36	21.05 %
PPI1	0.33	15.20 %
SYM2	0.13	7.71 %
WHCB		0.00 %
WZSD		0.00 %
Total	43.73	40.46 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	14.62	50.36 %
Gas-Stov	6.43	27.63 %
Grinder	4.52	27.09 %
In-Stove	1.66	43.29 %
Chimney	1.46	40.71 %
Iron	0.45	19.23 %
Cook-Ele	0.21	82.02 %
Small-Ap	0.17	4.62 %
Total	29.52	35.73 %

Branch *	MTD Sales L	Brand Share %
CH15	3.12	31.53 %
CH18	2.98	40.49 %
CH17	1.72	41.68 %
CH20	1.25	35.24 %
CH24	1.10	18.31 %
CH33	0.84	21.76 %
CH09	0.70	35.19 %
PON1	0.66	38.10 %
MJR1	0.66	20.06 %
CH36	0.57	34.49 %
CH41	0.55	22.26 %
GPD1	0.53	32.13 %
CH44	0.47	22.30 %
CH46	0.44	30.53 %
CH23	0.41	33.13 %
CH34	0.40	8.15 %
CH32	0.31	31.96 %
CH31	0.26	29.90 %
Total	29.52	35.73 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	10.25	48.70 %
Gas-Stov	5.20	33.56 %
Grinder	3.88	27.76 %
In-Stove	1.94	44.34 %
Iron	0.49	25.50 %
Chimney	0.39	24.01 %
Cook-Ele	0.34	72.95 %
Small-Ap	0.02	0.81 %
Total	22.52	36.50 %

Branch *	MTD Sales L	Brand Share %
POY1	2.86	35.56 %
CUD1	2.12	24.45 %
POY2	1.92	39.15 %
VPM2	1.11	40.87 %
TRK1	1.01	32.75 %
ULP1	0.84	32.71 %
TDM1	0.79	34.76 %
KML1	0.60	34.80 %
SJI2	0.54	28.62 %
VCM1	0.45	40.77 %
TVM2	0.40	34.15 %
CDM1	0.39	9.52 %
VPM1	0.31	33.01 %
STP1	0.29	27.14 %
MKM1	0.17	10.81 %
WHUT		0.00 %
Total	22.52	36.50 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	9.32	48.73 %
Gas-Stov	4.85	26.93 %
Chimney	2.17	68.10 %
Grinder	1.89	28.49 %
In-Stove	1.26	55.22 %
Iron	0.47	21.32 %
Cook-Ele	0.05	46.22 %
Total	20.01	37.46 %

Branch *	MTD Sales L	Brand Share %
KPM2	2.26	41.30 %
TRR1	0.91	19.41 %
AKM1	0.83	39.04 %
VSI1	0.59	29.77 %
WJD1	0.57	30.29 %
ARC2	0.50	25.96 %
VNB1	0.48	25.57 %
TRT1	0.38	30.60 %
ABR1	0.36	25.13 %
CPT1	0.36	30.38 %
PTU1	0.34	22.51 %
KPM1	0.34	22.50 %
SLG1	0.33	26.45 %
CYR1	0.33	28.84 %
PLR1	0.29	30.61 %
CGM1	0.22	15.65 %
UGI1		0.00 %
WHVL		0.00 %
Total	20.01	37.46 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Mixie	2.06	62.17 %
Gas-Stov	0.65	27.31 %
Grinder	0.23	21.78 %
In-Stove	0.19	26.49 %
Chimney	0.05	100.00 %
Cook-Ele	0.04	100.00 %
Iron	0.03	8.21 %
Total	3.25	37.46 %

Branch *	MTD Sales L	Brand Share %
TVP1	1.63	39.76 %
KLR1	1.02	40.71 %
PAS1	0.61	29.12 %
Total	3.25	37.46 %