

MTD Sales
490.89 L

Brand Share %
47.14 %

Information:

MTD : 01-03-2026 To 26-03-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **47.14 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	181.51	56.93 %
In-Stove	111.85	67.51 %
Gas-Stov	78.63	34.61 %
Grinder	61.99	33.17 %
Chimney	36.55	61.48 %
Iron	9.32	28.87 %
Small-Ap	8.02	17.46 %
Cook-Ele	3.03	59.24 %
Total	490.89	47.14 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	86.97	50.68 %
SOUTH-03	71.87	47.86 %
CHENNAI-01	68.73	42.68 %
WEST-02	61.06	54.49 %
TRICHY-01	57.97	51.25 %
WEST-01	49.81	45.90 %
CHENNAI-02	44.24	43.53 %
NORTH ARCOT	28.24	43.41 %
SOUTH ARCOT	22.00	37.86 %
Total	490.89	47.14 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	33.35	61.49 %
In-Stove	14.89	69.59 %
Gas-Stov	14.01	37.36 %
Grinder	13.87	40.10 %
Chimney	6.27	68.23 %
Small-Ap	2.28	27.96 %
Iron	2.10	35.71 %
Cook-Ele	0.21	31.21 %
Total	86.97	50.68 %

Branch *	MTD Sales L	Brand Share %
VNR2	3.81	39.73 %
NGR1	3.54	36.70 %
TCN1	2.44	43.37 %
RND1	2.39	42.01 %
TY11	1.41	40.99 %
APK1	1.28	37.26 %
ERL2	1.00	23.74 %
APK2	0.99	27.49 %
SDI1	0.91	41.42 %
STU2	0.80	38.60 %
TKS1	0.74	12.21 %
ARM1	0.43	23.89 %
KSM1	0.25	18.29 %
S2SD	0.06	15.57 %
WHTV		0.00 %
Total	86.97	50.68 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	26.92	60.92 %
Grinder	12.70	40.14 %
In-Stove	11.03	63.55 %
Gas-Stov	10.93	32.55 %
Chimney	7.04	69.14 %
Iron	1.75	30.06 %
Small-Ap	1.30	19.04 %
Cook-Ele	0.19	33.19 %
Total	71.87	47.86 %

Branch *	MTD Sales L	Brand Share %
DGL1	4.64	33.69 %
KKD3	3.32	40.54 %
MDU7	1.42	35.25 %
KPT1	1.26	41.05 %
MDU3	1.19	27.54 %
TDI1	1.01	39.45 %
PKM1	0.92	40.76 %
PNI1	0.85	30.79 %
BNR1	0.80	33.08 %
BTU1	0.72	37.92 %
TEN1	0.71	21.25 %
PNV2	0.71	45.64 %
DGL2	0.69	15.63 %
ADP1	0.57	19.59 %
CMR1	0.49	44.16 %
ODM1	0.32	17.73 %
SZSD	0.14	29.89 %
Total	71.87	47.86 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
In-Stove	25.42	68.43 %
Mixie	21.33	56.52 %
Gas-Stov	9.84	31.60 %
Grinder	7.45	20.38 %
Chimney	2.55	40.81 %
Iron	0.77	24.02 %
Small-Ap	0.74	9.32 %
Cook-Ele	0.65	56.85 %
Total	68.73	42.68 %

Branch *	MTD Sales L	Brand Share %
CH49	4.46	41.09 %
CH25	3.28	43.43 %
CH42	2.79	40.50 %
CH07	2.77	29.67 %
CH28	2.03	32.98 %
CH45	1.91	37.23 %
CH47	1.53	37.79 %
CGL1	1.09	45.78 %
CH30	1.08	25.17 %
CH39	0.97	27.48 %
MRM1	0.91	24.38 %
TKM1	0.70	34.42 %
GUD2	0.67	22.25 %
WHC3	0.23	19.33 %
CZWH	0.16	1.07 %
KNR1	0.10	15.51 %
MC09		0.00 %
MC10		0.00 %
Total	68.73	42.68 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	23.61	56.97 %
In-Stove	12.71	71.53 %
Gas-Stov	11.77	45.81 %
Chimney	6.27	67.60 %
Grinder	4.14	35.86 %
Iron	1.21	33.78 %
Small-Ap	0.91	39.48 %
Cook-Ele	0.45	100.00 %
Total	61.06	54.49 %

Branch *	MTD Sales L	Brand Share %
ERD2	3.42	43.33 %
PLC1	1.31	38.55 %
RSP1	1.21	45.22 %
TRM1	1.15	35.42 %
MCR1	1.09	31.97 %
CMI1	1.03	45.15 %
TCG1	0.88	47.08 %
OML1	0.82	30.00 %
DPR2	0.64	37.46 %
KVP1	0.61	37.99 %
HRR1	0.61	22.87 %
SGG1	0.59	40.91 %
EDP1	0.49	23.28 %
PDR1	0.25	45.56 %
WZWH	0.05	26.30 %
WHPD		0.00 %
Total	61.06	54.49 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	20.64	57.73 %
In-Stove	14.17	75.36 %
Grinder	9.48	43.33 %
Gas-Stov	9.08	37.57 %
Chimney	2.74	71.12 %
Iron	1.03	30.25 %
Small-Ap	0.69	14.43 %
Cook-Ele	0.14	30.45 %
Total	57.97	51.25 %

Branch *	MTD Sales L	Brand Share %
MVM1	3.91	45.55 %
TVR2	3.45	44.49 %
KUM1	3.20	39.19 %
TNJ1	2.52	45.68 %
TYR1	2.02	46.86 %
MSI1	0.79	46.04 %
TRY4	0.73	17.89 %
KRN1	0.66	30.39 %
APM1	0.60	31.24 %
PBR1	0.60	43.03 %
NCK1	0.47	20.53 %
TZSD	0.37	35.21 %
Total	57.97	51.25 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	16.74	53.73 %
In-Stove	10.05	67.06 %
Gas-Stov	8.28	32.00 %
Chimney	6.90	65.94 %
Grinder	5.61	34.20 %
Small-Ap	1.00	16.92 %
Iron	0.76	24.14 %
Cook-Ele	0.48	79.20 %
Total	49.81	45.90 %

Branch *	MTD Sales L	Brand Share %
CBE2	7.03	42.08 %
MPM1	2.27	42.95 %
KMR1	1.88	26.75 %
TPR2	1.78	36.60 %
PLI1	1.59	43.14 %
CBE6	1.42	28.04 %
PDM1	1.23	41.26 %
AVI1	1.08	26.38 %
TPR3	0.99	31.42 %
DPM2	0.73	31.17 %
CBE5	0.72	33.02 %
CNR1	0.72	46.56 %
KGM1	0.71	44.50 %
SYM2	0.68	28.20 %
KMD1	0.68	45.89 %
UMP1	0.64	40.69 %
KGI1	0.64	44.55 %
TPR4	0.59	38.51 %
ANR1	0.52	41.30 %
PPI1	0.47	21.26 %
GBM1	0.38	31.27 %
WZSD		0.00 %
Total	49.81	45.90 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	17.91	55.70 %
In-Stove	13.70	64.43 %
Gas-Stov	6.77	30.53 %
Grinder	3.12	20.97 %
Chimney	1.53	43.47 %
Cook-Ele	0.46	86.87 %
Iron	0.39	16.69 %
Small-Ap	0.36	7.58 %
Total	44.24	43.53 %

Branch *	MTD Sales L	Brand Share %
CH15	4.27	39.19 %
CH34	1.13	21.71 %
CH21	0.95	24.59 %
CH27	0.90	45.17 %
CH24	0.78	15.04 %
CH46	0.74	31.16 %
CH41	0.70	24.76 %
CH33	0.66	28.69 %
GPD1	0.63	34.81 %
CH44	0.62	30.75 %
CH23	0.52	39.48 %
CH20	0.46	13.54 %
MJR1	0.43	13.53 %
UKI1	0.32	30.43 %
CH01	0.10	35.97 %
CH51	0.08	27.15 %
Total	44.24	43.53 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	11.57	51.22 %
In-Stove	6.78	66.20 %
Gas-Stov	4.01	27.11 %
Grinder	2.28	32.11 %
Chimney	2.24	48.44 %
Iron	0.74	29.41 %
Cook-Ele	0.35	68.23 %
Small-Ap	0.28	10.21 %
Total	28.24	43.41 %

Branch *	MTD Sales L	Brand Share %
VEL2	2.41	32.96 %
TRR1	1.90	32.75 %
KPM2	1.68	29.48 %
WJP1	0.94	44.03 %
ABR1	0.93	37.24 %
WJD1	0.79	31.48 %
ARC2	0.79	33.40 %
CPT1	0.60	32.70 %
TRT1	0.56	34.12 %
KPM1	0.54	41.18 %
UGI1	0.54	35.34 %
PTU1	0.51	42.29 %
PLR1	0.45	30.74 %
CYR1	0.36	27.26 %
SLG1	0.35	28.39 %
WHVL		0.00 %
Total	28.24	43.41 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	9.44	48.28 %
Gas-Stov	3.93	32.13 %
Grinder	3.36	27.20 %
In-Stove	3.11	46.21 %
Chimney	1.02	48.34 %
Iron	0.57	23.93 %
Small-Ap	0.46	18.05 %
Cook-Ele	0.11	56.62 %
Total	22.00	37.86 %

Branch *	MTD Sales L	Brand Share %
POY2	2.05	44.27 %
POY1	2.00	30.17 %
CUD1	1.56	22.27 %
VPM2	1.21	39.67 %
ULP1	1.12	33.96 %
STP1	0.81	43.90 %
TDM1	0.69	32.94 %
SJJ2	0.65	27.96 %
CDM1	0.36	9.66 %
VPM1	0.29	31.38 %
TVM2	0.26	26.05 %
MKM1	0.26	13.54 %
Total	22.00	37.86 %