

MTD Sales
382.75 L

Brand Share %
46.72 %

Information:

MTD : 01-07-2025 To 26-07-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **46.72 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	172.36	61.06 %
Gas-Stov	81.01	37.32 %
Grinder	60.72	34.10 %
Chimney	33.34	86.84 %
In-Stove	24.68	57.93 %
Iron	7.01	23.33 %
Cook-Ele	3.25	79.99 %
Small-Ap	0.39	1.48 %
Total	382.75	46.72 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	75.28	48.49 %
SOUTH-03	54.11	47.58 %
CHENNAI-01	50.02	45.67 %
WEST-02	49.21	53.14 %
TRICHY-01	42.36	46.97 %
WEST-01	37.50	43.09 %
CHENNAI-02	25.72	37.22 %
NORTH ARCOT	23.53	51.31 %
SOUTH ARCOT	21.64	44.33 %
KL-SOUTH	3.39	47.49 %
Total	382.75	46.72 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	32.60	64.04 %
Gas-Stov	16.89	41.44 %
Grinder	13.19	34.80 %
In-Stove	5.34	68.01 %
Chimney	5.21	90.02 %
Iron	1.48	24.93 %
Cook-Ele	0.56	81.27 %
Small-Ap	0.02	0.41 %
Total	75.28	48.49 %

Branch *	MTD Sales L	Brand Share %
TVL1	5.04	44.45 %
KVT1	4.68	44.25 %
NGR1	4.18	40.61 %
TKS1	3.59	39.05 %
MAR1	3.47	45.91 %
VNR2	2.79	36.89 %
TCN1	2.30	41.64 %
RND1	1.86	34.87 %
APK1	1.02	37.42 %
SDI1	0.96	40.51 %
ERL1	0.85	44.59 %
KSM1	0.68	34.61 %
UDN1	0.66	45.01 %
SGT1	0.58	44.36 %
ARM1	0.54	28.33 %
STU2	0.53	26.72 %
COL1	0.51	31.61 %
ASM1	0.46	23.35 %
S2SD		0.00 %
Total	75.28	48.49 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	22.96	63.52 %
Grinder	10.85	36.01 %
Gas-Stov	10.44	38.17 %
Chimney	4.80	82.49 %
In-Stove	3.67	62.02 %
Iron	1.05	24.59 %
Cook-Ele	0.27	69.65 %
Small-Ap	0.06	1.69 %
Total	54.11	47.58 %

Branch *	MTD Sales L	Brand Share %
MDU1	5.13	39.49 %
DGL1	4.72	41.83 %
CBM1	2.45	42.15 %
MDU2	2.44	39.58 %
DGL2	1.20	34.25 %
KKD2	1.12	37.37 %
TDI1	1.09	40.43 %
BNR1	0.84	37.87 %
NTM1	0.79	36.71 %
TEN2	0.78	34.25 %
PKM1	0.69	43.38 %
BTU1	0.56	37.67 %
PNI1	0.55	36.93 %
ODM1	0.42	20.89 %
ADP1	0.40	15.24 %
TEN1	0.39	21.80 %
CMR1	0.36	41.95 %
SZSD		0.00 %
Total	54.11	47.58 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mixie	22.34	65.17 %
Gas-Stov	12.18	33.93 %
Grinder	8.06	32.03 %
Chimney	3.53	94.24 %
In-Stove	2.41	61.87 %
Iron	0.81	27.74 %
Cook-Ele	0.61	85.69 %
Small-Ap	0.07	2.32 %
Total	50.02	45.67 %

Branch *	MTD Sales L	Brand Share %
CH16	4.04	43.32 %
CH42	1.93	38.79 %
CH28	1.61	41.21 %
CH07	1.50	29.29 %
TKM1	0.91	43.85 %
CH38	0.88	27.09 %
MRM1	0.80	28.76 %
CH35	0.78	42.22 %
CGL1	0.74	41.77 %
CH39	0.63	16.97 %
CH29	0.63	39.58 %
GUD2	0.33	14.56 %
CH26	0.14	19.54 %
CZWH		0.00 %
Total	50.02	45.67 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	22.86	63.92 %
Gas-Stov	9.71	41.99 %
Chimney	7.94	91.05 %
Grinder	5.35	40.63 %
In-Stove	2.42	48.33 %
Iron	0.75	21.28 %
Cook-Ele	0.11	64.11 %
Small-Ap	0.07	2.15 %
Total	49.21	53.14 %

Branch *	MTD Sales L	Brand Share %
SLM1	2.45	43.85 %
TRM1	1.29	39.55 %
MCR1	1.14	37.01 %
APN1	0.83	43.53 %
ATU1	0.77	31.91 %
PLC1	0.70	24.95 %
RSP1	0.69	29.46 %
EDP1	0.62	41.31 %
DPR1	0.60	46.38 %
SGG1	0.56	41.20 %
HRR1	0.51	26.96 %
OML1	0.51	28.41 %
PDR1	0.46	33.65 %
DPR2	0.44	24.12 %
PMP1	0.29	22.52 %
TCG1	0.27	25.05 %
WZWH		0.00 %
Total	49.21	53.14 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	18.62	58.58 %
Gas-Stov	8.94	40.49 %
Grinder	7.81	35.94 %
In-Stove	3.27	58.87 %
Chimney	1.94	85.92 %
Iron	1.03	34.32 %
Cook-Ele	0.71	83.79 %
Small-Ap	0.04	1.47 %
Total	42.36	46.97 %

Branch *	MTD Sales L	Brand Share %
TNJ2	2.83	42.55 %
KIK1	2.15	43.67 %
KUM1	1.95	34.86 %
TVR2	1.68	33.66 %
TNJ1	1.40	30.56 %
NGT1	1.17	40.69 %
MVM1	1.11	16.75 %
ORU1	0.87	46.44 %
PDK1	0.67	41.57 %
AYR1	0.55	45.00 %
MSI1	0.50	34.58 %
KRN1	0.38	31.76 %
APM1	0.34	18.51 %
NCK1	0.34	21.20 %
TZSD		0.00 %
Total	42.36	46.97 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	16.74	53.67 %
Gas-Stov	8.12	37.38 %
Grinder	5.38	30.25 %
Chimney	3.77	81.81 %
In-Stove	2.78	48.37 %
Iron	0.34	10.49 %
Cook-Ele	0.32	84.11 %
Small-Ap	0.04	1.93 %
Total	37.50	43.09 %

Branch *	MTD Sales L	Brand Share %
CBE2	4.77	41.78 %
CBE4	2.18	38.72 %
UAM1	1.62	38.24 %
PLI1	1.52	26.68 %
KMD1	1.28	42.56 %
CBE6	1.07	35.14 %
TPR2	1.04	28.18 %
TPR3	0.85	31.85 %
DPM2	0.72	23.97 %
PDM1	0.72	44.82 %
TPR4	0.68	41.32 %
KGM1	0.67	42.77 %
CBE3	0.66	40.46 %
KGI1	0.58	33.38 %
AVI1	0.54	19.62 %
PPI1	0.42	21.85 %
SYM2	0.41	31.17 %
ANR1	0.36	31.81 %
GBM1	0.28	39.73 %
Total	37.50	43.09 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	12.50	50.37 %
Gas-Stov	5.30	28.61 %
Grinder	3.24	23.82 %
Chimney	2.18	68.84 %
In-Stove	1.50	48.26 %
Iron	0.59	21.23 %
Cook-Ele	0.36	85.39 %
Small-Ap	0.05	1.70 %
Total	25.72	37.22 %

Branch *	MTD Sales L	Brand Share %
CH15	2.85	35.33 %
CH18	2.20	40.42 %
CH03	1.66	28.17 %
MJR1	1.30	40.37 %
PON1	0.93	44.05 %
CH21	0.87	23.54 %
CH33	0.64	21.17 %
CH09	0.61	39.80 %
UKI1	0.60	44.03 %
CH17	0.52	39.89 %
CH41	0.48	18.52 %
CH44	0.45	22.42 %
CH46	0.37	22.42 %
CH20	0.34	12.03 %
CH34	0.19	6.80 %
CH24	0.13	7.15 %
CH01	0.08	33.12 %
Total	25.72	37.22 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	11.62	67.17 %
Gas-Stov	4.29	32.54 %
Chimney	2.92	99.85 %
Grinder	2.56	44.20 %
In-Stove	1.50	58.77 %
Iron	0.44	19.33 %
Cook-Ele	0.16	80.41 %
Small-Ap	0.04	2.66 %
Total	23.53	51.31 %

Branch *	MTD Sales L	Brand Share %
TRR1	2.57	42.55 %
KPM2	1.13	29.71 %
VSI1	1.07	46.16 %
VNB1	0.42	42.67 %
CGM1	0.34	44.27 %
PTU1	0.31	43.18 %
UGI1	0.26	41.80 %
CYR1	0.22	32.12 %
Total	23.53	51.31 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	10.39	59.10 %
Gas-Stov	4.55	36.43 %
Grinder	3.84	33.78 %
In-Stove	1.58	61.23 %
Chimney	0.70	69.17 %
Iron	0.43	25.07 %
Cook-Ele	0.14	77.53 %
Total	21.64	44.33 %

Branch *	MTD Sales L	Brand Share %
POY1	2.14	32.39 %
CUD1	1.74	25.34 %
PRT1	0.66	46.58 %
ULP1	0.65	27.09 %
VPM1	0.39	37.43 %
TVM2	0.30	36.44 %
CDM1	0.27	8.05 %
STP1	0.22	20.84 %
MKM1	0.19	17.19 %
Total	21.64	44.33 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Mixie	1.71	69.51 %
Gas-Stov	0.58	30.09 %
Grinder	0.44	31.64 %
Chimney	0.35	100.00 %
In-Stove	0.21	54.23 %
Iron	0.07	24.39 %
Cook-Ele	0.02	24.88 %
Total	3.39	47.49 %

Branch *	MTD Sales L	Brand Share %
PAS1	0.68	33.81 %
Total	3.39	47.49 %