

MTD Sales
497.90 L

Brand Share %
47.83 %

Information:

MTD : 01-08-2025 To 26-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **47.83 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	228.69	63.49 %
Gas-Stov	102.17	37.80 %
Grinder	86.09	37.43 %
Chimney	41.97	88.63 %
In-Stove	26.97	52.97 %
Iron	8.34	23.03 %
Cook-Ele	3.33	81.31 %
Small-Ap	0.35	0.84 %
Total	497.90	47.83 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	90.42	49.47 %
SOUTH-03	66.32	46.42 %
WEST-02	64.56	57.67 %
TRICHY-01	62.72	48.25 %
CHENNAI-01	59.79	47.64 %
WEST-01	55.49	46.03 %
SOUTH ARCOT	34.26	45.04 %
CHENNAI-02	32.07	38.69 %
NORTH ARCOT	28.13	49.11 %
KL-SOUTH	4.16	37.04 %
Total	497.90	47.83 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	38.30	66.45 %
Gas-Stov	20.13	40.81 %
Grinder	18.56	40.91 %
Chimney	5.61	88.59 %
In-Stove	5.29	62.11 %
Iron	1.95	28.66 %
Cook-Ele	0.53	77.05 %
Small-Ap	0.04	0.54 %
Total	90.42	49.47 %

Branch *	MTD Sales L	Brand Share %
KVT1	5.86	47.66 %
TVL1	5.59	45.43 %
NGR1	5.04	42.73 %
VNR2	4.06	37.67 %
RND1	3.26	44.40 %
MAR1	2.66	42.97 %
SKD1	2.39	47.63 %
SVK1	2.32	42.19 %
TCN1	2.22	40.43 %
TKS1	2.21	25.85 %
TYI1	1.86	47.62 %
ERL2	1.49	47.08 %
ASM1	1.07	42.86 %
KSM1	0.59	29.49 %
SDI1	0.54	29.80 %
COL1	0.47	25.28 %
ARM1	0.36	19.65 %
ERL1	0.19	35.33 %
S2SD		0.00 %
Total	90.42	49.47 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	29.90	64.31 %
Grinder	13.69	37.77 %
Gas-Stov	12.33	34.17 %
Chimney	4.81	96.02 %
In-Stove	3.99	55.84 %
Iron	1.24	23.30 %
Cook-Ele	0.30	71.44 %
Small-Ap	0.07	1.06 %
Total	66.32	46.42 %

Branch *	MTD Sales L	Brand Share %
MDU1	6.45	36.91 %
DGL1	5.88	41.49 %
MDU2	3.89	45.80 %
MDU6	2.91	41.41 %
CBM1	2.63	43.68 %
MDU5	2.04	47.23 %
DGL2	1.30	34.30 %
DKI1	1.17	45.41 %
KKD2	1.08	27.72 %
TDI1	1.04	34.36 %
BNR1	1.00	38.16 %
KPT1	0.92	44.59 %
MNM1	0.80	44.57 %
NKI1	0.76	39.27 %
MDU3	0.66	45.66 %
BTU1	0.66	35.26 %
PNI1	0.61	29.58 %
PKM1	0.60	39.79 %
TEN1	0.49	24.58 %
ADP1	0.43	19.25 %
CMR1	0.32	33.22 %
ODM1	0.17	8.02 %
SZSD		0.00 %
Total	66.32	46.42 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	30.55	70.86 %
Gas-Stov	13.39	47.43 %
Chimney	8.41	97.11 %
Grinder	8.02	45.27 %
In-Stove	2.95	47.73 %
Iron	0.85	20.92 %
Cook-Ele	0.39	90.54 %
Small-Ap		0.12 %
Total	64.56	57.67 %

Branch *	MTD Sales L	Brand Share %
SLM1	3.80	43.05 %
TRM1	1.68	44.15 %
ATU1	1.68	42.17 %
KVP1	1.17	43.18 %
DPR2	0.99	40.49 %
MCR1	0.98	38.82 %
OML1	0.86	40.04 %
RSP1	0.84	36.39 %
PDR1	0.70	44.39 %
HRR1	0.67	23.06 %
TCG1	0.48	36.32 %
EDP1	0.41	20.61 %
WZWH		0.00 %
Total	64.56	57.67 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	27.76	61.99 %
Grinder	13.79	41.74 %
Gas-Stov	10.84	35.92 %
In-Stove	4.30	54.60 %
Chimney	4.21	95.48 %
Iron	1.07	26.73 %
Cook-Ele	0.70	87.83 %
Small-Ap	0.04	0.88 %
Total	62.72	48.25 %

Branch *	MTD Sales L	Brand Share %
KUM1	3.96	38.44 %
TNJ2	3.80	45.49 %
MVM1	3.48	34.11 %
TNJ1	2.62	31.70 %
TVR2	2.38	34.99 %
JKM1	2.30	47.00 %
TTP1	0.90	40.87 %
KRN1	0.79	43.93 %
MSI1	0.75	41.72 %
NCK1	0.68	25.93 %
PBR1	0.64	40.12 %
APM1	0.17	6.14 %
TZSD		0.00 %
Total	62.72	48.25 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mixie	27.95	66.24 %
Gas-Stov	14.83	43.76 %
Grinder	9.53	32.37 %
Chimney	3.90	78.26 %
In-Stove	2.33	47.73 %
Iron	0.76	21.71 %
Cook-Ele	0.44	78.12 %
Small-Ap	0.07	1.08 %
Total	59.79	47.64 %

Branch *	MTD Sales L	Brand Share %
CH05	3.33	45.29 %
CH28	2.89	45.18 %
CH07	2.64	31.41 %
CH42	2.17	32.44 %
CH39	1.38	38.80 %
CH35	1.36	43.89 %
TKM1	1.28	44.87 %
CH38	1.05	26.73 %
SKL1	0.97	47.38 %
MRM1	0.93	25.33 %
GUD2	0.80	25.25 %
CH26	0.78	37.29 %
CGL1	0.72	47.14 %
WHC3	0.54	43.74 %
CH29	0.53	36.38 %
KNR1	0.46	27.11 %
CZWH	0.09	3.32 %
MC10		0.00 %
Total	59.79	47.64 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	22.87	56.61 %
Gas-Stov	11.27	34.83 %
Chimney	9.93	86.59 %
Grinder	7.70	33.70 %
In-Stove	2.93	49.92 %
Iron	0.56	15.03 %
Cook-Ele	0.14	87.47 %
Small-Ap	0.09	2.32 %
Total	55.49	46.03 %

Branch *	MTD Sales L	Brand Share %
CBE2	7.73	43.01 %
KMR1	3.45	36.27 %
MPM1	2.86	47.20 %
TPR3	1.65	44.66 %
TPR2	1.61	26.64 %
CBE6	1.48	31.33 %
SYM2	1.39	40.07 %
AVI1	1.31	38.40 %
KGI1	0.99	40.37 %
PPI1	0.96	46.23 %
PLI1	0.91	16.61 %
UMP1	0.85	36.30 %
PDM1	0.81	41.85 %
TPR4	0.79	34.16 %
DPM2	0.61	17.59 %
ANR1	0.40	32.78 %
GBM1	0.10	39.34 %
WZSD		0.00 %
Total	55.49	46.03 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	17.14	60.11 %
Grinder	6.43	34.73 %
Gas-Stov	6.13	36.80 %
In-Stove	1.85	48.11 %
Chimney	1.76	77.70 %
Iron	0.67	24.05 %
Cook-Ele	0.29	74.04 %
Total	34.26	45.04 %

Branch *	MTD Sales L	Brand Share %
CUD1	3.94	36.12 %
POY2	3.79	43.90 %
POY1	2.82	27.74 %
VPM2	1.11	28.88 %
ULP1	1.08	32.14 %
TRK1	1.05	41.41 %
CDM1	0.88	17.51 %
TVM1	0.37	37.84 %
MKM1	0.25	18.14 %
Total	34.26	45.04 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	17.45	56.39 %
Gas-Stov	6.29	27.56 %
Grinder	4.34	25.17 %
In-Stove	1.61	45.55 %
Chimney	1.40	74.73 %
Iron	0.62	23.74 %
Cook-Ele	0.34	94.29 %
Small-Ap	0.02	0.64 %
Total	32.07	38.69 %

Branch *	MTD Sales L	Brand Share %
CH15	5.00	41.03 %
CH18	2.79	40.45 %
CH03	2.65	36.47 %
CH12	2.06	46.15 %
CH21	1.14	32.41 %
CH33	0.99	29.76 %
PON1	0.86	41.97 %
MJR1	0.84	21.83 %
CH20	0.81	25.50 %
CH17	0.77	46.75 %
CH44	0.71	29.78 %
GPD1	0.63	39.96 %
CH09	0.62	28.54 %
CH24	0.59	15.53 %
CH41	0.59	25.70 %
CH34	0.59	14.36 %
CH46	0.49	26.42 %
CH31	0.40	35.82 %
CH01		0.00 %
Total	32.07	38.69 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	14.63	67.72 %
Gas-Stov	5.99	34.47 %
Grinder	3.42	44.12 %
Chimney	1.95	82.43 %
In-Stove	1.39	54.78 %
Iron	0.52	17.46 %
Cook-Ele	0.21	78.08 %
Small-Ap	0.02	0.89 %
Total	28.13	49.11 %

Branch *	MTD Sales L	Brand Share %
TRR1	1.85	34.60 %
KPM1	1.35	41.24 %
VSI1	1.06	42.24 %
WJD1	1.01	44.95 %
VNB1	0.93	45.15 %
ABR1	0.67	37.42 %
TRT1	0.65	47.13 %
CPT1	0.53	42.31 %
CYR1	0.51	33.46 %
SLG1	0.43	27.76 %
WJP1	0.31	30.98 %
UGI1	0.22	24.12 %
PTU1	0.10	20.37 %
Total	28.13	49.11 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Mixie	2.14	47.43 %
Gas-Stov	0.96	28.70 %
Grinder	0.60	33.57 %
In-Stove	0.35	61.08 %
Iron	0.10	23.86 %
Total	4.16	37.04 %

Branch *	MTD Sales L	Brand Share %
TVP1	2.52	40.36 %
KLR1	0.96	42.44 %
PAS1	0.68	24.94 %
Total	4.16	37.04 %