

MTD Sales
722.40 L

Brand Share %
41.02 %

Information:

MTD : 01-10-2025 To 26-10-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **41.02 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	326.18	54.83 %
Gas-Stov	153.99	33.89 %
Grinder	132.83	35.71 %
Chimney	52.21	67.94 %
In-Stove	42.90	52.75 %
Iron	9.88	22.85 %
Cook-Ele	4.42	80.36 %
Small-Ap	0.26	0.51 %
Acces-SA	-0.04	100.00 %
Cook-Pre	-0.22	-0.27 %
Total	722.40	41.02 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	131.80	45.74 %
SOUTH-03	121.06	42.24 %
WEST-02	98.97	47.48 %
TRICHY-01	85.89	44.59 %
WEST-01	78.67	38.92 %
CHENNAI-01	76.21	32.12 %
CHENNAI-02	47.34	35.71 %
NORTH ARCOT	39.67	41.39 %
SOUTH ARCOT	39.21	37.18 %
KL-SOUTH	3.57	30.10 %
Total	722.40	41.02 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	59.25	61.66 %
Grinder	29.64	41.94 %
Gas-Stov	26.33	38.05 %
In-Stove	8.64	60.08 %
Chimney	5.21	72.44 %
Iron	1.96	25.69 %
Cook-Ele	0.81	74.63 %
Acces-SA	-0.01	100.00 %
Small-Ap	-0.02	-0.27 %
Total	131.80	45.74 %

Branch *	MTD Sales L	Brand Share %
NGR1	6.88	38.33 %
VNR2	4.31	27.08 %
TCN1	3.86	40.85 %
MAR1	3.35	34.13 %
TKS1	3.22	24.30 %
APK1	2.50	40.90 %
TYI1	2.09	34.73 %
APK2	1.95	33.73 %
ERL2	1.60	33.80 %
ARM1	1.35	32.69 %
STU2	1.24	38.83 %
ASM1	1.09	34.90 %
UDN1	1.05	37.49 %
COL1	0.75	31.93 %
KSM1	0.67	29.58 %
S2SD	-0.29	-612.14 %
Total	131.80	45.74 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	53.25	57.03 %
Grinder	25.64	35.51 %
Gas-Stov	23.84	36.26 %
Chimney	9.45	76.08 %
In-Stove	6.26	51.81 %
Iron	1.85	25.12 %
Cook-Ele	0.73	82.59 %
Small-Ap	0.03	0.38 %
Total	121.06	42.24 %

Branch *	MTD Sales L	Brand Share %
MDU1	10.65	29.80 %
DGL1	10.56	36.69 %
MDU6	4.95	37.64 %
ATG1	2.81	38.50 %
MDU4	1.96	36.90 %
MDU3	1.68	26.80 %
NKI1	1.64	31.24 %
BNR1	1.54	26.89 %
DGL2	1.42	20.30 %
SGP1	1.38	40.10 %
PNI1	1.37	35.80 %
KPT1	1.36	29.66 %
PKM1	1.31	39.00 %
TEN1	0.99	19.55 %
CMR1	0.91	32.47 %
ADP1	0.62	13.54 %
ODM1	0.55	8.54 %
KKD2	0.26	12.96 %
Total	121.06	42.24 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	45.15	60.47 %
Gas-Stov	21.65	41.04 %
Grinder	13.35	40.59 %
Chimney	11.64	69.79 %
In-Stove	5.79	53.81 %
Iron	1.27	23.78 %
Cook-Ele	0.19	100.00 %
Small-Ap	-0.01	-0.29 %
Acces-SA	-0.02	100.00 %
Cook-Pre	-0.03	-0.29 %
Total	98.97	47.48 %

Branch *	MTD Sales L	Brand Share %
SLM1	5.72	33.88 %
TRM1	2.32	32.53 %
MCR1	1.80	26.78 %
VKL1	1.72	37.00 %
KVP1	1.63	30.24 %
PLC1	1.48	24.81 %
SGG1	1.44	30.72 %
OML1	1.29	25.76 %
HRR1	1.26	25.36 %
TCG1	0.68	20.82 %
DPR2	0.67	20.45 %
PMP1	0.66	21.52 %
EDP1	0.63	18.50 %
Total	98.97	47.48 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	36.23	58.01 %
Gas-Stov	18.91	38.86 %
Grinder	17.91	39.49 %
In-Stove	7.24	61.75 %
Chimney	3.73	75.53 %
Iron	0.91	24.64 %
Cook-Ele	0.89	81.32 %
Small-Ap	0.07	1.18 %
Cook-Pre	-0.01	-0.13 %
Total	85.89	44.59 %

Branch *	MTD Sales L	Brand Share %
TNJ2	5.16	40.39 %
MVM1	4.86	31.79 %
TNJ1	4.42	36.09 %
KUM1	3.54	30.88 %
TVR2	3.53	36.41 %
JKM1	2.52	38.84 %
ORU1	1.61	36.88 %
MSI1	1.42	37.59 %
KRN1	1.23	28.63 %
NCK1	1.04	25.95 %
TRY2	0.74	37.53 %
APM1	0.18	7.09 %
WTRZ		0.00 %
Total	85.89	44.59 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	30.73	49.56 %
Gas-Stov	17.59	32.50 %
Chimney	12.71	76.82 %
Grinder	12.39	31.08 %
In-Stove	4.38	48.68 %
Iron	0.82	15.18 %
Cook-Ele	0.20	58.57 %
Small-Ap	0.05	0.94 %
Acces-SA	-0.01	100.00 %
Cook-Pre	-0.18	-1.84 %
Total	78.67	38.92 %

Branch *	MTD Sales L	Brand Share %
CBE2	9.32	37.24 %
KMR1	5.84	40.53 %
TPR2	3.98	39.53 %
MPM1	3.50	39.60 %
PLI1	2.88	27.17 %
KGM1	1.99	38.47 %
AVI1	1.89	26.84 %
CBE6	1.48	18.62 %
CBE5	1.33	18.50 %
SYM2	1.30	23.76 %
TPR3	1.23	16.54 %
CBE3	1.18	38.11 %
UMP1	1.02	34.18 %
DPM2	0.93	18.32 %
PPI1	0.91	21.26 %
CNR1	0.86	32.83 %
GBM1	0.72	31.52 %
Total	78.67	38.92 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mixie	34.77	41.30 %
Gas-Stov	19.40	26.10 %
Grinder	13.63	31.50 %
In-Stove	3.55	47.44 %
Chimney	3.37	45.43 %
Iron	0.86	22.86 %
Cook-Ele	0.58	81.97 %
Small-Ap	0.04	0.73 %
Total	76.21	32.12 %

Branch *	MTD Sales L	Brand Share %
CH16	5.02	34.80 %
CH42	4.35	35.99 %
CH45	2.87	37.21 %
GUD1	2.68	35.01 %
CH28	2.23	27.12 %
CH07	2.12	26.37 %
CH30	1.92	31.43 %
TKM1	1.51	32.97 %
MRM1	1.42	21.33 %
CGL1	1.19	39.13 %
CH39	1.07	26.52 %
GUD2	0.67	12.21 %
KNR1	0.41	13.96 %
CZWH		0.00 %
MC09		0.00 %
MC10		0.00 %
WHC3		0.00 %
Total	76.21	32.12 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	25.08	54.10 %
Gas-Stov	9.50	26.83 %
Grinder	7.25	25.73 %
In-Stove	2.33	43.84 %
Chimney	1.95	46.28 %
Cook-Ele	0.61	90.99 %
Iron	0.60	17.45 %
Small-Ap	0.02	0.50 %
Total	47.34	35.71 %

Branch *	MTD Sales L	Brand Share %
CH15	4.61	34.59 %
CH03	3.89	35.08 %
CH18	3.71	40.48 %
CH20	1.98	32.15 %
MJR1	1.86	25.01 %
CH24	1.36	21.55 %
CH09	1.24	35.06 %
PON1	1.17	31.82 %
CH17	1.14	36.17 %
CH46	1.08	38.11 %
CH27	0.79	36.53 %
CH41	0.73	19.46 %
CH31	0.65	37.89 %
CH33	0.65	16.33 %
CH36	0.40	27.32 %
CH44	0.36	15.96 %
CH34	0.27	2.90 %
MC06	0.26	35.60 %
CH32	0.09	15.88 %
MC05	0.05	36.22 %
Total	47.34	35.71 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	20.93	58.09 %
Gas-Stov	7.87	29.66 %
Grinder	4.90	40.11 %
Chimney	2.86	61.46 %
In-Stove	2.20	51.38 %
Iron	0.76	24.32 %
Cook-Ele	0.15	71.64 %
Total	39.67	41.39 %

Branch *	MTD Sales L	Brand Share %
TRR1	2.49	29.68 %
AKM1	1.56	34.64 %
SLG1	1.40	34.61 %
WJD1	1.22	25.83 %
VNB1	1.08	32.51 %
CPT1	0.90	35.06 %
ABR1	0.68	23.51 %
CGM1	0.66	30.63 %
CYR1	0.58	20.51 %
PTU1	0.35	22.81 %
UGI1	0.35	17.00 %
Total	39.67	41.39 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	18.48	52.29 %
Gas-Stov	8.44	34.10 %
Grinder	7.69	30.07 %
In-Stove	2.35	42.84 %
Chimney	1.16	43.60 %
Iron	0.80	26.91 %
Cook-Ele	0.25	80.79 %
Small-Ap	0.04	1.37 %
Total	39.21	37.18 %

Branch *	MTD Sales L	Brand Share %
CUD1	3.97	27.06 %
POY1	3.52	28.54 %
SJI2	1.67	32.71 %
ULP1	1.50	27.56 %
TRK1	1.42	36.48 %
KML1	1.41	40.03 %
VPM2	1.36	35.60 %
STP1	0.99	38.92 %
CDM1	0.58	7.34 %
VPM1	0.54	30.88 %
TVM2	0.41	37.30 %
MKM1	0.20	9.21 %
Total	39.21	37.18 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Mixie	2.29	52.27 %
Gas-Stov	0.45	16.07 %
Grinder	0.43	24.15 %
In-Stove	0.15	18.50 %
Chimney	0.13	100.00 %
Iron	0.06	11.00 %
Small-Ap	0.03	4.49 %
Cook-Ele	0.02	100.00 %
Total	3.57	30.10 %

Branch *	MTD Sales L	Brand Share %
TVP1	1.57	26.65 %
PAS1	1.12	33.49 %
KLR1	0.88	33.54 %
Total	3.57	30.10 %