

MTD Sales
407.02 L

Brand Share %
42.99 %

Information:

MTD : 01-11-2025 To 26-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **42.99 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	179.33	57.12 %
Gas-Stov	93.27	35.23 %
Grinder	66.78	33.50 %
In-Stove	30.41	53.94 %
Chimney	26.68	63.05 %
Iron	6.89	24.20 %
Cook-Ele	2.95	72.65 %
Small-Ap	0.71	1.89 %
Total	407.02	42.99 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	72.29	44.79 %
SOUTH-03	61.05	45.15 %
CHENNAI-01	53.93	45.12 %
WEST-02	49.46	48.54 %
TRICHY-01	48.40	45.96 %
WEST-01	44.79	40.30 %
CHENNAI-02	30.14	35.74 %
SOUTH ARCOT	22.88	36.12 %
NORTH ARCOT	20.55	37.02 %
KL-SOUTH	3.52	38.37 %
Total	407.02	42.99 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	29.89	57.62 %
Gas-Stov	15.72	35.15 %
Grinder	15.15	40.87 %
In-Stove	5.65	58.20 %
Chimney	3.56	71.46 %
Iron	1.57	30.56 %
Cook-Ele	0.62	71.71 %
Small-Ap	0.13	1.84 %
Total	72.29	44.79 %

Branch *	MTD Sales L	Brand Share %
KVT1	5.32	40.21 %
NGR1	3.33	39.49 %
RPM1	2.50	40.65 %
VNR2	2.34	28.85 %
MAR1	1.79	32.03 %
TCN1	1.64	34.28 %
TKS1	1.54	23.47 %
APK1	1.36	41.51 %
PKD1	1.29	41.40 %
ERL2	1.27	39.30 %
APK2	1.14	36.58 %
TYI1	1.08	37.94 %
ASM1	0.86	30.97 %
SDI1	0.72	34.65 %
ARM1	0.54	23.35 %
KSM1	0.33	25.94 %
S2SD		0.00 %
Total	72.29	44.79 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	27.61	62.74 %
Gas-Stov	12.26	34.97 %
Grinder	11.39	34.12 %
In-Stove	4.40	55.25 %
Chimney	3.67	64.31 %
Iron	1.20	30.27 %
Cook-Ele	0.49	69.98 %
Small-Ap	0.04	1.01 %
Total	61.05	45.15 %

Branch *	MTD Sales L	Brand Share %
MDU1	5.83	36.30 %
DGL1	3.63	37.51 %
MDU6	3.49	41.53 %
CBM1	1.78	42.05 %
MDU4	0.98	39.79 %
MDU3	0.90	25.56 %
PKM1	0.80	40.23 %
PNI1	0.73	33.65 %
KPT1	0.70	31.80 %
ODM1	0.65	22.25 %
BNR1	0.64	32.41 %
DGL2	0.51	15.59 %
MNM1	0.49	34.68 %
ADP1	0.48	19.52 %
SGP1	0.44	34.22 %
BTU1	0.43	26.66 %
TEN1	0.25	10.56 %
SZSD	0.08	17.07 %
Total	61.05	45.15 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mixie	24.02	62.91 %
Gas-Stov	14.43	41.21 %
Grinder	8.53	29.29 %
In-Stove	2.87	52.71 %
Chimney	2.85	75.29 %
Iron	0.64	22.56 %
Cook-Ele	0.38	82.40 %
Small-Ap	0.20	4.26 %
Total	53.93	45.12 %

Branch *	MTD Sales L	Brand Share %
CH16	4.10	41.52 %
CH08	3.45	42.56 %
CH42	3.19	40.48 %
CH07	2.00	35.66 %
CH38	1.48	41.20 %
CH30	1.38	36.61 %
SKL1	0.94	37.02 %
CH39	0.85	20.26 %
CH35	0.79	36.72 %
MRM1	0.76	20.16 %
GUD2	0.57	18.95 %
TKM1	0.32	17.33 %
MC09		0.00 %
WHC3		0.00 %
Total	53.93	45.12 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	22.15	59.94 %
Gas-Stov	12.66	44.22 %
Grinder	5.33	35.74 %
Chimney	4.50	60.83 %
In-Stove	3.95	53.46 %
Iron	0.75	21.94 %
Cook-Ele	0.10	82.51 %
Small-Ap	0.02	0.69 %
Total	49.46	48.54 %

Branch *	MTD Sales L	Brand Share %
SLM1	3.03	35.62 %
TRM1	1.25	33.61 %
KMM1	1.08	41.33 %
OML1	0.87	28.00 %
MCR1	0.87	27.11 %
VKL1	0.82	42.01 %
BMD1	0.71	37.70 %
SGG1	0.59	31.21 %
KVP1	0.57	20.88 %
PLC1	0.55	17.25 %
SGI1	0.50	28.60 %
TCG1	0.44	26.59 %
HRR1	0.38	15.60 %
DPR2	0.37	20.91 %
EDP1	0.21	15.11 %
WZWH	0.05	22.49 %
Total	49.46	48.54 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	20.18	58.46 %
Gas-Stov	10.25	37.72 %
Grinder	9.52	39.72 %
In-Stove	5.17	63.52 %
Chimney	2.15	71.80 %
Iron	0.73	27.32 %
Cook-Ele	0.40	60.43 %
Total	48.40	45.96 %

Branch *	MTD Sales L	Brand Share %
MVM1	3.00	34.45 %
KUM1	2.76	35.42 %
TNJ1	2.70	40.05 %
TNJ2	1.89	34.87 %
TTP1	0.83	36.62 %
PDK1	0.73	38.48 %
KRN1	0.66	39.62 %
ORU1	0.62	31.86 %
TRY4	0.62	14.02 %
MSI1	0.54	35.44 %
NCK1	0.31	16.22 %
APM1	0.20	13.82 %
Total	48.40	45.96 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	18.36	53.68 %
Gas-Stov	10.35	31.75 %
Grinder	6.05	28.27 %
Chimney	5.89	66.38 %
In-Stove	3.22	51.83 %
Iron	0.55	15.97 %
Cook-Ele	0.26	80.96 %
Small-Ap	0.11	2.63 %
Total	44.79	40.30 %

Branch *	MTD Sales L	Brand Share %
CBE2	4.78	30.49 %
KMR1	3.19	42.23 %
MPM1	2.08	40.77 %
TPR2	1.79	33.54 %
CBE6	1.54	32.32 %
CBE5	1.44	33.11 %
PLI1	1.35	25.20 %
DPM2	1.00	26.10 %
AVI1	0.95	21.72 %
PDM1	0.77	34.70 %
TPR3	0.66	22.21 %
CNR1	0.61	40.84 %
UMP1	0.60	32.03 %
TPR4	0.46	25.00 %
PPI1	0.33	14.59 %
SYM2	0.13	7.37 %
WHCB		0.00 %
WZSD		0.00 %
Total	44.79	40.30 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	14.91	50.47 %
Gas-Stov	6.53	27.24 %
Grinder	4.66	27.47 %
In-Stove	1.71	43.66 %
Chimney	1.46	40.71 %
Iron	0.46	19.08 %
Cook-Ele	0.21	82.02 %
Small-Ap	0.19	5.10 %
Total	30.14	35.74 %

Branch *	MTD Sales L	Brand Share %
CH15	3.12	31.11 %
CH18	3.08	40.66 %
CH20	1.25	35.24 %
CH24	1.16	18.74 %
CH33	0.84	21.30 %
CH09	0.70	34.20 %
MJR1	0.70	21.08 %
PON1	0.66	37.82 %
CH36	0.57	34.49 %
CH41	0.55	22.05 %
GPD1	0.53	32.13 %
CH44	0.49	23.06 %
CH46	0.44	28.78 %
CH23	0.41	28.41 %
CH34	0.40	8.07 %
CH32	0.38	36.40 %
CH31	0.29	32.75 %
Total	30.14	35.74 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	10.43	48.57 %
Gas-Stov	5.29	33.16 %
Grinder	3.93	26.92 %
In-Stove	1.99	44.28 %
Iron	0.50	25.21 %
Chimney	0.39	24.01 %
Cook-Ele	0.34	72.95 %
Small-Ap	0.02	0.80 %
Total	22.88	36.12 %

Branch *	MTD Sales L	Brand Share %
POY1	2.90	35.59 %
CUD1	2.16	24.15 %
POY2	1.94	38.10 %
NVL2	1.93	42.85 %
VPM2	1.11	39.81 %
TRK1	1.10	34.22 %
ULP1	0.89	33.05 %
TDM1	0.79	34.25 %
KML1	0.60	33.02 %
SJI2	0.58	30.05 %
VCM1	0.50	42.94 %
TVM2	0.40	34.15 %
CDM1	0.39	9.43 %
VPM1	0.31	31.72 %
STP1	0.29	27.14 %
MKM1	0.17	10.54 %
WHUT		0.00 %
Total	22.88	36.12 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	9.64	48.74 %
Gas-Stov	5.05	26.52 %
Chimney	2.17	65.02 %
Grinder	1.89	27.93 %
In-Stove	1.26	53.94 %
Iron	0.47	21.03 %
Cook-Ele	0.08	57.35 %
Total	20.55	37.02 %

Branch *	MTD Sales L	Brand Share %
KPM2	2.28	40.71 %
TRR1	1.04	20.82 %
AKM1	0.83	38.31 %
WJD1	0.60	31.12 %
VSI1	0.59	27.33 %
ARC2	0.54	26.26 %
VNB1	0.48	25.57 %
CPT1	0.42	32.60 %
ABR1	0.39	23.70 %
TRT1	0.38	30.18 %
PTU1	0.34	21.96 %
KPM1	0.34	22.50 %
SLG1	0.33	26.45 %
CYR1	0.33	28.84 %
PLR1	0.29	29.72 %
CGM1	0.22	15.65 %
UGI1		0.00 %
WHVL		0.00 %
Total	20.55	37.02 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Mixie	2.14	62.69 %
Gas-Stov	0.71	28.12 %
Grinder	0.33	28.29 %
In-Stove	0.19	24.38 %
Cook-Ele	0.07	100.00 %
Chimney	0.05	100.00 %
Iron	0.03	7.50 %
Total	3.52	38.37 %

Branch *	MTD Sales L	Brand Share %
TVP1	1.84	41.35 %
KLR1	1.07	41.95 %
PAS1	0.61	28.06 %
Total	3.52	38.37 %