

MTD Sales
542.37 L

Brand Share %
47.73 %

Information:

MTD : 01-08-2025 To 27-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **47.73 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	249.59	63.57 %
Gas-Stov	111.95	37.66 %
Grinder	92.92	37.25 %
Chimney	45.33	88.92 %
In-Stove	29.65	52.65 %
Iron	8.96	22.96 %
Cook-Ele	3.59	81.32 %
Small-Ap	0.37	0.81 %
Total	542.37	47.73 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	99.05	49.03 %
SOUTH-03	72.59	46.56 %
WEST-02	70.06	57.69 %
TRICHY-01	67.59	48.41 %
CHENNAI-01	66.80	47.93 %
WEST-01	57.96	45.31 %
SOUTH ARCOT	37.59	44.87 %
CHENNAI-02	35.57	38.94 %
NORTH ARCOT	30.77	48.89 %
KL-SOUTH	4.39	36.93 %
Total	542.37	47.73 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	42.13	66.23 %
Gas-Stov	21.33	39.60 %
Grinder	20.35	40.68 %
Chimney	6.60	88.21 %
In-Stove	5.97	61.38 %
Iron	2.08	28.07 %
Cook-Ele	0.55	75.68 %
Small-Ap	0.04	0.48 %
Total	99.05	49.03 %

Branch *	MTD Sales L	Brand Share %
TVL1	6.13	45.67 %
NGR1	5.77	42.06 %
VNR2	4.44	37.37 %
RND1	3.62	43.27 %
MAR1	2.82	42.86 %
TKS1	2.48	26.05 %
SVK1	2.46	42.51 %
TCN1	2.32	38.48 %
APK1	2.24	47.48 %
ERL2	1.62	42.54 %
ASM1	1.19	41.00 %
STU2	1.00	45.89 %
KSM1	0.64	29.90 %
SDI1	0.62	31.22 %
COL1	0.53	25.74 %
ARM1	0.37	18.37 %
ERL1	0.19	35.33 %
APK2	0.03	8.05 %
S2SD		0.00 %
Total	99.05	49.03 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	32.34	64.07 %
Grinder	14.84	37.97 %
Gas-Stov	13.88	34.39 %
Chimney	5.34	96.40 %
In-Stove	4.45	56.49 %
Iron	1.30	23.18 %
Cook-Ele	0.37	75.74 %
Small-Ap	0.07	1.01 %
Total	72.59	46.56 %

Branch *	MTD Sales L	Brand Share %
MDU1	6.77	37.14 %
DGL1	6.05	41.14 %
MDU2	4.07	45.59 %
MDU6	3.06	38.22 %
CBM1	2.90	44.46 %
DGL2	1.32	32.21 %
KKD2	1.27	28.33 %
DKI1	1.24	45.09 %
BNR1	1.16	40.22 %
TDI1	1.09	34.57 %
MNM1	0.98	47.31 %
NKI1	0.94	41.53 %
KPT1	0.92	43.60 %
PNI1	0.86	32.36 %
PNV1	0.81	45.79 %
BTU1	0.81	38.47 %
PKM1	0.72	41.61 %
TEN1	0.54	24.36 %
ADP1	0.43	17.25 %
CMR1	0.32	33.22 %
ODM1	0.21	8.32 %
SZSD		0.00 %
Total	72.59	46.56 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	33.09	70.86 %
Gas-Stov	15.11	48.10 %
Chimney	8.78	97.23 %
Grinder	8.45	45.31 %
In-Stove	3.26	47.44 %
Iron	0.90	20.80 %
Cook-Ele	0.43	91.44 %
Small-Ap	0.03	0.67 %
Total	70.06	57.69 %

Branch *	MTD Sales L	Brand Share %
SLM1	4.12	43.20 %
TRM1	1.85	45.36 %
ATU1	1.80	42.09 %
KVP1	1.22	41.02 %
MCR1	1.17	38.15 %
RSP1	1.16	39.59 %
DPR2	0.99	38.89 %
OML1	0.93	40.69 %
PDR1	0.77	45.80 %
HRR1	0.74	22.97 %
TCG1	0.52	37.50 %
EDP1	0.46	20.69 %
WZWH		0.00 %
Total	70.06	57.69 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	29.79	62.45 %
Grinder	14.73	41.52 %
Gas-Stov	12.02	36.61 %
Chimney	4.69	95.93 %
In-Stove	4.45	54.05 %
Iron	1.11	26.19 %
Cook-Ele	0.75	86.57 %
Small-Ap	0.04	0.80 %
Total	67.59	48.41 %

Branch *	MTD Sales L	Brand Share %
TNJ2	4.41	45.49 %
KUM1	4.20	38.64 %
MVM1	3.91	35.08 %
TNJ1	2.79	31.84 %
TVR2	2.59	35.83 %
TTP1	0.94	40.65 %
KRN1	0.82	43.82 %
PBR1	0.82	45.22 %
AYR1	0.82	47.12 %
MSI1	0.80	43.16 %
NCK1	0.78	25.71 %
APM1	0.17	6.11 %
TZSD		0.00 %
Total	67.59	48.41 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mixie	31.42	66.98 %
Gas-Stov	16.36	43.60 %
Grinder	10.58	32.38 %
Chimney	4.44	80.40 %
In-Stove	2.63	47.91 %
Iron	0.84	21.98 %
Cook-Ele	0.46	78.98 %
Small-Ap	0.07	0.96 %
Total	66.80	47.93 %

Branch *	MTD Sales L	Brand Share %
CH42	3.76	37.59 %
CH28	2.98	44.34 %
CH07	2.71	31.51 %
CH35	1.41	43.82 %
CH39	1.38	36.72 %
CH38	1.36	30.50 %
TKM1	1.28	42.43 %
CGL1	1.01	43.37 %
MRM1	0.99	24.59 %
CH26	0.82	33.79 %
GUD2	0.80	23.80 %
CH29	0.58	38.66 %
WHC3	0.54	43.74 %
KNR1	0.46	25.21 %
CZWH	0.14	4.98 %
MC10		0.00 %
Total	66.80	47.93 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	24.17	56.19 %
Gas-Stov	11.84	34.01 %
Chimney	10.10	86.79 %
Grinder	7.88	32.66 %
In-Stove	3.16	50.01 %
Iron	0.58	14.84 %
Cook-Ele	0.14	87.47 %
Small-Ap	0.09	2.20 %
Total	57.96	45.31 %

Branch *	MTD Sales L	Brand Share %
CBE2	7.73	41.35 %
KMR1	3.61	36.05 %
MPM1	2.95	47.25 %
TPR3	1.93	46.63 %
TPR2	1.71	26.57 %
CBE6	1.52	31.49 %
SYM2	1.46	39.87 %
PLI1	1.40	19.55 %
AVI1	1.31	35.95 %
PPI1	1.01	43.95 %
KGI1	0.99	40.26 %
UMP1	0.85	35.89 %
TPR4	0.83	34.46 %
PDM1	0.81	39.13 %
DPM2	0.71	18.88 %
ANR1	0.45	34.48 %
GBM1	0.15	44.53 %
WZSD		0.00 %
Total	57.96	45.31 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	18.59	59.39 %
Grinder	7.07	34.48 %
Gas-Stov	6.73	37.11 %
In-Stove	2.06	47.16 %
Chimney	2.04	80.17 %
Iron	0.81	26.09 %
Cook-Ele	0.29	74.04 %
Total	37.59	44.87 %

Branch *	MTD Sales L	Brand Share %
POY2	4.42	45.79 %
CUD1	4.23	35.78 %
POY1	3.23	28.41 %
ULP1	1.31	33.66 %
VPM2	1.23	28.13 %
TRK1	1.15	42.99 %
CDM1	0.89	15.27 %
TVM1	0.39	37.82 %
MKM1	0.25	16.90 %
Total	37.59	44.87 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	19.62	57.11 %
Gas-Stov	7.07	27.93 %
Grinder	4.67	25.09 %
In-Stove	1.77	44.15 %
Chimney	1.40	70.72 %
Iron	0.67	22.98 %
Cook-Ele	0.36	94.64 %
Small-Ap	0.02	0.58 %
Total	35.57	38.94 %

Branch *	MTD Sales L	Brand Share %
CH15	5.33	41.29 %
CH18	2.97	39.85 %
CH03	2.87	34.46 %
CH12	2.49	47.15 %
CH21	1.68	37.34 %
MJR1	1.05	22.57 %
CH33	1.05	29.43 %
CH20	0.91	26.33 %
PON1	0.86	40.85 %
CH17	0.77	45.73 %
CH44	0.74	30.09 %
GPD1	0.71	40.08 %
CH41	0.66	27.49 %
CH46	0.64	30.05 %
CH09	0.62	28.04 %
CH24	0.59	14.88 %
CH34	0.59	13.83 %
CH31	0.46	36.56 %
CH01		0.00 %
Total	35.57	38.94 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	16.19	68.31 %
Gas-Stov	6.62	33.94 %
Grinder	3.70	43.81 %
Chimney	1.95	82.43 %
In-Stove	1.50	53.97 %
Iron	0.55	17.31 %
Cook-Ele	0.23	74.64 %
Small-Ap	0.02	0.81 %
Total	30.77	48.89 %

Branch *	MTD Sales L	Brand Share %
KPM2	2.61	46.57 %
TRR1	2.08	35.93 %
KPM1	1.35	38.31 %
WJD1	1.21	46.57 %
VSI1	1.06	41.35 %
VNB1	0.96	44.45 %
TRT1	0.70	47.14 %
CPT1	0.69	43.34 %
ABR1	0.67	36.01 %
CYR1	0.51	31.34 %
SLG1	0.44	27.48 %
WJP1	0.34	27.65 %
UGI1	0.22	21.69 %
PTU1	0.14	23.42 %
Total	30.77	48.89 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Mixie	2.25	46.61 %
Gas-Stov	0.99	28.40 %
Grinder	0.64	34.48 %
In-Stove	0.40	62.45 %
Iron	0.11	23.41 %
Total	4.39	36.93 %

Branch *	MTD Sales L	Brand Share %
TVP1	2.68	40.95 %
KLR1	0.99	40.42 %
PAS1	0.71	24.79 %
Total	4.39	36.93 %