

MTD Sales
735.46 L

Brand Share %
41.04 %

Information:

MTD : 01-10-2025 To 27-10-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **41.04 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	332.19	54.90 %
Gas-Stov	156.56	33.89 %
Grinder	135.07	35.73 %
Chimney	52.92	67.82 %
In-Stove	44.04	52.86 %
Iron	10.17	23.03 %
Cook-Ele	4.52	79.84 %
Small-Ap	0.26	0.50 %
Acces-SA	-0.04	100.00 %
Cook-Pre	-0.22	-0.26 %
Total	735.46	41.04 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	134.78	45.85 %
SOUTH-03	122.89	42.31 %
WEST-02	100.60	47.33 %
TRICHY-01	87.97	44.63 %
WEST-01	80.16	38.90 %
CHENNAI-01	76.95	32.14 %
CHENNAI-02	48.21	35.76 %
NORTH ARCOT	40.46	41.29 %
SOUTH ARCOT	39.85	37.12 %
KL-SOUTH	3.60	29.62 %
Total	735.46	41.04 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	60.83	61.93 %
Grinder	30.32	41.99 %
Gas-Stov	26.93	38.16 %
In-Stove	8.92	60.36 %
Chimney	4.99	71.56 %
Iron	2.00	25.74 %
Cook-Ele	0.83	75.16 %
Acces-SA	-0.01	100.00 %
Small-Ap	-0.02	-0.27 %
Total	134.78	45.85 %

Branch *	MTD Sales L	Brand Share %
NGR1	7.31	39.23 %
VNR2	4.29	26.55 %
TCN1	3.89	41.01 %
MAR1	3.48	34.93 %
TKS1	3.27	24.47 %
TYI1	2.13	34.70 %
APK2	1.95	33.73 %
ERL2	1.63	34.23 %
ARM1	1.35	32.49 %
STU2	1.24	38.56 %
ASM1	1.09	34.90 %
UDN1	1.07	38.02 %
COL1	0.75	30.15 %
KSM1	0.67	28.94 %
S2SD	-0.29	-612.14 %
Total	134.78	45.85 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	54.25	57.21 %
Grinder	25.95	35.60 %
Gas-Stov	24.02	36.20 %
Chimney	9.64	75.45 %
In-Stove	6.32	51.69 %
Iron	1.91	25.55 %
Cook-Ele	0.76	81.31 %
Small-Ap	0.03	0.37 %
Total	122.89	42.31 %

Branch *	MTD Sales L	Brand Share %
MDU1	10.77	29.95 %
DGL1	10.52	36.41 %
MDU6	4.96	37.38 %
ATG1	2.84	38.33 %
MDU4	1.98	37.12 %
MDU3	1.68	26.45 %
NKI1	1.64	30.69 %
PNI1	1.60	36.00 %
BNR1	1.54	26.72 %
DGL2	1.43	20.42 %
SGP1	1.38	40.10 %
KPT1	1.36	29.62 %
PKM1	1.31	38.79 %
TEN1	1.07	19.99 %
CMR1	0.91	32.47 %
ADP1	0.62	13.52 %
ODM1	0.55	8.53 %
KKD2	0.26	12.96 %
Total	122.89	42.31 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	45.78	60.38 %
Gas-Stov	22.01	40.86 %
Grinder	13.62	40.40 %
Chimney	11.84	70.14 %
In-Stove	5.91	53.70 %
Iron	1.29	23.43 %
Cook-Ele	0.21	100.00 %
Small-Ap	-0.01	-0.28 %
Acces-SA	-0.02	100.00 %
Cook-Pre	-0.03	-0.28 %
Total	100.60	47.33 %

Branch *	MTD Sales L	Brand Share %
SLM1	5.90	34.26 %
TRM1	2.36	32.88 %
MCR1	1.85	27.08 %
VKL1	1.74	37.13 %
KVP1	1.63	29.28 %
PLC1	1.52	24.29 %
SGG1	1.44	30.60 %
HRR1	1.29	25.56 %
OML1	1.29	25.23 %
TCG1	0.68	20.09 %
DPR2	0.67	19.79 %
PMP1	0.66	21.48 %
EDP1	0.63	18.01 %
Total	100.60	47.33 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	37.03	57.87 %
Gas-Stov	19.51	39.15 %
Grinder	18.10	39.24 %
In-Stove	7.50	62.14 %
Chimney	3.91	76.38 %
Iron	0.98	25.56 %
Cook-Ele	0.89	79.83 %
Small-Ap	0.07	1.15 %
Cook-Pre	-0.01	-0.13 %
Total	87.97	44.63 %

Branch *	MTD Sales L	Brand Share %
TNJ2	5.16	40.14 %
MVM1	4.91	31.77 %
TNJ1	4.54	36.53 %
TVR2	3.56	35.76 %
KUM1	3.54	30.58 %
JKM1	2.53	38.38 %
ORU1	1.61	36.75 %
MSI1	1.54	38.36 %
KRN1	1.33	28.78 %
PBR1	1.11	39.64 %
NCK1	1.05	25.72 %
TRY2	0.74	37.53 %
APM1	0.21	8.19 %
WTRZ		0.00 %
Total	87.97	44.63 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	31.52	49.82 %
Gas-Stov	17.91	32.37 %
Chimney	12.72	76.10 %
Grinder	12.61	31.13 %
In-Stove	4.53	48.96 %
Iron	0.83	15.15 %
Cook-Ele	0.20	58.57 %
Small-Ap	0.05	0.93 %
Acces-SA	-0.01	100.00 %
Cook-Pre	-0.18	-1.79 %
Total	80.16	38.90 %

Branch *	MTD Sales L	Brand Share %
CBE2	9.45	37.24 %
KMR1	5.88	39.83 %
TPR2	3.98	38.71 %
MPM1	3.65	40.33 %
PLI1	2.88	26.79 %
KGM1	2.09	39.13 %
AVI1	1.93	26.83 %
CBE6	1.48	18.44 %
CBE5	1.38	18.65 %
TPR3	1.32	16.96 %
SYM2	1.30	23.47 %
UMP1	1.24	38.67 %
CBE3	1.18	38.11 %
DPM2	1.00	18.71 %
CNR1	0.92	33.83 %
PPI1	0.91	20.84 %
GBM1	0.72	31.34 %
Total	80.16	38.90 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mixie	34.96	41.35 %
Gas-Stov	19.52	26.08 %
Grinder	13.77	31.44 %
In-Stove	3.64	47.64 %
Chimney	3.56	46.72 %
Iron	0.87	23.08 %
Cook-Ele	0.58	79.80 %
Small-Ap	0.04	0.70 %
Total	76.95	32.14 %

Branch *	MTD Sales L	Brand Share %
CH16	5.12	34.78 %
CH42	4.42	36.16 %
CH45	2.87	37.01 %
GUD1	2.73	35.07 %
CH28	2.23	27.12 %
CH07	2.18	26.84 %
CH30	1.95	31.26 %
TKM1	1.51	32.97 %
MRM1	1.42	20.73 %
CGL1	1.24	39.78 %
CH39	1.09	26.35 %
GUD2	0.67	12.01 %
KNR1	0.41	13.45 %
CZWH		0.00 %
MC09		0.00 %
MC10		0.00 %
WCHN		0.00 %
WHC3		0.00 %
Total	76.95	32.14 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	25.48	53.95 %
Gas-Stov	9.72	26.88 %
Grinder	7.37	25.98 %
In-Stove	2.44	44.19 %
Chimney	1.95	46.28 %
Iron	0.62	17.63 %
Cook-Ele	0.61	90.99 %
Small-Ap	0.02	0.49 %
Total	48.21	35.76 %

Branch *	MTD Sales L	Brand Share %
CH15	4.66	34.25 %
CH03	3.97	35.18 %
CH18	3.75	40.63 %
CH20	1.98	32.15 %
MJR1	1.90	25.14 %
CH24	1.51	23.44 %
GPD1	1.39	40.79 %
CH09	1.24	34.36 %
PON1	1.17	31.76 %
CH17	1.14	35.53 %
CH46	1.08	36.97 %
CH27	0.79	36.53 %
CH41	0.76	19.91 %
CH33	0.72	17.72 %
CH31	0.65	37.89 %
CH36	0.40	26.64 %
CH44	0.36	15.27 %
CH34	0.27	2.88 %
MC06	0.26	35.60 %
CH32	0.09	15.88 %
MC05	0.05	36.22 %
Total	48.21	35.76 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	21.34	58.04 %
Gas-Stov	8.00	29.44 %
Grinder	5.02	40.70 %
Chimney	2.86	59.56 %
In-Stove	2.27	50.95 %
Iron	0.80	24.76 %
Cook-Ele	0.17	74.41 %
Total	40.46	41.29 %

Branch *	MTD Sales L	Brand Share %
TRR1	2.59	29.85 %
AKM1	1.61	34.85 %
SLG1	1.41	34.78 %
KPM1	1.30	40.20 %
WJD1	1.22	25.83 %
VNB1	1.08	32.51 %
CPT1	0.92	34.85 %
ABR1	0.68	23.51 %
CGM1	0.66	30.63 %
CYR1	0.60	20.24 %
PTU1	0.35	22.81 %
UGI1	0.35	16.16 %
Total	40.46	41.29 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	18.69	52.05 %
Gas-Stov	8.47	33.91 %
Grinder	7.88	30.18 %
In-Stove	2.38	42.67 %
Chimney	1.33	47.01 %
Iron	0.81	26.78 %
Cook-Ele	0.25	80.79 %
Small-Ap	0.04	1.35 %
Total	39.85	37.12 %

Branch *	MTD Sales L	Brand Share %
CUD1	4.07	27.08 %
POY1	3.52	28.39 %
SJI2	1.67	32.56 %
ULP1	1.55	27.28 %
TRK1	1.47	36.61 %
KML1	1.41	38.83 %
VPM2	1.36	35.43 %
STP1	0.99	38.23 %
VPM1	0.60	32.01 %
CDM1	0.58	7.32 %
TVM2	0.41	37.30 %
MKM1	0.20	8.76 %
Total	39.85	37.12 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Mixie	2.29	51.38 %
Gas-Stov	0.47	16.69 %
Grinder	0.43	22.39 %
In-Stove	0.15	17.90 %
Chimney	0.13	100.00 %
Iron	0.06	11.00 %
Small-Ap	0.03	4.49 %
Cook-Ele	0.02	100.00 %
Total	3.60	29.62 %

Branch *	MTD Sales L	Brand Share %
TVP1	1.57	25.94 %
PAS1	1.14	33.36 %
KLR1	0.88	33.20 %
Total	3.60	29.62 %