

MTD Sales
424.06 L

Brand Share %
43.10 %

Information:

MTD : 01-11-2025 To 27-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **43.10 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	186.19	57.18 %
Gas-Stov	97.92	35.52 %
Grinder	68.88	33.36 %
In-Stove	31.53	53.97 %
Chimney	28.51	63.16 %
Iron	7.09	24.26 %
Cook-Ele	3.14	72.76 %
Small-Ap	0.79	2.03 %
Total	424.06	43.10 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	76.08	44.88 %
SOUTH-03	63.44	45.18 %
CHENNAI-01	55.31	45.02 %
WEST-02	51.59	48.74 %
TRICHY-01	51.36	45.91 %
WEST-01	46.07	40.41 %
CHENNAI-02	31.13	36.05 %
SOUTH ARCOT	23.62	36.09 %
NORTH ARCOT	21.77	37.55 %
KL-SOUTH	3.71	38.48 %
Total	424.06	43.10 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	31.24	57.37 %
Gas-Stov	16.36	35.13 %
Grinder	15.94	40.86 %
In-Stove	5.87	57.82 %
Chimney	4.28	72.96 %
Iron	1.61	30.41 %
Cook-Ele	0.65	70.64 %
Small-Ap	0.13	1.78 %
Total	76.08	44.88 %

Branch *	MTD Sales L	Brand Share %
KVT1	5.65	40.57 %
NGR1	3.51	40.17 %
RPM1	2.71	40.66 %
VNR2	2.39	28.45 %
MAR1	1.88	32.40 %
TCN1	1.71	34.35 %
TKS1	1.54	23.36 %
APK1	1.48	42.68 %
ERL2	1.37	38.18 %
APK2	1.31	38.22 %
TYI1	1.10	34.61 %
STU2	1.04	41.27 %
ASM1	0.91	31.24 %
SDI1	0.74	34.66 %
ARM1	0.54	23.18 %
KSM1	0.40	28.89 %
S2SD		0.00 %
Total	76.08	44.88 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	28.82	63.23 %
Gas-Stov	12.75	34.84 %
Grinder	11.90	34.10 %
In-Stove	4.50	54.94 %
Chimney	3.67	62.67 %
Iron	1.22	30.47 %
Cook-Ele	0.54	72.23 %
Small-Ap	0.04	0.98 %
Total	63.44	45.18 %

Branch *	MTD Sales L	Brand Share %
MDU1	5.98	36.23 %
DGL1	3.79	37.37 %
MDU6	3.49	41.42 %
CBM1	1.93	42.92 %
MDU4	0.98	39.79 %
MDU3	0.93	25.74 %
PKM1	0.83	40.99 %
PNI1	0.76	33.06 %
KPT1	0.74	32.86 %
BNR1	0.69	32.77 %
ODM1	0.65	22.25 %
DGL2	0.56	16.79 %
MNM1	0.53	36.73 %
ADP1	0.51	20.35 %
SGP1	0.44	34.22 %
BTU1	0.43	26.06 %
TEN1	0.25	10.43 %
SZSD	0.08	17.07 %
Total	63.44	45.18 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mixie	24.72	62.57 %
Gas-Stov	14.98	41.51 %
Grinder	8.70	29.22 %
In-Stove	2.96	53.10 %
Chimney	2.67	71.06 %
Iron	0.67	23.00 %
Cook-Ele	0.41	83.42 %
Small-Ap	0.20	4.16 %
Total	55.31	45.02 %

Branch *	MTD Sales L	Brand Share %
CH16	4.33	42.82 %
CH08	3.46	41.92 %
CH42	3.19	39.57 %
CH07	2.12	36.18 %
CH38	1.56	41.97 %
CH30	1.47	35.39 %
SKL1	0.94	36.36 %
CH39	0.87	20.53 %
CH29	0.87	41.49 %
CH35	0.79	34.35 %
MRM1	0.76	20.16 %
GUD2	0.57	18.95 %
TKM1	0.35	17.52 %
MC09		0.00 %
WHC3		0.00 %
Total	55.31	45.02 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	23.13	60.31 %
Gas-Stov	13.25	44.25 %
Grinder	5.38	35.29 %
Chimney	4.89	61.82 %
In-Stove	4.01	53.38 %
Iron	0.76	21.78 %
Cook-Ele	0.15	88.22 %
Small-Ap	0.02	0.66 %
Total	51.59	48.74 %

Branch *	MTD Sales L	Brand Share %
SLM1	3.28	36.12 %
TRM1	1.30	33.23 %
KMM1	1.08	41.33 %
VKL1	0.93	42.83 %
OML1	0.89	26.75 %
MCR1	0.87	26.63 %
KVP1	0.72	24.40 %
BMD1	0.71	37.50 %
PLC1	0.67	20.05 %
SGG1	0.61	32.12 %
SGI1	0.56	30.08 %
TCG1	0.44	26.59 %
HRR1	0.39	15.46 %
DPR2	0.37	19.75 %
EDP1	0.23	16.02 %
WZWH	0.05	22.49 %
Total	51.59	48.74 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	20.96	57.99 %
Gas-Stov	11.34	38.65 %
Grinder	9.82	38.85 %
In-Stove	5.50	63.45 %
Chimney	2.53	75.03 %
Iron	0.78	28.11 %
Cook-Ele	0.43	61.75 %
Total	51.36	45.91 %

Branch *	MTD Sales L	Brand Share %
MVM1	3.24	34.86 %
KUM1	2.93	35.68 %
TNJ1	2.77	39.99 %
TNJ2	1.91	34.72 %
NMM1	1.71	41.60 %
TTP1	0.90	37.38 %
PDK1	0.75	36.95 %
KRN1	0.69	39.30 %
ORU1	0.67	32.88 %
TRY4	0.62	13.66 %
MSI1	0.57	35.66 %
NCK1	0.33	16.66 %
APM1	0.20	13.37 %
Total	51.36	45.91 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	19.07	53.97 %
Gas-Stov	10.68	31.96 %
Grinder	6.15	28.07 %
Chimney	5.89	66.38 %
In-Stove	3.29	51.56 %
Iron	0.57	15.94 %
Cook-Ele	0.26	80.96 %
Small-Ap	0.17	3.99 %
Total	46.07	40.41 %

Branch *	MTD Sales L	Brand Share %
CBE2	4.93	30.51 %
KMR1	3.21	41.66 %
MPM1	2.08	40.56 %
TPR2	1.89	33.56 %
CBE5	1.57	34.71 %
CBE6	1.54	31.76 %
PLI1	1.35	24.93 %
DPM2	1.00	25.93 %
AVI1	0.95	21.30 %
PDM1	0.82	36.10 %
TPR3	0.68	22.77 %
CNR1	0.61	40.50 %
UMP1	0.60	32.03 %
TPR4	0.46	24.71 %
PPI1	0.33	13.91 %
SYM2	0.13	7.09 %
WHCB		0.00 %
WZSD		0.00 %
Total	46.07	40.41 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	15.48	50.71 %
Gas-Stov	6.76	27.67 %
Grinder	4.75	27.62 %
In-Stove	1.81	44.40 %
Chimney	1.46	39.85 %
Iron	0.47	18.87 %
Cook-Ele	0.21	82.02 %
Small-Ap	0.19	5.00 %
Total	31.13	36.05 %

Branch *	MTD Sales L	Brand Share %
CH15	3.13	30.89 %
CH18	3.08	40.11 %
CH20	1.25	34.86 %
CH24	1.20	19.27 %
CH33	0.96	22.78 %
CH09	0.70	33.89 %
MJR1	0.70	21.08 %
PON1	0.66	36.24 %
CH46	0.62	35.71 %
CH36	0.60	34.24 %
CH41	0.60	23.01 %
GPD1	0.57	32.74 %
CH23	0.53	32.29 %
CH44	0.49	22.45 %
CH32	0.47	41.57 %
CH34	0.40	7.87 %
CH31	0.33	34.81 %
Total	31.13	36.05 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	10.51	48.03 %
Gas-Stov	5.56	33.65 %
Grinder	4.00	26.64 %
In-Stove	2.06	44.50 %
Chimney	0.60	30.00 %
Iron	0.52	25.47 %
Cook-Ele	0.34	67.05 %
Small-Ap	0.04	1.54 %
Total	23.62	36.09 %

Branch *	MTD Sales L	Brand Share %
POY1	2.93	35.65 %
CUD1	2.29	25.00 %
POY2	1.94	37.45 %
NVL2	1.93	42.85 %
VPM2	1.11	39.81 %
TRK1	1.10	31.42 %
ULP1	0.89	32.65 %
TDM1	0.79	33.45 %
KML1	0.60	30.93 %
SJI2	0.58	29.81 %
VCM1	0.50	40.74 %
TVM2	0.43	32.81 %
CDM1	0.39	9.39 %
VPM1	0.33	33.06 %
STP1	0.29	26.32 %
MKM1	0.17	10.54 %
WHUT		0.00 %
Total	23.62	36.09 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	9.99	49.20 %
Gas-Stov	5.52	27.54 %
Chimney	2.47	65.01 %
Grinder	1.89	27.02 %
In-Stove	1.35	55.11 %
Iron	0.47	20.62 %
Cook-Ele	0.08	57.35 %
Total	21.77	37.55 %

Branch *	MTD Sales L	Brand Share %
KPM2	2.39	40.94 %
TRR1	1.24	23.57 %
AKM1	0.83	37.83 %
WJD1	0.65	30.81 %
ARC2	0.64	29.38 %
VSI1	0.59	26.35 %
VNB1	0.50	26.33 %
TRT1	0.43	31.47 %
CPT1	0.42	29.89 %
ABR1	0.39	23.70 %
PLR1	0.37	34.18 %
SLG1	0.37	28.04 %
PTU1	0.34	21.86 %
KPM1	0.34	21.97 %
CYR1	0.33	27.76 %
CGM1	0.22	15.65 %
UGI1		0.00 %
WHVL		0.00 %
Total	21.77	37.55 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Mixie	2.28	63.69 %
Gas-Stov	0.72	26.45 %
Grinder	0.36	30.63 %
In-Stove	0.19	23.38 %
Cook-Ele	0.07	100.00 %
Chimney	0.05	100.00 %
Iron	0.03	7.40 %
Total	3.71	38.48 %

Branch *	MTD Sales L	Brand Share %
TVP1	2.03	42.16 %
KLR1	1.07	41.95 %
PAS1	0.61	26.80 %
Total	3.71	38.48 %