



TN : PREETHI Sales Performance 29/03/2026 9:26 AM

MTD Sales
527.55 L

Brand Share %
47.10 %

Information:

MTD : 01-03-2026 To 28-03-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **47.10 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	194.86	56.96 %
In-Stove	121.88	67.02 %
Gas-Stov	83.42	34.52 %
Grinder	66.29	32.82 %
Chimney	39.60	61.78 %
Iron	9.76	28.83 %
Small-Ap	8.60	17.50 %
Cook-Ele	3.16	58.61 %
Total	527.55	47.10 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	93.61	50.80 %
SOUTH-03	76.10	47.72 %
CHENNAI-01	73.20	41.96 %
WEST-02	65.73	54.83 %
TRICHY-01	62.21	51.27 %
WEST-01	54.53	46.76 %
CHENNAI-02	46.82	42.40 %
NORTH ARCOT	29.94	43.58 %
SOUTH ARCOT	25.40	39.18 %
Total	527.55	47.10 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	36.22	61.63 %
In-Stove	16.45	71.66 %
Grinder	14.96	39.57 %
Gas-Stov	14.66	37.09 %
Chimney	6.43	68.78 %
Small-Ap	2.42	27.27 %
Iron	2.19	35.12 %
Cook-Ele	0.29	37.94 %
Total	93.61	50.80 %

Branch *	MTD Sales L	Brand Share %
VNR2	4.41	41.01 %
NGR1	4.01	38.72 %
RND1	2.69	42.70 %
TCN1	2.45	43.35 %
TYI1	1.41	39.49 %
APK1	1.39	37.37 %
SDI1	1.04	42.09 %
APK2	1.03	27.04 %
ERL2	1.00	23.00 %
TKS1	0.81	12.61 %
STU2	0.80	37.87 %
SGT1	0.63	42.63 %
ARM1	0.51	25.84 %
KSM1	0.25	17.03 %
S2SD	0.06	15.57 %
WHTV		0.00 %
Total	93.61	50.80 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	28.72	60.40 %
Grinder	13.35	39.23 %
Gas-Stov	11.73	32.93 %
In-Stove	11.09	63.60 %
Chimney	7.78	71.22 %
Iron	1.87	30.65 %
Small-Ap	1.34	18.68 %
Cook-Ele	0.21	34.32 %
Total	76.10	47.72 %

Branch *	MTD Sales L	Brand Share %
DGL1	5.01	34.32 %
KKD3	3.44	39.26 %
KPT1	1.54	44.29 %
MDU7	1.52	32.61 %
MDU3	1.23	27.38 %
TDI1	1.15	38.99 %
MDU4	1.06	45.92 %
PKM1	0.92	39.97 %
PNI1	0.90	31.87 %
BNR1	0.80	31.98 %
BTU1	0.75	38.58 %
TEN1	0.71	20.54 %
PNV2	0.71	44.75 %
DGL2	0.69	14.61 %
ADP1	0.57	19.05 %
CMR1	0.55	47.10 %
ODM1	0.33	17.77 %
SZSD	0.14	29.89 %
Total	76.10	47.72 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
In-Stove	26.93	62.98 %
Mixie	23.05	57.12 %
Gas-Stov	10.31	31.53 %
Grinder	7.94	20.41 %
Chimney	2.71	40.03 %
Iron	0.83	24.38 %
Small-Ap	0.82	9.66 %
Cook-Ele	0.62	55.59 %
Total	73.20	41.96 %

Branch *	MTD Sales L	Brand Share %
CH49	4.95	42.00 %
CH25	3.44	43.11 %
CH42	3.12	38.86 %
CH07	2.81	27.88 %
CH28	2.17	33.56 %
CH45	2.02	36.06 %
CH38	1.88	43.29 %
CH47	1.70	36.41 %
CH29	1.22	46.55 %
CH30	1.19	25.85 %
CGL1	1.09	42.54 %
CH39	0.97	24.79 %
MRM1	0.93	22.85 %
TKM1	0.76	32.30 %
GUD2	0.67	18.87 %
WHC3	0.23	19.32 %
KNR1	0.17	19.21 %
CZWH	0.16	1.07 %
MC09		0.00 %
MC10		0.00 %
Total	73.20	41.96 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	25.20	56.50 %
In-Stove	14.21	73.32 %
Gas-Stov	12.32	45.51 %
Chimney	6.81	68.47 %
Grinder	4.43	36.40 %
Iron	1.26	33.69 %
Small-Ap	1.01	40.70 %
Cook-Ele	0.48	100.00 %
Total	65.73	54.83 %

Branch *	MTD Sales L	Brand Share %
ERD2	3.62	42.47 %
PLC1	1.38	39.04 %
RSP1	1.24	45.45 %
TRM1	1.19	34.83 %
MCR1	1.11	31.89 %
CMI1	1.03	44.71 %
OML1	0.82	27.50 %
SGG1	0.76	46.87 %
DPR2	0.68	37.32 %
KVP1	0.61	34.01 %
HRR1	0.61	21.48 %
EDP1	0.53	24.50 %
PDR1	0.28	41.73 %
WZWH	0.05	26.30 %
WHPD		0.00 %
Total	65.73	54.83 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	22.65	58.68 %
In-Stove	14.92	76.31 %
Grinder	10.03	42.33 %
Gas-Stov	9.71	37.36 %
Chimney	2.93	68.41 %
Iron	1.08	30.30 %
Small-Ap	0.75	14.53 %
Cook-Ele	0.14	28.52 %
Total	62.21	51.27 %

Branch *	MTD Sales L	Brand Share %
TVR2	3.60	44.59 %
KUM1	3.40	39.68 %
TNJ1	2.52	43.18 %
TYR1	2.16	46.46 %
TRY4	0.83	18.59 %
MSI1	0.83	43.50 %
KRN1	0.74	31.81 %
APM1	0.60	28.99 %
PBR1	0.60	42.08 %
NCK1	0.47	19.49 %
TZSD	0.37	23.51 %
Total	62.21	51.27 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	17.74	53.52 %
In-Stove	11.73	70.25 %
Gas-Stov	9.01	32.78 %
Chimney	7.62	65.52 %
Grinder	6.08	34.47 %
Small-Ap	1.08	17.53 %
Iron	0.80	24.44 %
Cook-Ele	0.48	74.26 %
Total	54.53	46.76 %

Branch *	MTD Sales L	Brand Share %
CBE2	7.87	43.22 %
KMR1	2.40	29.95 %
TPR2	2.34	42.42 %
MPM1	2.31	42.89 %
PLI1	1.72	42.72 %
CBE6	1.59	28.70 %
PDM1	1.27	41.58 %
TPR3	1.25	34.37 %
AVI1	1.16	26.85 %
UMP1	0.85	44.34 %
DPM2	0.78	30.55 %
CBE5	0.72	32.24 %
KGI1	0.72	45.52 %
KGM1	0.71	43.95 %
SYM2	0.71	28.71 %
KMD1	0.68	44.11 %
TPR4	0.59	38.51 %
ANR1	0.52	40.63 %
PPI1	0.47	20.89 %
GBM1	0.38	31.27 %
WZSD		0.00 %
Total	54.53	46.76 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	18.84	55.12 %
In-Stove	14.52	61.63 %
Gas-Stov	7.08	29.43 %
Grinder	3.42	21.04 %
Chimney	1.69	42.12 %
Cook-Ele	0.49	87.54 %
Iron	0.41	16.58 %
Small-Ap	0.36	6.85 %
Total	46.82	42.40 %

Branch *	MTD Sales L	Brand Share %
CH15	4.59	38.41 %
CH50	2.97	45.72 %
CH21	1.37	30.51 %
CH34	1.31	22.73 %
CH31	0.93	46.45 %
CH27	0.93	41.23 %
CH24	0.78	14.70 %
CH33	0.76	29.79 %
CH46	0.74	30.33 %
CH41	0.70	23.21 %
GPD1	0.63	34.50 %
CH44	0.62	24.79 %
CH23	0.52	39.12 %
MJR1	0.50	13.56 %
CH20	0.46	12.53 %
CH32	0.44	46.60 %
UKI1	0.32	29.84 %
CH01	0.10	35.97 %
CH51	0.08	22.26 %
Total	46.82	42.40 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	12.16	51.56 %
In-Stove	7.30	65.93 %
Gas-Stov	4.16	26.59 %
Grinder	2.50	32.69 %
Chimney	2.41	49.61 %
Iron	0.75	28.69 %
Cook-Ele	0.35	68.23 %
Small-Ap	0.32	11.41 %
Total	29.94	43.58 %

Branch *	MTD Sales L	Brand Share %
VEL2	2.44	31.49 %
TRR1	2.25	35.09 %
KPM2	1.77	30.65 %
ABR1	0.96	37.49 %
WJP1	0.94	44.03 %
WJD1	0.89	33.51 %
ARC2	0.81	33.97 %
TRT1	0.72	36.58 %
CPT1	0.60	31.48 %
KPM1	0.54	41.18 %
PTU1	0.54	43.55 %
UGI1	0.54	35.34 %
PLR1	0.48	30.58 %
SLG1	0.48	32.94 %
CYR1	0.46	29.83 %
WHVL		0.00 %
Total	29.94	43.58 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	10.28	48.24 %
In-Stove	4.72	55.99 %
Gas-Stov	4.43	32.78 %
Grinder	3.58	25.87 %
Chimney	1.20	52.34 %
Iron	0.58	23.48 %
Small-Ap	0.50	18.37 %
Cook-Ele	0.11	46.65 %
Total	25.40	39.18 %

Branch *	MTD Sales L	Brand Share %
POY1	2.25	30.54 %
CUD1	2.04	25.01 %
KLM1	1.86	46.04 %
ULP1	1.34	35.92 %
VPM2	1.34	40.30 %
KML1	1.13	47.06 %
STP1	0.97	41.07 %
TDM1	0.88	35.97 %
SJI2	0.71	28.60 %
CDM1	0.42	10.79 %
VPM1	0.34	33.42 %
TVM2	0.26	25.26 %
MKM1	0.26	13.23 %
Total	25.40	39.18 %