

MTD Sales
498.84 L

Brand Share %
45.08 %

Information:

MTD : 01-05-2026 To 28-05-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **45.08 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	226.41	60.10 %
Gas-Stov	104.58	36.53 %
Grinder	77.55	35.61 %
Chimney	54.72	68.23 %
In-Stove	14.18	33.30 %
Iron	9.93	40.45 %
Small-Ap	8.48	18.56 %
Cook-Ele	2.97	76.34 %
Cook-Pre	0.02	0.05 %
Total	498.84	45.08 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	95.85	44.35 %
SOUTH-03	82.48	48.09 %
CHENNAI-01	65.86	42.16 %
WEST-02	60.86	53.69 %
TRICHY-01	58.75	46.25 %
WEST-01	51.74	45.39 %
CHENNAI-02	30.48	37.39 %
SOUTH ARCOT	27.37	38.82 %
NORTH ARCOT	25.46	45.24 %
Total	498.84	45.08 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	44.24	61.51 %
Gas-Stov	18.94	33.34 %
Grinder	17.98	38.73 %
Chimney	8.15	72.99 %
In-Stove	2.13	37.15 %
Iron	2.10	34.87 %
Small-Ap	2.00	18.65 %
Cook-Ele	0.30	58.49 %
Total	95.85	44.35 %

Branch *	MTD Sales L	Brand Share %
TVL1	6.93	41.21 %
KVT1	6.66	42.11 %
RND1	4.53	39.90 %
TKS2	4.20	41.78 %
NGR1	3.78	31.69 %
MAR1	3.63	43.72 %
TCN1	3.17	42.96 %
VNR2	2.90	31.12 %
SVK1	2.85	42.86 %
TKS1	1.57	18.75 %
ERL2	1.16	27.81 %
APK1	1.14	36.55 %
STU2	1.12	36.45 %
COL1	1.10	37.65 %
APK2	1.08	21.46 %
KGL1	0.99	35.99 %
UDN1	0.88	43.52 %
SDI1	0.77	31.57 %
TYI1	0.60	11.52 %
KSM1	0.48	22.95 %
ARM1	0.34	16.87 %
WHTV	-0.10	4.68 %
Total	95.85	44.35 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	33.68	63.67 %
Gas-Stov	18.21	39.62 %
Grinder	15.10	37.74 %
Chimney	10.95	83.86 %
Iron	1.95	52.62 %
Small-Ap	1.41	19.14 %
In-Stove	0.90	28.76 %
Cook-Ele	0.27	69.67 %
Total	82.48	48.09 %

Branch *	MTD Sales L	Brand Share %
MDU6	3.64	41.35 %
KKD3	3.31	32.85 %
TEN2	2.24	44.19 %
DKI1	1.33	43.39 %
MDU7	1.30	21.34 %
PNI1	1.29	39.34 %
CMR1	1.05	38.04 %
PNV2	1.05	41.85 %
BNR1	1.01	31.38 %
MDU3	0.95	21.70 %
TDI1	0.89	33.44 %
TEN1	0.75	24.49 %
KRR1	0.71	41.46 %
BTU1	0.65	42.60 %
PKM1	0.63	28.44 %
ODM1	0.60	40.64 %
DGL2	0.54	13.70 %
ADP1	0.34	14.18 %
WHMD		0.00 %
Total	82.48	48.09 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mixie	32.16	70.78 %
Gas-Stov	14.79	40.95 %
Grinder	9.31	23.18 %
Chimney	4.47	49.08 %
In-Stove	1.63	17.63 %
Small-Ap	1.30	14.93 %
Cook-Ele	1.20	86.51 %
Iron	1.01	34.60 %
Total	65.86	42.16 %

Branch *	MTD Sales L	Brand Share %
CH47	3.35	29.01 %
CH08	3.31	38.85 %
CH49	3.12	32.71 %
CH42	2.74	33.30 %
CH07	2.66	32.13 %
CH39	1.04	26.61 %
CH30	0.96	29.14 %
GUD2	0.91	39.21 %
CH38	0.69	20.37 %
MRM1	0.69	18.45 %
CGL1	0.58	36.87 %
SKL1	0.53	42.82 %
KNR1	0.14	34.19 %
CZWH	0.05	0.40 %
WCHN	-0.28	9.91 %
Total	65.86	42.16 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	27.50	59.75 %
Gas-Stov	14.30	44.80 %
Chimney	8.30	66.18 %
Grinder	5.04	50.15 %
In-Stove	2.88	68.15 %
Iron	1.05	48.00 %
Small-Ap	1.03	41.89 %
Cook-Ele	0.74	100.00 %
Cook-Pre	0.02	0.49 %
Total	60.86	53.69 %

Branch *	MTD Sales L	Brand Share %
SLM1	2.79	38.46 %
SGI1	1.60	44.60 %
VPD1	1.57	43.24 %
RSP1	1.04	39.31 %
CMI1	0.98	41.45 %
PLC1	0.95	23.99 %
BMD1	0.91	39.88 %
DPR2	0.87	37.08 %
MCR1	0.75	26.68 %
KVP1	0.67	25.13 %
TRM1	0.55	18.50 %
TCG1	0.45	43.80 %
SGG1	0.44	29.74 %
HRR1	0.44	26.56 %
OML1	0.33	15.46 %
PDR1	0.26	39.43 %
EDP1	0.24	15.61 %
WHPD	-0.02	0.74 %
Total	60.86	53.69 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	26.34	57.41 %
Gas-Stov	12.55	37.52 %
Grinder	11.43	43.86 %
Chimney	6.12	83.78 %
Iron	0.90	38.67 %
In-Stove	0.66	13.37 %
Small-Ap	0.56	13.23 %
Cook-Ele	0.20	59.80 %
Total	58.75	46.25 %

Branch *	MTD Sales L	Brand Share %
TNJ2	3.08	39.10 %
MVM1	3.05	32.72 %
KUM1	3.04	39.81 %
TVR2	1.58	26.58 %
JKM1	1.58	33.70 %
PBR1	1.05	38.23 %
KUM2	1.05	30.50 %
NCK1	0.76	27.93 %
APM1	0.74	28.87 %
MSI1	0.47	34.41 %
PDK1	0.39	32.33 %
TRY4	0.32	7.96 %
KRN1	0.24	12.09 %
TRY2	0.13	44.47 %
WTRZ		0.00 %
Total	58.75	46.25 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	20.36	55.55 %
Chimney	10.31	70.16 %
Gas-Stov	9.52	33.47 %
Grinder	7.20	36.00 %
In-Stove	2.65	45.99 %
Small-Ap	0.77	18.68 %
Iron	0.66	39.72 %
Cook-Ele	0.27	85.52 %
Total	51.74	45.39 %

Branch *	MTD Sales L	Brand Share %
CBE2	6.09	42.09 %
KMR1	3.37	33.95 %
PLI1	1.91	31.84 %
AVI1	1.30	34.60 %
CBE5	1.16	26.60 %
UMP1	1.12	38.46 %
CBE6	1.07	23.36 %
PPI1	0.99	34.77 %
KMD1	0.92	42.68 %
KGI1	0.68	35.02 %
KGM1	0.55	29.02 %
SYM2	0.51	26.21 %
TPR3	0.48	22.13 %
DPM2	0.44	15.51 %
GBM1	0.33	32.09 %
GDR1	0.09	30.13 %
Total	51.74	45.39 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	16.67	57.54 %
Gas-Stov	6.23	29.29 %
Grinder	3.60	25.07 %
Chimney	2.12	42.29 %
In-Stove	0.87	22.31 %
Iron	0.53	27.25 %
Small-Ap	0.46	11.11 %
Total	30.48	37.39 %

Branch *	MTD Sales L	Brand Share %
CH15	3.46	30.77 %
CH18	2.76	39.72 %
CH03	2.75	42.89 %
CH12	2.65	41.72 %
CH50	2.12	43.78 %
CH21	1.55	36.19 %
CH27	0.72	40.31 %
CH23	0.67	40.45 %
CH41	0.55	24.92 %
CH46	0.53	35.87 %
CH24	0.51	15.56 %
CH33	0.45	17.94 %
CH34	0.40	12.04 %
MJR1	0.36	14.77 %
CH36	0.34	22.55 %
CH44	0.30	11.94 %
GPD1	0.20	24.41 %
CH32	0.18	37.08 %
CH31	0.17	29.11 %
CH01	0.14	33.61 %
CH51	0.04	3.45 %
MC06	0.01	27.32 %
Total	30.48	37.39 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	13.21	48.84 %
Grinder	5.52	33.49 %
Gas-Stov	5.02	31.81 %
Chimney	2.01	67.87 %
Iron	0.98	47.50 %
Small-Ap	0.58	28.06 %
In-Stove	0.05	2.69 %
Total	27.37	38.82 %

Branch *	MTD Sales L	Brand Share %
POY1	2.56	31.75 %
CUD1	1.87	23.32 %
ULP1	1.20	37.39 %
KLM1	0.84	20.97 %
KML1	0.83	31.96 %
SJI2	0.77	26.12 %
TDM1	0.71	32.73 %
STP1	0.57	33.40 %
TVM1	0.51	37.25 %
VPM2	0.48	25.81 %
CDM1	0.46	8.70 %
TVM2	0.33	29.57 %
VPM1	0.11	23.40 %
MKM1	0.09	4.92 %
WHUT		0.00 %
Total	27.37	38.82 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	12.24	55.99 %
Gas-Stov	5.01	30.36 %
In-Stove	2.41	61.78 %
Grinder	2.37	55.80 %
Chimney	2.31	52.72 %
Iron	0.74	43.64 %
Small-Ap	0.37	20.00 %
Total	25.46	45.24 %

Branch *	MTD Sales L	Brand Share %
VEL2	2.11	30.99 %
KPM2	1.67	31.95 %
TRR1	1.46	30.24 %
VNB1	0.99	39.75 %
ABR1	0.92	38.43 %
CPT1	0.72	43.39 %
PLR1	0.67	39.24 %
TRT1	0.54	37.96 %
CGM1	0.53	34.16 %
ANI1	0.52	36.78 %
VSI1	0.45	27.79 %
GDM1	0.43	40.24 %
ARC2	0.34	38.93 %
SLG1	0.19	19.07 %
UGI1	0.18	27.05 %
WHVL		0.00 %
Total	25.46	45.24 %