

MTD Sales
420.42 L

Brand Share %
46.66 %

Information:

MTD : 01-07-2025 To 28-07-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **46.66 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	190.05	60.96 %
Gas-Stov	88.41	37.20 %
Grinder	67.85	34.46 %
Chimney	35.94	86.69 %
In-Stove	26.62	57.24 %
Iron	7.78	23.60 %
Cook-Ele	3.39	78.29 %
Small-Ap	0.39	1.34 %
Total	420.42	46.66 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	82.23	48.79 %
SOUTH-03	58.85	47.63 %
WEST-02	55.62	53.90 %
CHENNAI-01	53.95	44.97 %
TRICHY-01	46.57	47.20 %
WEST-01	42.01	42.90 %
CHENNAI-02	28.65	36.74 %
NORTH ARCOT	25.25	50.66 %
SOUTH ARCOT	23.77	44.47 %
KL-SOUTH	3.52	45.05 %
Total	420.42	46.66 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	35.68	64.38 %
Gas-Stov	18.27	41.41 %
Grinder	14.72	36.08 %
In-Stove	5.74	66.66 %
Chimney	5.55	87.11 %
Iron	1.67	25.86 %
Cook-Ele	0.56	73.25 %
Small-Ap	0.02	0.38 %
Total	82.23	48.79 %

Branch *	MTD Sales L	Brand Share %
TVL1	6.04	46.40 %
KVT1	4.96	44.53 %
NGR1	4.83	42.67 %
TKS1	3.70	39.02 %
MAR1	3.61	45.18 %
VNR2	3.21	37.39 %
TCN1	2.43	39.89 %
RND1	2.03	35.17 %
APK1	1.11	36.80 %
SDI1	1.00	40.16 %
ERL1	0.88	44.45 %
KSM1	0.71	32.40 %
UDN1	0.69	46.33 %
ARM1	0.63	29.38 %
SGT1	0.62	45.79 %
STU2	0.61	28.85 %
COL1	0.51	29.18 %
ASM1	0.46	21.31 %
S2SD		0.00 %
Total	82.23	48.79 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	25.40	63.55 %
Grinder	11.77	36.24 %
Gas-Stov	11.43	38.34 %
Chimney	4.80	82.49 %
In-Stove	3.91	61.42 %
Iron	1.21	25.67 %
Cook-Ele	0.27	64.64 %
Small-Ap	0.06	1.56 %
Total	58.85	47.63 %

Branch *	MTD Sales L	Brand Share %
MDU1	5.67	40.41 %
DGL1	5.08	41.62 %
MDU2	2.71	40.94 %
CBM1	2.56	42.23 %
TDI1	1.29	44.34 %
DGL2	1.22	34.08 %
KKD2	1.17	36.32 %
BNR1	1.12	44.55 %
TEN2	0.93	36.86 %
NTM1	0.93	39.48 %
NKI1	0.81	45.21 %
PKM1	0.69	40.86 %
PN11	0.63	39.89 %
BTU1	0.57	36.09 %
TEN1	0.51	25.29 %
CMR1	0.47	36.54 %
PNV1	0.46	42.32 %
ODM1	0.42	20.89 %
ADP1	0.40	14.70 %
SZSD		0.00 %
Total	58.85	47.63 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	25.93	64.36 %
Gas-Stov	10.96	42.81 %
Chimney	8.71	91.77 %
Grinder	6.24	42.47 %
In-Stove	2.78	49.70 %
Iron	0.83	20.97 %
Cook-Ele	0.11	64.11 %
Small-Ap	0.07	1.97 %
Total	55.62	53.90 %

Branch *	MTD Sales L	Brand Share %
SLM1	2.62	44.08 %
RSP1	1.59	37.40 %
TRM1	1.46	41.20 %
ATU1	1.16	38.73 %
MCR1	1.14	35.28 %
APN1	0.90	42.71 %
PLC1	0.79	25.62 %
SGG1	0.74	45.17 %
CMI1	0.70	46.51 %
PDR1	0.64	39.01 %
EDP1	0.62	38.96 %
OML1	0.55	28.40 %
DPR2	0.53	26.45 %
HRR1	0.51	25.20 %
PMP1	0.29	22.35 %
TCG1	0.27	23.87 %
WZWH		0.00 %
Total	55.62	53.90 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mixie	24.49	64.76 %
Gas-Stov	12.93	33.47 %
Grinder	8.84	31.07 %
Chimney	3.53	94.24 %
In-Stove	2.61	62.27 %
Iron	0.88	27.91 %
Cook-Ele	0.61	85.69 %
Small-Ap	0.07	2.02 %
Total	53.95	44.97 %

Branch *	MTD Sales L	Brand Share %
CH16	4.70	44.14 %
CH42	2.17	40.25 %
CH28	1.70	38.37 %
CH07	1.50	26.02 %
TKM1	1.14	46.36 %
CH38	0.88	25.72 %
CH35	0.85	41.22 %
MRM1	0.80	26.83 %
CGL1	0.79	42.01 %
KNR1	0.72	44.90 %
CH39	0.68	17.13 %
CH29	0.63	37.09 %
GUD2	0.46	17.58 %
CH26	0.17	19.97 %
CZWH		0.00 %
Total	53.95	44.97 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	20.74	59.18 %
Gas-Stov	9.76	40.31 %
Grinder	8.79	36.79 %
In-Stove	3.48	57.97 %
Chimney	1.94	85.92 %
Iron	1.08	33.98 %
Cook-Ele	0.74	84.19 %
Small-Ap	0.04	1.35 %
Total	46.57	47.20 %

Branch *	MTD Sales L	Brand Share %
TNJ2	3.17	43.42 %
KIK1	2.42	44.55 %
KUM1	2.19	34.44 %
TVR2	1.99	35.00 %
TNJ1	1.59	30.99 %
JKM1	1.33	45.98 %
MVM1	1.30	17.64 %
NGT1	1.17	39.34 %
ORU1	0.99	45.83 %
PDK1	0.81	43.06 %
MSI1	0.71	41.72 %
AYR1	0.61	46.25 %
KRN1	0.48	33.35 %
APM1	0.40	20.37 %
NCK1	0.38	22.09 %
TZSD		0.00 %
Total	46.57	47.20 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	18.49	53.21 %
Gas-Stov	9.07	37.12 %
Grinder	6.12	29.87 %
Chimney	4.51	82.61 %
In-Stove	3.09	48.51 %
Iron	0.37	10.71 %
Cook-Ele	0.32	84.11 %
Small-Ap	0.04	1.73 %
Total	42.01	42.90 %

Branch *	MTD Sales L	Brand Share %
CBE2	5.16	40.81 %
CBE4	2.58	40.08 %
UAM1	1.76	36.62 %
PLI1	1.64	24.36 %
CBE6	1.53	40.43 %
KMD1	1.28	40.79 %
TPR2	1.14	25.85 %
TPR3	1.07	32.33 %
DPM2	0.86	24.43 %
AVI1	0.79	24.30 %
TPR4	0.73	41.34 %
KGM1	0.72	44.07 %
CBE3	0.69	39.65 %
KGI1	0.64	33.66 %
PPI1	0.52	25.75 %
ANR1	0.49	34.03 %
SYM2	0.41	29.18 %
GBM1	0.40	46.24 %
Total	42.01	42.90 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	13.82	49.43 %
Gas-Stov	5.78	27.85 %
Grinder	3.72	23.91 %
Chimney	2.54	69.86 %
In-Stove	1.60	45.58 %
Iron	0.68	21.29 %
Cook-Ele	0.47	85.19 %
Small-Ap	0.05	1.58 %
Total	28.65	36.74 %

Branch *	MTD Sales L	Brand Share %
CH15	3.43	36.78 %
CH18	2.62	40.68 %
CH03	1.97	29.82 %
MJR1	1.37	37.36 %
PON1	0.94	41.65 %
CH21	0.87	22.35 %
CH33	0.72	21.20 %
CH09	0.64	34.68 %
UKI1	0.60	44.58 %
CH17	0.52	39.89 %
CH44	0.49	22.25 %
CH41	0.48	17.78 %
CH46	0.43	23.89 %
CH20	0.37	12.65 %
CH34	0.27	6.26 %
CH32	0.23	45.70 %
CH24	0.19	8.91 %
CH01	0.08	33.12 %
MC05		0.00 %
Total	28.65	36.74 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	12.38	66.13 %
Gas-Stov	4.73	32.92 %
Chimney	3.12	99.86 %
Grinder	2.84	44.09 %
In-Stove	1.50	56.13 %
Iron	0.47	18.70 %
Cook-Ele	0.16	80.41 %
Small-Ap	0.04	2.44 %
Total	25.25	50.66 %

Branch *	MTD Sales L	Brand Share %
TRR1	2.68	42.53 %
VSI1	1.16	46.63 %
KPM2	1.14	27.47 %
KPM1	0.81	44.96 %
VNB1	0.49	44.21 %
SLG1	0.42	44.72 %
CGM1	0.38	45.97 %
UGI1	0.32	40.49 %
PTU1	0.31	42.77 %
CYR1	0.26	32.12 %
Total	25.25	50.66 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	11.31	59.03 %
Gas-Stov	4.89	35.74 %
Grinder	4.38	35.02 %
In-Stove	1.67	60.63 %
Chimney	0.88	73.76 %
Iron	0.49	25.38 %
Cook-Ele	0.14	77.53 %
Total	23.77	44.47 %

Branch *	MTD Sales L	Brand Share %
POY1	2.26	31.45 %
CUD1	1.96	26.33 %
ULP1	0.82	30.19 %
VPM1	0.55	45.80 %
TVM2	0.30	34.28 %
CDM1	0.27	7.19 %
STP1	0.22	18.97 %
MKM1	0.19	17.19 %
Total	23.77	44.47 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Mixie	1.80	68.33 %
Gas-Stov	0.58	28.21 %
Grinder	0.44	26.81 %
Chimney	0.35	100.00 %
In-Stove	0.24	55.43 %
Iron	0.08	25.45 %
Cook-Ele	0.02	24.88 %
Total	3.52	45.05 %

Branch *	MTD Sales L	Brand Share %
PAS1	0.68	31.51 %
Total	3.52	45.05 %