

MTD Sales
565.20 L

Brand Share %
47.92 %

Information:

MTD : 01-08-2025 To 28-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **47.92 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	258.82	63.82 %
Gas-Stov	117.60	37.92 %
Grinder	95.48	37.13 %
Chimney	48.88	89.47 %
In-Stove	30.92	52.47 %
Iron	9.35	23.14 %
Cook-Ele	3.70	81.05 %
Small-Ap	0.44	0.92 %
Total	565.20	47.92 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	104.84	49.35 %
SOUTH-03	76.03	46.80 %
WEST-02	73.18	57.78 %
TRICHY-01	69.74	48.41 %
CHENNAI-01	68.79	48.03 %
WEST-01	59.36	45.25 %
SOUTH ARCOT	38.89	44.84 %
CHENNAI-02	37.19	39.37 %
NORTH ARCOT	32.53	49.58 %
KL-SOUTH	4.66	37.04 %
Total	565.20	47.92 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	43.97	66.64 %
Gas-Stov	22.82	39.89 %
Grinder	21.22	40.60 %
Chimney	7.91	89.96 %
In-Stove	6.16	61.27 %
Iron	2.14	27.79 %
Cook-Ele	0.55	73.61 %
Small-Ap	0.07	0.68 %
Total	104.84	49.35 %

Branch *	MTD Sales L	Brand Share %
TVL1	6.45	45.33 %
NGR1	6.08	42.68 %
VNR2	4.49	37.46 %
RND1	3.89	44.14 %
MAR1	3.01	44.32 %
SVK1	2.81	45.69 %
TKS1	2.64	26.87 %
TCN1	2.43	38.36 %
TYI1	2.31	47.74 %
APK1	2.30	46.73 %
ERL2	1.67	42.03 %
ASM1	1.30	42.09 %
STU2	1.00	44.80 %
KSM1	0.70	31.25 %
SDI1	0.65	32.34 %
COL1	0.55	25.62 %
ARM1	0.44	20.72 %
APK2	0.43	36.29 %
ERL1	0.19	35.33 %
S2SD		0.00 %
Total	104.84	49.35 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	33.91	64.60 %
Grinder	15.57	38.27 %
Gas-Stov	14.84	34.97 %
Chimney	5.34	94.59 %
In-Stove	4.53	55.50 %
Iron	1.37	23.40 %
Cook-Ele	0.41	77.79 %
Small-Ap	0.07	0.97 %
Total	76.03	46.80 %

Branch *	MTD Sales L	Brand Share %
MDU1	6.86	36.96 %
DGL1	6.20	41.39 %
MDU2	4.60	47.54 %
MDU6	3.12	38.23 %
CBM1	2.93	44.22 %
KKD2	1.37	28.02 %
DGL2	1.32	30.76 %
DKI1	1.25	44.73 %
TDI1	1.16	35.43 %
BNR1	1.16	39.58 %
MNM1	1.04	47.38 %
KPT1	0.98	43.56 %
NKI1	0.94	41.53 %
BTU1	0.90	38.13 %
PNI1	0.86	32.36 %
PNV1	0.84	45.68 %
PKM1	0.72	40.59 %
TEN1	0.55	24.02 %
ADP1	0.43	16.95 %
CMR1	0.32	33.22 %
ODM1	0.31	11.27 %
SZSD		0.00 %
Total	76.03	46.80 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	34.59	71.11 %
Gas-Stov	15.89	47.85 %
Chimney	9.28	97.38 %
Grinder	8.60	45.15 %
In-Stove	3.45	48.22 %
Iron	0.91	20.50 %
Cook-Ele	0.43	91.44 %
Small-Ap	0.03	0.64 %
Total	73.18	57.78 %

Branch *	MTD Sales L	Brand Share %
SLM1	4.16	42.66 %
TRM1	1.91	44.75 %
PLC1	1.90	47.64 %
ATU1	1.82	41.64 %
MCR1	1.44	41.91 %
KVP1	1.36	42.19 %
RSP1	1.21	40.53 %
OML1	1.05	40.68 %
DPR2	0.99	38.08 %
PDR1	0.77	45.80 %
HRR1	0.74	21.96 %
EDP1	0.59	24.96 %
TCG1	0.55	38.79 %
WZWH		0.00 %
Total	73.18	57.78 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	30.70	62.45 %
Grinder	14.98	40.98 %
Gas-Stov	12.55	37.25 %
Chimney	4.89	96.09 %
In-Stove	4.64	53.50 %
Iron	1.14	26.30 %
Cook-Ele	0.80	87.23 %
Small-Ap	0.04	0.76 %
Total	69.74	48.41 %

Branch *	MTD Sales L	Brand Share %
TNJ2	4.41	43.71 %
KUM1	4.20	38.16 %
MVM1	4.06	35.06 %
TNJ1	2.88	32.24 %
TVR2	2.67	35.86 %
TTP1	0.97	40.85 %
PBR1	0.89	47.29 %
AYR1	0.87	47.55 %
MSI1	0.82	43.90 %
KRN1	0.82	43.82 %
NCK1	0.81	25.85 %
APM1	0.17	5.98 %
TZSD		0.00 %
Total	69.74	48.41 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mixie	32.23	66.90 %
Gas-Stov	16.97	43.84 %
Grinder	10.72	32.13 %
Chimney	4.61	80.99 %
In-Stove	2.81	48.46 %
Iron	0.93	23.26 %
Cook-Ele	0.46	78.98 %
Small-Ap	0.07	0.95 %
Total	68.79	48.03 %

Branch *	MTD Sales L	Brand Share %
CH05	3.96	47.91 %
CH42	3.88	38.04 %
CH28	2.99	43.84 %
CH07	2.75	31.58 %
CH39	1.55	37.57 %
CH35	1.45	44.19 %
CH38	1.39	30.66 %
TKM1	1.28	41.30 %
MRM1	1.05	24.85 %
CH26	0.90	34.22 %
GUD2	0.83	22.70 %
CH29	0.61	37.70 %
WHC3	0.54	43.74 %
KNR1	0.46	25.16 %
CZWH	0.14	4.98 %
MC10		0.00 %
Total	68.79	48.03 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	24.69	56.44 %
Gas-Stov	12.19	33.72 %
Chimney	10.44	87.16 %
Grinder	7.88	32.14 %
In-Stove	3.30	50.27 %
Iron	0.58	14.57 %
Cook-Ele	0.16	88.96 %
Small-Ap	0.11	2.70 %
Total	59.36	45.25 %

Branch *	MTD Sales L	Brand Share %
CBE2	7.94	41.94 %
KMR1	3.81	36.16 %
MPM1	2.97	46.88 %
TPR3	1.93	46.34 %
PLI1	1.83	23.08 %
TPR2	1.71	26.27 %
CBE6	1.54	31.79 %
SYM2	1.48	40.22 %
AVI1	1.31	33.89 %
PPI1	1.01	43.95 %
KGI1	0.99	40.15 %
PDM1	0.88	38.40 %
UMP1	0.85	35.65 %
TPR4	0.83	32.59 %
DPM2	0.75	19.75 %
ANR1	0.48	36.27 %
WZSD		0.00 %
Total	59.36	45.25 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	19.05	59.35 %
Grinder	7.26	34.52 %
Gas-Stov	6.89	36.52 %
Chimney	2.41	82.67 %
In-Stove	2.13	46.55 %
Iron	0.86	26.77 %
Cook-Ele	0.29	70.38 %
Total	38.89	44.84 %

Branch *	MTD Sales L	Brand Share %
POY2	4.60	46.02 %
CUD1	4.29	35.05 %
POY1	3.49	29.35 %
ULP1	1.33	33.96 %
VPM2	1.33	28.94 %
TRK1	1.24	43.68 %
CDM1	0.89	14.62 %
TVM1	0.41	38.40 %
MKM1	0.25	15.77 %
Total	38.89	44.84 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	20.56	57.61 %
Gas-Stov	7.23	28.04 %
Grinder	4.77	24.98 %
In-Stove	1.88	43.46 %
Chimney	1.67	74.31 %
Iron	0.70	23.02 %
Cook-Ele	0.36	94.64 %
Small-Ap	0.02	0.57 %
Total	37.19	39.37 %

Branch *	MTD Sales L	Brand Share %
CH15	5.45	41.78 %
CH18	3.15	40.86 %
CH03	2.87	33.87 %
CH21	1.78	37.10 %
CH33	1.15	31.51 %
MJR1	1.10	23.11 %
CH20	0.91	25.93 %
PON1	0.87	40.28 %
CH34	0.80	17.08 %
CH17	0.77	45.73 %
CH44	0.74	28.79 %
GPD1	0.71	39.56 %
CH46	0.71	30.77 %
CH41	0.66	27.07 %
CH09	0.62	28.04 %
CH24	0.59	14.35 %
CH31	0.46	36.56 %
CH01		0.00 %
Total	37.19	39.37 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	16.79	68.58 %
Gas-Stov	7.12	34.86 %
Grinder	3.81	44.00 %
Chimney	2.33	84.85 %
In-Stove	1.61	54.77 %
Iron	0.60	18.24 %
Cook-Ele	0.23	74.64 %
Small-Ap	0.04	1.59 %
Total	32.53	49.58 %

Branch *	MTD Sales L	Brand Share %
TRR1	2.16	36.45 %
KPM1	1.35	38.31 %
WJD1	1.21	45.52 %
VSI1	1.14	42.67 %
VNB1	0.99	43.93 %
TRT1	0.70	46.18 %
CPT1	0.69	41.40 %
ABR1	0.67	35.51 %
CYR1	0.51	29.46 %
SLG1	0.45	27.95 %
WJP1	0.36	28.01 %
UGI1	0.22	21.11 %
PTU1	0.14	22.62 %
Total	32.53	49.58 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Mixie	2.35	45.95 %
Gas-Stov	1.11	30.46 %
Grinder	0.68	34.70 %
In-Stove	0.40	60.71 %
Iron	0.11	21.87 %
Total	4.66	37.04 %

Branch *	MTD Sales L	Brand Share %
TVP1	2.82	41.59 %
KLR1	1.08	38.81 %
PAS1	0.76	25.18 %
Total	4.66	37.04 %