

MTD Sales
424.48 L

Brand Share %
45.90 %

Information:

MTD : 01-09-2025 To 28-09-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **45.90 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	191.83	60.08 %
Gas-Stov	93.62	38.38 %
Grinder	64.40	34.40 %
Chimney	36.42	93.07 %
In-Stove	26.68	51.13 %
Iron	8.09	26.39 %
Cook-Ele	3.10	79.87 %
Small-Ap	0.34	0.70 %
Total	424.48	45.90 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	88.47	50.55 %
SOUTH-03	58.45	47.61 %
CHENNAI-01	52.11	36.09 %
WEST-02	51.44	56.19 %
WEST-01	44.40	43.06 %
TRICHY-01	43.89	48.66 %
CHENNAI-02	28.36	39.03 %
NORTH ARCOT	25.48	50.18 %
SOUTH ARCOT	24.80	43.95 %
KL-SOUTH	7.09	39.64 %
Total	424.48	45.90 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	40.58	66.55 %
Gas-Stov	17.02	37.39 %
Grinder	16.76	42.59 %
Chimney	6.34	95.30 %
In-Stove	5.11	61.78 %
Iron	1.99	32.46 %
Cook-Ele	0.64	74.04 %
Small-Ap	0.04	0.59 %
Total	88.47	50.55 %

Branch *	MTD Sales L	Brand Share %
NGR1	4.06	41.86 %
TKS2	2.94	41.68 %
RND1	2.67	42.42 %
VNR2	2.33	27.79 %
TYI1	2.08	44.75 %
TCN1	2.01	37.33 %
TKS1	1.55	23.79 %
APK1	1.35	45.87 %
ERL2	1.18	33.91 %
ASM1	0.95	43.48 %
COL1	0.70	44.83 %
APK2	0.52	22.16 %
ARM1	0.33	24.65 %
Total	88.47	50.55 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	26.00	65.77 %
Gas-Stov	12.82	39.02 %
Grinder	10.09	34.02 %
Chimney	4.31	97.98 %
In-Stove	3.52	55.26 %
Iron	1.31	32.01 %
Cook-Ele	0.40	91.01 %
Total	58.45	47.61 %

Branch *	MTD Sales L	Brand Share %
MDU1	4.95	34.85 %
DGL1	4.68	41.93 %
DGL2	1.75	40.83 %
KYK1	1.55	45.60 %
KKD2	1.34	33.30 %
KKD3	1.26	38.82 %
KPT1	0.99	38.35 %
NKI1	0.96	43.51 %
TDI1	0.89	44.96 %
MDU3	0.69	32.96 %
ODM1	0.60	26.76 %
PKM1	0.54	39.29 %
PN11	0.53	33.67 %
TEN1	0.45	20.67 %
PNV1	0.44	32.17 %
BTU1	0.43	37.42 %
ADP1	0.22	13.86 %
SZSD	0.05	7.65 %
Total	58.45	47.61 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mixie	24.70	47.23 %
Gas-Stov	12.23	38.22 %
Grinder	8.48	28.44 %
Chimney	3.06	85.91 %
In-Stove	2.46	35.75 %
Iron	0.72	23.82 %
Cook-Ele	0.39	58.55 %
Small-Ap	0.07	0.41 %
Total	52.11	36.09 %

Branch *	MTD Sales L	Brand Share %
CH42	3.15	40.33 %
CH28	2.26	41.14 %
CH07	1.49	20.80 %
CH38	1.08	38.82 %
CH39	1.07	22.93 %
CH35	1.05	33.88 %
MRM1	0.95	22.82 %
AVD1	0.95	41.29 %
TKM1	0.64	32.26 %
CH29	0.55	38.11 %
KNR1	0.38	27.65 %
GUD2	0.33	10.95 %
CZWH	0.19	0.61 %
WHC3		0.00 %
Total	52.11	36.09 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	20.77	65.74 %
Gas-Stov	12.34	48.91 %
Chimney	8.61	96.54 %
Grinder	4.75	39.39 %
In-Stove	3.79	57.08 %
Iron	0.99	29.40 %
Cook-Ele	0.18	90.06 %
Small-Ap	0.01	0.34 %
Total	51.44	56.19 %

Branch *	MTD Sales L	Brand Share %
SLM1	2.53	43.93 %
VKL1	0.95	45.65 %
DPR2	0.63	36.50 %
MCR1	0.59	24.40 %
CMI1	0.58	45.26 %
RSP1	0.56	31.52 %
HRR1	0.48	28.06 %
PLC1	0.47	26.72 %
PMP1	0.43	30.11 %
PDR1	0.29	36.67 %
EDP1	0.16	17.84 %
WZWH	0.01	6.61 %
Total	51.44	56.19 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	20.38	58.46 %
Gas-Stov	10.17	34.64 %
Grinder	5.39	29.03 %
Chimney	4.07	79.36 %
In-Stove	3.59	50.99 %
Iron	0.55	14.73 %
Cook-Ele	0.24	70.37 %
Small-Ap	0.02	0.41 %
Total	44.40	43.06 %

Branch *	MTD Sales L	Brand Share %
CBE2	3.46	28.31 %
KMR1	3.09	37.41 %
CBE6	1.52	29.58 %
TPR3	1.12	33.71 %
KMD1	1.04	27.72 %
CBE5	0.90	24.44 %
PLI1	0.79	19.55 %
PPI1	0.71	41.93 %
DPM2	0.66	20.65 %
AVI1	0.45	17.17 %
PDM1	0.39	29.08 %
ANR1	0.37	39.14 %
GBM1	0.36	35.62 %
TPR4	0.35	28.24 %
KGI1	0.28	43.57 %
WZSD	0.10	25.97 %
Total	44.40	43.06 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	17.91	60.08 %
Gas-Stov	10.49	44.59 %
Grinder	8.50	40.25 %
In-Stove	3.14	54.11 %
Chimney	2.63	89.21 %
Iron	0.72	27.43 %
Cook-Ele	0.47	96.06 %
Small-Ap	0.02	0.57 %
Total	43.89	48.66 %

Branch *	MTD Sales L	Brand Share %
MVM1	2.68	37.73 %
KUM1	2.54	37.80 %
TNJ1	2.39	40.21 %
KIK1	2.26	45.15 %
TNJ2	2.07	43.16 %
TVR2	1.89	40.51 %
TYR1	1.61	41.71 %
PDK1	0.88	43.79 %
ORU1	0.80	41.61 %
MSI1	0.61	40.69 %
AYR1	0.58	43.07 %
NCK1	0.55	24.52 %
APM1	0.24	18.26 %
KRN1	0.18	16.93 %
TZSD		0.00 %
Total	43.89	48.66 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	13.87	52.88 %
Gas-Stov	6.04	29.12 %
Grinder	3.25	24.96 %
Chimney	2.50	100.00 %
In-Stove	1.78	44.73 %
Iron	0.59	22.69 %
Cook-Ele	0.28	100.00 %
Small-Ap	0.04	1.33 %
Total	28.36	39.03 %

Branch *	MTD Sales L	Brand Share %
CH15	3.76	38.32 %
CH18	2.18	39.23 %
CH21	1.17	28.32 %
CH34	1.02	21.56 %
CH24	1.00	22.64 %
CH20	0.80	30.43 %
CH36	0.79	44.98 %
GPD1	0.66	39.44 %
PON1	0.62	33.11 %
CH44	0.59	25.56 %
CH09	0.59	27.36 %
CH41	0.59	24.94 %
CH27	0.51	37.57 %
CH33	0.45	19.64 %
MJR1	0.41	15.27 %
CH17	0.39	37.13 %
CH46	0.31	29.33 %
Total	28.36	39.03 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	12.95	67.88 %
Gas-Stov	5.37	35.83 %
Chimney	2.51	100.00 %
Grinder	2.31	35.29 %
In-Stove	1.55	53.35 %
Iron	0.52	22.63 %
Cook-Ele	0.22	85.17 %
Small-Ap	0.04	1.97 %
Total	25.48	50.18 %

Branch *	MTD Sales L	Brand Share %
KPM2	1.80	37.93 %
TRR1	1.37	41.18 %
CGM1	0.93	39.13 %
PLR1	0.59	42.50 %
ABR1	0.58	40.33 %
CPT1	0.50	45.76 %
ARC2	0.41	35.63 %
KPM1	0.38	22.49 %
GDM1	0.31	37.31 %
UGI1	0.05	6.94 %
Total	25.48	50.18 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	10.87	58.55 %
Gas-Stov	6.00	40.74 %
Grinder	3.52	26.38 %
Chimney	2.23	94.69 %
In-Stove	1.35	44.11 %
Iron	0.57	26.81 %
Cook-Ele	0.27	87.14 %
Total	24.80	43.95 %

Branch *	MTD Sales L	Brand Share %
CUD1	2.42	30.49 %
POY1	2.35	34.16 %
ULP1	0.78	22.75 %
VPM2	0.70	24.74 %
KML1	0.64	45.62 %
TVM1	0.43	41.71 %
CDM1	0.30	9.27 %
MKM1	0.22	19.37 %
Total	24.80	43.95 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Mixie	3.81	59.83 %
Grinder	1.36	35.91 %
Gas-Stov	1.14	22.99 %
In-Stove	0.39	31.80 %
Chimney	0.17	100.00 %
Iron	0.13	19.93 %
Small-Ap	0.09	13.24 %
Total	7.09	39.64 %

Branch *	MTD Sales L	Brand Share %
PAS1	1.22	32.23 %
KLR1	1.06	29.08 %
Total	7.09	39.64 %