

MTD Sales
497.50 L

Brand Share %
40.39 %

Information:

MTD : 01-09-2026 To 28-09-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **40.39 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	231.65	55.29 %
Gas-Stov	94.74	28.57 %
Grinder	69.65	31.14 %
Chimney	49.10	51.87 %
In-Stove	41.63	53.01 %
Iron	10.29	29.19 %
Small-Ap	0.44	0.89 %
Total	497.50	40.39 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	94.27	40.43 %
SOUTH-03	69.85	43.62 %
TRICHY-01	66.29	44.61 %
CHENNAI-01	64.61	38.21 %
WEST-02	47.34	49.63 %
CHENNAI-02	37.40	35.61 %
WEST-01	35.94	36.81 %
NORTH ARCOT	28.83	35.79 %
SOUTH ARCOT	27.79	32.36 %
WEST-03	25.17	44.64 %
Total	497.50	40.39 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	48.69	57.95 %
Gas-Stov	16.10	26.40 %
Grinder	12.80	27.20 %
In-Stove	7.91	61.05 %
Chimney	6.48	48.96 %
Iron	2.14	27.97 %
Small-Ap	0.14	1.88 %
Total	94.27	40.43 %

Branch *	MTD Sales L	Brand Share %
KVT1	5.51	29.71 %
TVL1	4.40	30.40 %
NGR1	3.66	30.41 %
VNR2	3.44	36.98 %
TKS2	3.42	33.72 %
RND2	3.06	28.76 %
RND1	2.72	34.65 %
TKS1	2.60	30.52 %
APK2	1.10	18.37 %
SDI1	1.09	31.12 %
ARM1	0.78	39.17 %
APK1	0.71	22.98 %
VNR1	0.62	24.07 %
KSM1	0.61	23.18 %
UDN1	0.59	32.85 %
SGT1	0.35	33.13 %
TYI1	0.24	6.22 %
S2SD		0.00 %
Total	94.27	40.43 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	28.40	57.47 %
Grinder	13.96	37.92 %
Gas-Stov	13.21	31.28 %
Chimney	7.38	58.98 %
In-Stove	5.35	56.76 %
Iron	1.53	31.49 %
Small-Ap	0.02	0.45 %
Total	69.85	43.62 %

Branch *	MTD Sales L	Brand Share %
MDU1	5.53	34.27 %
DGL1	5.31	37.42 %
KKD3	3.29	35.10 %
DKI1	1.33	30.94 %
NKI1	1.20	36.29 %
PNI1	1.11	36.62 %
TDI1	0.88	35.49 %
KPT1	0.85	33.64 %
BNR1	0.82	35.96 %
SVG1	0.74	39.29 %
PKM1	0.72	28.91 %
PNV2	0.72	38.62 %
MDU7	0.59	12.95 %
CMR1	0.50	30.11 %
TEN1	0.48	18.33 %
ODM1	0.45	21.26 %
MDU3	0.45	16.45 %
DGL2	0.35	12.28 %
ADP1	0.06	2.46 %
Total	69.85	43.62 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	26.22	54.89 %
Gas-Stov	13.91	34.82 %
Grinder	9.78	32.19 %
In-Stove	8.00	64.65 %
Chimney	7.09	67.20 %
Iron	1.19	32.76 %
Small-Ap	0.11	2.88 %
Total	66.29	44.61 %

Branch *	MTD Sales L	Brand Share %
MVM1	5.30	37.97 %
KUM1	3.26	37.72 %
KIK1	2.91	36.05 %
JKM1	1.60	32.13 %
TRY4	1.27	29.47 %
ORU1	0.85	34.06 %
KUM2	0.82	24.63 %
PDK1	0.81	39.78 %
PBR1	0.79	35.94 %
MSI1	0.75	37.49 %
APM1	0.64	30.23 %
AYR1	0.64	26.06 %
KRN1	0.45	24.41 %
NCK1	0.38	16.22 %
Total	66.29	44.61 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mixie	32.69	58.07 %
Gas-Stov	13.31	28.88 %
Grinder	9.78	29.07 %
In-Stove	4.19	40.20 %
Chimney	3.58	40.80 %
Iron	1.05	28.95 %
Total	64.61	38.21 %

Branch *	MTD Sales L	Brand Share %
CH47	4.39	34.95 %
CH49	3.46	24.73 %
CH07	3.17	34.91 %
CH22	2.67	37.20 %
CH42	2.51	36.81 %
CH28	2.28	26.74 %
CH30	1.60	28.16 %
CH08	1.09	36.24 %
GUD2	1.05	27.13 %
MRM1	1.01	22.07 %
CH39	0.92	17.91 %
SKL1	0.91	32.05 %
CH38	0.87	19.76 %
CGL1	0.77	24.75 %
KNR1	0.75	38.37 %
CH40	0.12	38.97 %
CZWH	0.07	25.24 %
MC09		0.00 %
Total	64.61	38.21 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	19.80	58.13 %
Gas-Stov	11.69	40.81 %
Chimney	6.80	58.03 %
Grinder	3.95	44.08 %
In-Stove	3.81	59.55 %
Iron	1.21	39.46 %
Small-Ap	0.07	2.73 %
Total	47.34	49.63 %

Branch *	MTD Sales L	Brand Share %
SLM1	2.66	34.63 %
ATU1	1.59	39.92 %
SLM3	1.46	28.49 %
MCR1	1.27	30.35 %
PLC1	1.16	26.70 %
HRR1	0.89	34.14 %
KVP1	0.64	21.48 %
EDP1	0.48	31.32 %
DPR2	0.42	15.08 %
SGI1	0.27	13.56 %
WZWH		0.00 %
Total	47.34	49.63 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	20.82	54.68 %
Gas-Stov	5.93	21.66 %
Grinder	4.47	26.84 %
In-Stove	2.82	43.02 %
Chimney	2.52	36.70 %
Iron	0.78	26.79 %
Small-Ap	0.07	1.07 %
Total	37.40	35.61 %

Branch *	MTD Sales L	Brand Share %
CH15	3.86	36.97 %
CH03	2.62	33.64 %
CH50	2.54	39.34 %
CH18	2.51	28.98 %
PON1	1.06	31.08 %
CH12	0.78	17.24 %
CH24	0.73	16.48 %
CH33	0.71	17.70 %
CH27	0.69	31.26 %
CH44	0.63	27.07 %
GPD1	0.51	31.35 %
UKI1	0.50	33.55 %
CH46	0.45	30.40 %
CH21	0.45	10.60 %
CH41	0.34	12.90 %
CH23	0.28	24.14 %
MJR1	0.19	6.12 %
CH32	0.19	32.54 %
CH01	0.14	39.33 %
CH51	0.04	21.40 %
WHC3		0.00 %
Total	37.40	35.61 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	17.43	54.29 %
Gas-Stov	5.73	22.26 %
Chimney	4.92	43.54 %
Grinder	4.51	28.76 %
In-Stove	2.75	43.66 %
Iron	0.57	22.72 %
Small-Ap	0.02	0.62 %
Total	35.94	36.81 %

Branch *	MTD Sales L	Brand Share %
KMR1	3.38	33.49 %
CBE2	2.97	19.72 %
CBE4	2.83	34.39 %
PLI1	1.93	31.00 %
SNR1	1.76	32.54 %
UMP1	1.27	36.55 %
CBE5	1.02	33.22 %
CBE6	0.99	13.27 %
DPM2	0.77	25.63 %
PPI1	0.65	31.26 %
KGI1	0.57	34.08 %
KMD1	0.52	24.28 %
PDM1	0.42	23.83 %
CNR1	0.41	20.95 %
WZSD		0.00 %
Total	35.94	36.81 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	12.83	47.23 %
Gas-Stov	5.51	23.15 %
Chimney	5.00	51.65 %
In-Stove	2.41	51.50 %
Grinder	2.25	28.24 %
Iron	0.83	33.74 %
Total	28.83	35.79 %

Branch *	MTD Sales L	Brand Share %
TRR1	2.78	40.36 %
KPM2	2.72	38.31 %
VEL3	1.66	30.74 %
VEL2	1.19	19.89 %
ABR1	1.08	31.90 %
PLR1	0.98	34.08 %
VNB1	0.97	25.97 %
VEL1	0.92	34.95 %
SBR1	0.78	25.38 %
CPT1	0.64	22.96 %
ANI1	0.63	31.47 %
AKM1	0.61	20.21 %
WJP1	0.55	35.74 %
VSI1	0.50	28.97 %
ARC2	0.47	28.36 %
CYR1	0.45	38.50 %
CGM1	0.42	26.21 %
TRT1	0.39	22.82 %
KPM1	0.36	27.68 %
SLG1	0.21	18.02 %
UGI1	0.12	13.54 %
Total	28.83	35.79 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	13.31	45.50 %
Grinder	5.18	28.52 %
Gas-Stov	4.62	21.26 %
In-Stove	2.32	39.30 %
Chimney	1.62	36.91 %
Iron	0.73	24.01 %
Total	27.79	32.36 %

Branch *	MTD Sales L	Brand Share %
CUD1	2.58	23.19 %
POY1	2.39	24.93 %
KLM1	1.15	22.25 %
VPM2	1.07	29.06 %
SJI2	0.96	27.50 %
TDM1	0.96	29.09 %
PRT1	0.84	27.49 %
KML1	0.77	21.35 %
ULP1	0.72	21.86 %
CDM1	0.54	8.96 %
STP1	0.48	34.05 %
TVM1	0.45	39.41 %
VPM1	0.30	22.13 %
MKM1	0.19	12.86 %
Total	27.79	32.36 %

WEST-03

Property	MTD Sales L	Brand Share %
Mixie	11.45	55.07 %
Gas-Stov	4.72	31.34 %
Chimney	3.70	65.76 %
Grinder	2.97	35.64 %
In-Stove	2.07	58.91 %
Iron	0.26	17.42 %
Total	25.17	44.64 %

Branch *	MTD Sales L	Brand Share %
ERD2	3.59	39.11 %
TPR2	1.55	24.78 %
AVI1	1.29	33.02 %
CMI1	0.84	35.55 %
KGM1	0.82	30.77 %
SYM2	0.52	25.97 %
GBM1	0.41	39.52 %
TPR3	0.32	20.54 %
SGG1	0.28	28.63 %
PDR1	0.24	21.45 %
W3SD		0.00 %
Total	25.17	44.64 %