

MTD Sales
747.81 L

Brand Share %
41.02 %

Information:

MTD : 01-10-2025 To 28-10-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **41.02 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	338.04	55.01 %
Gas-Stov	158.97	33.80 %
Grinder	137.02	35.59 %
Chimney	53.65	67.91 %
In-Stove	45.13	52.94 %
Iron	10.39	23.12 %
Cook-Ele	4.62	79.68 %
Small-Ap	0.26	0.49 %
Acces-SA	-0.04	100.00 %
Cook-Pre	-0.22	-0.26 %
Total	747.81	41.02 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	137.58	45.89 %
SOUTH-03	125.50	42.26 %
WEST-02	102.12	47.42 %
TRICHY-01	89.06	44.51 %
WEST-01	81.65	38.82 %
CHENNAI-01	77.83	32.14 %
CHENNAI-02	48.62	35.66 %
NORTH ARCOT	41.04	41.14 %
SOUTH ARCOT	40.79	37.22 %
KL-SOUTH	3.62	28.76 %
Total	747.81	41.02 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	62.18	62.10 %
Grinder	30.80	41.88 %
Gas-Stov	27.65	38.30 %
In-Stove	9.09	60.19 %
Chimney	4.99	71.56 %
Iron	2.04	25.64 %
Cook-Ele	0.86	75.78 %
Acces-SA	-0.01	100.00 %
Small-Ap	-0.02	-0.26 %
Total	137.58	45.89 %

Branch *	MTD Sales L	Brand Share %
NGR1	7.48	39.48 %
VNR2	4.64	28.02 %
MAR1	3.54	35.11 %
TKS1	3.30	24.61 %
TYI1	2.13	34.62 %
APK2	1.97	33.62 %
ERL2	1.76	34.42 %
ARM1	1.35	32.49 %
STU2	1.24	38.55 %
ASM1	1.09	34.36 %
UDN1	1.07	37.34 %
COL1	0.80	31.40 %
KSM1	0.70	27.47 %
S2SD	-0.29	-612.14 %
Total	137.58	45.89 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	55.68	57.39 %
Grinder	26.33	35.32 %
Gas-Stov	24.48	35.97 %
Chimney	9.64	75.45 %
In-Stove	6.60	52.36 %
Iron	1.97	25.75 %
Cook-Ele	0.76	81.31 %
Small-Ap	0.03	0.36 %
Total	125.50	42.26 %

Branch *	MTD Sales L	Brand Share %
MDU1	10.99	29.83 %
DGL1	10.70	35.62 %
MDU6	4.96	37.38 %
MDU4	1.98	36.46 %
MDU3	1.73	26.80 %
NKI1	1.65	30.69 %
BNR1	1.63	27.68 %
PNI1	1.60	35.91 %
BTU1	1.58	40.42 %
DGL2	1.43	20.03 %
KPT1	1.39	30.09 %
SGP1	1.38	38.53 %
PKM1	1.31	37.52 %
TEN1	1.07	19.79 %
CMR1	0.91	32.04 %
ADP1	0.62	13.39 %
ODM1	0.55	8.39 %
KKD2	0.26	12.96 %
Total	125.50	42.26 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	46.28	60.55 %
Gas-Stov	22.58	41.15 %
Grinder	13.84	40.35 %
Chimney	12.01	69.78 %
In-Stove	5.96	53.85 %
Iron	1.31	23.60 %
Cook-Ele	0.21	100.00 %
Small-Ap	-0.01	-0.27 %
Acces-SA	-0.02	100.00 %
Cook-Pre	-0.03	-0.28 %
Total	102.12	47.42 %

Branch *	MTD Sales L	Brand Share %
SLM1	6.14	34.54 %
RSP1	2.67	40.73 %
TRM1	2.36	32.88 %
MCR1	1.86	26.86 %
VKL1	1.79	37.66 %
PLC1	1.67	26.05 %
KVP1	1.63	29.07 %
KMM1	1.63	40.65 %
SGG1	1.44	30.55 %
OML1	1.32	25.64 %
HRR1	1.29	25.53 %
DPR2	0.74	20.91 %
TCG1	0.68	20.09 %
PMP1	0.66	21.48 %
EDP1	0.63	17.45 %
Total	102.12	47.42 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	37.47	57.96 %
Gas-Stov	19.83	39.09 %
Grinder	18.29	39.01 %
In-Stove	7.61	61.87 %
Chimney	3.91	76.38 %
Iron	1.01	25.58 %
Cook-Ele	0.89	79.83 %
Small-Ap	0.07	1.13 %
Cook-Pre	-0.01	-0.12 %
Total	89.06	44.51 %

Branch *	MTD Sales L	Brand Share %
TNJ2	5.23	40.44 %
MVM1	4.91	31.34 %
TNJ1	4.59	36.51 %
TVR2	3.56	35.12 %
KUM1	3.54	30.48 %
JKM1	2.53	38.12 %
ORU1	1.61	36.09 %
MSI1	1.54	37.25 %
KRN1	1.33	28.73 %
NCK1	1.05	25.48 %
TRY2	0.74	37.53 %
APM1	0.21	8.07 %
WTRZ		0.00 %
Total	89.06	44.51 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	32.31	49.89 %
Gas-Stov	17.93	31.79 %
Chimney	13.08	76.60 %
Grinder	12.74	31.01 %
In-Stove	4.68	49.11 %
Iron	0.85	15.25 %
Cook-Ele	0.20	58.57 %
Small-Ap	0.05	0.91 %
Acces-SA	-0.01	100.00 %
Cook-Pre	-0.18	-1.75 %
Total	81.65	38.82 %

Branch *	MTD Sales L	Brand Share %
CBE2	9.45	36.55 %
KMR1	5.92	39.50 %
TPR2	4.20	39.22 %
PLI1	2.88	25.89 %
KGM1	2.09	39.13 %
AVI1	1.93	26.55 %
CBE6	1.58	19.36 %
CBE5	1.38	18.36 %
TPR3	1.35	17.31 %
SYM2	1.30	23.21 %
UMP1	1.24	37.58 %
CBE3	1.18	37.86 %
DPM2	1.13	20.55 %
PPI1	1.02	22.51 %
CNR1	0.94	33.11 %
GBM1	0.72	31.02 %
Total	81.65	38.82 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mixie	35.35	41.48 %
Gas-Stov	19.66	26.09 %
Grinder	14.05	31.40 %
In-Stove	3.70	47.45 %
Chimney	3.56	46.26 %
Iron	0.88	23.36 %
Cook-Ele	0.58	77.81 %
Small-Ap	0.04	0.68 %
Total	77.83	32.14 %

Branch *	MTD Sales L	Brand Share %
CH16	5.24	34.97 %
CH42	4.66	36.70 %
CH45	2.87	37.01 %
GUD1	2.78	35.48 %
CH28	2.31	27.79 %
CH07	2.18	26.63 %
CH30	1.95	31.26 %
TKM1	1.51	32.97 %
MRM1	1.47	20.75 %
CGL1	1.24	39.78 %
CH39	1.09	25.95 %
GUD2	0.67	11.66 %
KNR1	0.41	12.50 %
CZWH		0.00 %
MC09		0.00 %
MC10		0.00 %
WCHN		0.00 %
WHC3		0.00 %
Total	77.83	32.14 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	25.68	54.01 %
Gas-Stov	9.69	26.47 %
Grinder	7.49	25.95 %
In-Stove	2.53	44.55 %
Chimney	1.95	46.28 %
Iron	0.63	17.78 %
Cook-Ele	0.63	91.35 %
Small-Ap	0.02	0.48 %
Total	48.62	35.66 %

Branch *	MTD Sales L	Brand Share %
CH15	4.74	34.40 %
CH03	4.01	35.20 %
CH18	3.82	40.91 %
CH20	1.98	31.75 %
MJR1	1.90	25.14 %
CH24	1.53	23.04 %
GPD1	1.39	40.79 %
CH09	1.24	34.18 %
PON1	1.22	32.61 %
CH17	1.16	35.14 %
CH46	1.08	36.46 %
CH27	0.80	36.83 %
CH41	0.76	19.68 %
CH33	0.72	17.19 %
CH31	0.65	37.51 %
CH36	0.40	26.64 %
CH44	0.39	15.61 %
CH34	0.32	3.34 %
MC06	0.26	35.60 %
CH32	0.09	15.68 %
MC05	0.05	36.22 %
Total	48.62	35.66 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	21.68	57.81 %
Gas-Stov	8.09	29.21 %
Grinder	5.07	40.61 %
Chimney	2.86	59.56 %
In-Stove	2.34	51.26 %
Iron	0.81	24.44 %
Cook-Ele	0.20	76.59 %
Total	41.04	41.14 %

Branch *	MTD Sales L	Brand Share %
TRR1	2.67	29.90 %
AKM1	1.63	34.11 %
SLG1	1.41	34.78 %
KPM1	1.32	39.44 %
WJD1	1.24	25.90 %
VNB1	1.13	33.42 %
CPT1	0.92	34.68 %
ABR1	0.68	22.92 %
CGM1	0.66	29.48 %
CYR1	0.60	20.24 %
PTU1	0.35	22.81 %
UGI1	0.35	15.80 %
Total	41.04	41.14 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	19.11	52.17 %
Gas-Stov	8.58	33.73 %
Grinder	7.97	30.02 %
In-Stove	2.46	42.98 %
Chimney	1.53	50.48 %
Iron	0.83	27.07 %
Cook-Ele	0.28	82.41 %
Small-Ap	0.04	1.32 %
Total	40.79	37.22 %

Branch *	MTD Sales L	Brand Share %
CUD1	4.15	27.13 %
POY1	3.58	28.40 %
SJI2	1.67	32.43 %
ULP1	1.64	27.88 %
KML1	1.48	39.50 %
TRK1	1.47	36.61 %
VPM2	1.46	36.21 %
STP1	1.05	39.74 %
VPM1	0.61	32.38 %
CDM1	0.58	7.15 %
TVM2	0.41	36.88 %
MKM1	0.20	8.76 %
Total	40.79	37.22 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Mixie	2.29	49.96 %
Gas-Stov	0.49	16.35 %
Grinder	0.43	21.84 %
In-Stove	0.15	17.34 %
Chimney	0.13	100.00 %
Iron	0.06	10.85 %
Small-Ap	0.03	4.49 %
Cook-Ele	0.02	53.03 %
Total	3.62	28.76 %

Branch *	MTD Sales L	Brand Share %
TVP1	1.60	25.32 %
PAS1	1.14	31.80 %
KLR1	0.88	32.76 %
Total	3.62	28.76 %