

MTD Sales
446.49 L

Brand Share %
43.20 %

Information:

MTD : 01-11-2025 To 28-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **43.20 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	196.74	57.31 %
Gas-Stov	102.90	35.44 %
Grinder	71.28	33.07 %
In-Stove	32.73	54.25 %
Chimney	31.21	64.01 %
Iron	7.38	24.55 %
Cook-Ele	3.28	72.98 %
Small-Ap	0.98	2.40 %
Total	446.49	43.20 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	78.92	45.09 %
SOUTH-03	66.54	45.13 %
CHENNAI-01	57.98	44.63 %
WEST-02	55.40	49.17 %
TRICHY-01	53.74	46.24 %
WEST-01	48.09	40.47 %
CHENNAI-02	34.12	36.40 %
SOUTH ARCOT	25.10	36.16 %
NORTH ARCOT	22.90	37.77 %
KL-SOUTH	3.71	38.07 %
Total	446.49	43.20 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	32.51	57.40 %
Gas-Stov	17.04	35.52 %
Grinder	16.22	40.63 %
In-Stove	6.03	58.06 %
Chimney	4.66	74.62 %
Iron	1.65	30.48 %
Cook-Ele	0.65	67.78 %
Small-Ap	0.15	2.03 %
Total	78.92	45.09 %

Branch *	MTD Sales L	Brand Share %
KVT1	6.10	41.34 %
NGR1	3.54	40.30 %
RPM1	2.93	42.16 %
VNR2	2.47	28.50 %
MAR1	1.88	31.99 %
TCN1	1.73	34.61 %
TKS1	1.54	22.18 %
ERL2	1.42	38.41 %
APK2	1.34	37.83 %
TYI1	1.19	36.42 %
STU2	1.09	41.77 %
ASM1	1.00	33.36 %
SDI1	0.82	35.63 %
ARM1	0.59	24.35 %
KSM1	0.42	30.23 %
S2SD	0.14	16.16 %
Total	78.92	45.09 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	29.85	62.72 %
Gas-Stov	13.39	34.52 %
Grinder	12.33	33.85 %
In-Stove	4.66	54.93 %
Chimney	4.39	66.75 %
Iron	1.25	30.44 %
Cook-Ele	0.60	74.13 %
Small-Ap	0.07	1.44 %
Total	66.54	45.13 %

Branch *	MTD Sales L	Brand Share %
MDU1	5.98	35.78 %
DGL1	3.94	37.64 %
MDU6	3.52	41.16 %
MDU3	1.04	27.31 %
MDU4	1.00	38.78 %
DKI1	0.87	40.96 %
PKM1	0.85	41.19 %
PNI1	0.79	31.15 %
KPT1	0.74	32.86 %
BNR1	0.73	34.17 %
NKI1	0.71	41.17 %
ODM1	0.65	22.14 %
DGL2	0.60	17.33 %
ADP1	0.55	20.10 %
MNM1	0.53	36.20 %
SGP1	0.47	34.79 %
BTU1	0.43	24.65 %
TEN1	0.27	10.68 %
SZSD	0.12	18.23 %
Total	66.54	45.13 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mixie	26.23	62.45 %
Gas-Stov	15.45	40.45 %
Grinder	9.08	29.01 %
In-Stove	3.06	53.58 %
Chimney	2.85	69.88 %
Iron	0.71	23.31 %
Cook-Ele	0.41	83.42 %
Small-Ap	0.20	3.88 %
Total	57.98	44.63 %

Branch *	MTD Sales L	Brand Share %
CH16	4.45	41.91 %
CH08	3.55	41.97 %
CH42	3.25	38.29 %
CH07	2.23	35.48 %
CH38	1.61	42.38 %
CH30	1.47	34.59 %
SKL1	0.99	36.35 %
GUD2	0.94	26.07 %
MRM1	0.89	21.28 %
CH39	0.87	19.98 %
CH29	0.87	41.49 %
CH35	0.79	33.89 %
TKM1	0.35	16.50 %
MC09		0.00 %
WHC3		0.00 %
Total	57.98	44.63 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	24.97	61.15 %
Gas-Stov	13.93	43.79 %
Grinder	5.68	35.19 %
Chimney	5.61	62.75 %
In-Stove	4.23	54.00 %
Iron	0.78	21.76 %
Cook-Ele	0.15	88.22 %
Small-Ap	0.04	1.29 %
Total	55.40	49.17 %

Branch *	MTD Sales L	Brand Share %
SLM1	3.41	35.58 %
HSR2	2.59	42.79 %
TRM1	1.30	32.15 %
OML1	1.08	28.83 %
MCR1	0.92	26.73 %
BMD1	0.87	41.57 %
PLC1	0.84	23.47 %
KVP1	0.75	23.41 %
SGG1	0.64	32.09 %
SGI1	0.63	31.70 %
DPR2	0.50	23.87 %
TCG1	0.44	24.81 %
HRR1	0.41	15.57 %
EDP1	0.28	16.41 %
WZWH	0.05	17.35 %
Total	55.40	49.17 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	21.83	58.11 %
Gas-Stov	11.87	39.11 %
Grinder	10.19	38.73 %
In-Stove	5.75	64.25 %
Chimney	2.86	77.22 %
Iron	0.82	28.31 %
Cook-Ele	0.43	61.75 %
Total	53.74	46.24 %

Branch *	MTD Sales L	Brand Share %
MVM1	3.31	34.41 %
KUM1	3.03	35.56 %
TNJ1	2.85	39.49 %
TNJ2	2.01	34.46 %
NMM1	1.83	43.19 %
TTP1	0.90	37.38 %
ORU1	0.76	35.67 %
PDK1	0.75	36.57 %
KRN1	0.69	38.21 %
TRY4	0.62	13.41 %
MSI1	0.59	36.00 %
NCK1	0.37	17.69 %
APM1	0.20	13.37 %
TRY2	0.15	35.88 %
Total	53.74	46.24 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	19.82	54.11 %
Gas-Stov	11.53	32.59 %
Grinder	6.32	27.72 %
Chimney	5.89	65.26 %
In-Stove	3.42	51.93 %
Iron	0.57	15.94 %
Cook-Ele	0.29	82.50 %
Small-Ap	0.25	5.57 %
Total	48.09	40.47 %

Branch *	MTD Sales L	Brand Share %
CBE2	5.20	30.99 %
KMR1	3.38	42.48 %
MPM1	2.16	40.54 %
TPR2	1.95	33.34 %
CBE5	1.62	33.36 %
CBE6	1.54	31.09 %
PLI1	1.46	25.75 %
DPM2	1.00	23.68 %
AVI1	0.99	21.37 %
PDM1	0.82	32.73 %
UMP1	0.72	36.14 %
TPR3	0.71	21.99 %
CNR1	0.61	39.15 %
TPR4	0.46	24.52 %
PPI1	0.33	13.33 %
SYM2	0.18	9.47 %
WHCB		0.00 %
WZSD		0.00 %
Total	48.09	40.47 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	17.31	51.56 %
Gas-Stov	7.29	27.27 %
Grinder	4.97	27.33 %
In-Stove	1.94	44.94 %
Chimney	1.65	40.97 %
Iron	0.50	19.59 %
Cook-Ele	0.24	83.77 %
Small-Ap	0.23	5.55 %
Total	34.12	36.40 %

Branch *	MTD Sales L	Brand Share %
CH15	3.74	32.70 %
CH18	3.62	42.38 %
CH17	1.90	41.14 %
CH20	1.58	38.14 %
CH24	1.39	20.38 %
CH33	1.02	23.68 %
PON1	0.81	37.52 %
CH09	0.78	34.48 %
MJR1	0.70	21.08 %
GPDI	0.68	35.27 %
CH36	0.63	34.29 %
CH46	0.62	32.49 %
CH41	0.60	22.68 %
CH23	0.53	32.20 %
CH44	0.49	21.79 %
CH32	0.47	41.57 %
CH34	0.40	7.30 %
CH31	0.33	32.77 %
Total	34.12	36.40 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	11.21	47.92 %
Gas-Stov	5.89	33.68 %
Grinder	4.16	26.14 %
In-Stove	2.09	44.08 %
Chimney	0.78	36.03 %
Iron	0.56	26.56 %
Cook-Ele	0.37	68.79 %
Small-Ap	0.04	1.45 %
Total	25.10	36.16 %

Branch *	MTD Sales L	Brand Share %
POY1	2.95	34.12 %
CUD1	2.53	26.25 %
NVL2	2.00	42.72 %
POY2	1.94	37.00 %
TRK1	1.17	31.25 %
PRT1	1.12	42.82 %
VPM2	1.11	37.63 %
ULP1	0.89	32.65 %
TDM1	0.84	32.34 %
KML1	0.65	31.26 %
SJI2	0.58	28.90 %
VCM1	0.56	39.72 %
TVM2	0.47	34.09 %
CDM1	0.46	9.62 %
VPM1	0.33	33.06 %
STP1	0.29	26.16 %
MKM1	0.17	10.32 %
WHUT		0.00 %
Total	25.10	36.16 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	10.73	49.98 %
Gas-Stov	5.79	27.75 %
Chimney	2.47	62.58 %
Grinder	1.96	26.60 %
In-Stove	1.37	54.53 %
Iron	0.51	21.80 %
Cook-Ele	0.08	57.35 %
Total	22.90	37.77 %

Branch *	MTD Sales L	Brand Share %
KPM2	2.54	41.35 %
TRR1	1.29	23.94 %
AKM1	0.88	39.19 %
ARC2	0.71	30.30 %
WJD1	0.65	30.75 %
VSI1	0.63	27.24 %
TRT1	0.53	34.97 %
VNB1	0.50	25.90 %
CPT1	0.42	27.39 %
SLG1	0.41	28.37 %
ABR1	0.39	22.45 %
PLR1	0.37	33.53 %
PTU1	0.35	22.35 %
KPM1	0.34	21.11 %
CYR1	0.33	27.42 %
CGM1	0.27	18.56 %
UGI1		0.00 %
WHVL		0.00 %
Total	22.90	37.77 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Mixie	2.28	63.14 %
Gas-Stov	0.72	26.23 %
Grinder	0.36	30.63 %
In-Stove	0.19	22.63 %
Cook-Ele	0.07	100.00 %
Chimney	0.05	100.00 %
Iron	0.03	7.01 %
Total	3.71	38.07 %

Branch *	MTD Sales L	Brand Share %
TVP1	2.03	41.75 %
KLR1	1.07	41.95 %
PAS1	0.61	26.14 %
Total	3.71	38.07 %