



TN : PREETHI Sales Performance 30/03/2026 9:26 AM

MTD Sales
550.41 L

Brand Share %
47.14 %

Information:

MTD : 01-03-2026 To 29-03-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **47.14 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	204.67	56.92 %
In-Stove	125.16	66.96 %
Gas-Stov	87.80	34.73 %
Grinder	69.76	33.20 %
Chimney	40.53	61.55 %
Iron	10.24	29.11 %
Small-Ap	8.93	17.38 %
Cook-Ele	3.33	58.35 %
Total	550.41	47.14 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	97.13	50.76 %
SOUTH-03	78.88	47.81 %
CHENNAI-01	77.32	42.03 %
WEST-02	68.81	55.13 %
TRICHY-01	64.31	51.23 %
WEST-01	57.21	47.13 %
CHENNAI-02	49.11	42.18 %
NORTH ARCOT	31.32	43.68 %
SOUTH ARCOT	26.33	39.04 %
Total	550.41	47.14 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	37.66	61.54 %
In-Stove	16.53	71.54 %
Gas-Stov	15.57	37.50 %
Grinder	15.36	39.45 %
Chimney	6.82	69.12 %
Small-Ap	2.54	26.99 %
Iron	2.35	35.97 %
Cook-Ele	0.31	39.73 %
Total	97.13	50.76 %

Branch *	MTD Sales L	Brand Share %
VNR2	4.41	40.35 %
NGR1	4.35	39.96 %
RND1	2.75	41.67 %
TCN1	2.56	44.11 %
TY11	1.41	38.00 %
APK1	1.40	36.77 %
SDI1	1.07	42.17 %
APK2	1.03	24.94 %
ERL2	1.00	22.97 %
STU2	0.82	37.51 %
TKS1	0.81	12.26 %
SGT1	0.64	43.03 %
ARM1	0.51	25.17 %
KSM1	0.27	17.37 %
S2SD	0.06	15.57 %
WHTV		0.00 %
Total	97.13	50.76 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	29.94	60.07 %
Grinder	14.28	39.94 %
Gas-Stov	12.22	33.32 %
In-Stove	11.09	63.60 %
Chimney	7.78	71.22 %
Iron	1.95	30.81 %
Small-Ap	1.40	18.91 %
Cook-Ele	0.21	34.32 %
Total	78.88	47.81 %

Branch *	MTD Sales L	Brand Share %
MDU1	7.95	46.36 %
DGL1	5.13	34.68 %
MDU2	4.67	46.18 %
KKD3	3.44	38.99 %
KPT1	1.58	43.68 %
MDU7	1.55	32.92 %
MDU3	1.29	26.66 %
KRR1	1.28	45.95 %
TDI1	1.17	38.54 %
PKM1	1.01	42.16 %
PNI1	0.90	30.36 %
BNR1	0.80	31.19 %
BTU1	0.77	38.95 %
DGL2	0.74	14.94 %
TEN1	0.71	20.09 %
PNV2	0.71	43.51 %
ADP1	0.57	19.05 %
ODM1	0.33	17.77 %
SZSD	0.14	29.89 %
Total	78.88	47.81 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
In-Stove	27.06	61.12 %
Mixie	25.14	57.61 %
Gas-Stov	11.18	32.10 %
Grinder	8.82	21.74 %
Chimney	2.71	39.25 %
Iron	0.88	24.39 %
Small-Ap	0.86	9.68 %
Cook-Ele	0.67	53.05 %
Total	77.32	42.03 %

Branch *	MTD Sales L	Brand Share %
CH05	7.50	46.85 %
CH49	5.18	42.72 %
CH25	3.49	42.28 %
CH42	3.25	38.36 %
CH07	2.91	28.03 %
CH28	2.28	33.59 %
CH45	2.18	37.28 %
CH38	1.98	41.01 %
CH47	1.77	34.63 %
CH29	1.22	44.83 %
CH30	1.19	24.23 %
CGL1	1.09	42.37 %
CH39	0.97	23.15 %
MRM1	0.93	22.14 %
TKM1	0.76	31.30 %
GUD2	0.67	18.13 %
WHC3	0.23	19.32 %
KNR1	0.17	14.11 %
CZWH	0.16	1.07 %
MC09		0.00 %
MC10		0.00 %
Total	77.32	42.03 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	25.96	56.11 %
In-Stove	15.30	74.74 %
Gas-Stov	13.00	45.86 %
Chimney	7.02	69.12 %
Grinder	4.66	36.96 %
Iron	1.32	34.26 %
Small-Ap	1.05	40.17 %
Cook-Ele	0.49	100.00 %
Total	68.81	55.13 %

Branch *	MTD Sales L	Brand Share %
ERD2	3.94	42.94 %
PLC1	1.45	38.29 %
RSP1	1.32	46.17 %
TRM1	1.26	35.41 %
MCR1	1.17	32.28 %
CMI1	1.05	45.31 %
OML1	0.82	27.11 %
SGG1	0.76	46.27 %
DPR2	0.72	38.52 %
KVP1	0.61	34.01 %
HRR1	0.61	21.06 %
EDP1	0.53	24.15 %
PDR1	0.28	40.82 %
WZWH	0.05	26.30 %
WHPD		0.00 %
Total	68.81	55.13 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	23.51	58.48 %
In-Stove	15.47	76.96 %
Grinder	10.36	42.24 %
Gas-Stov	10.01	37.39 %
Chimney	2.93	68.41 %
Iron	1.10	30.19 %
Small-Ap	0.77	14.05 %
Cook-Ele	0.16	31.81 %
Total	64.31	51.23 %

Branch *	MTD Sales L	Brand Share %
TVR2	3.60	44.59 %
KUM1	3.42	39.55 %
TNJ1	2.52	41.57 %
TYR1	2.16	45.95 %
TRY4	0.83	17.77 %
KRN1	0.74	31.53 %
PBR1	0.63	43.16 %
APM1	0.60	28.85 %
NCK1	0.47	19.33 %
TZSD	0.37	23.04 %
Total	64.31	51.23 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	18.77	53.55 %
In-Stove	12.27	71.17 %
Gas-Stov	9.57	33.23 %
Chimney	7.79	66.01 %
Grinder	6.38	34.94 %
Small-Ap	1.10	17.55 %
Iron	0.81	24.38 %
Cook-Ele	0.53	76.09 %
Total	57.21	47.13 %

Branch *	MTD Sales L	Brand Share %
CBE2	7.90	42.58 %
KMR1	2.56	30.98 %
MPM1	2.55	44.17 %
TPR2	2.54	42.82 %
PLI1	1.79	43.20 %
CBE6	1.64	29.41 %
AVI1	1.40	30.11 %
PDM1	1.38	43.43 %
TPR3	1.25	33.73 %
DPM2	0.80	31.24 %
CBE5	0.76	32.89 %
KGM1	0.75	45.44 %
KGI1	0.72	40.32 %
TPR4	0.71	43.22 %
SYM2	0.71	28.33 %
KMD1	0.70	41.76 %
ANR1	0.57	42.16 %
PPI1	0.47	20.23 %
GBM1	0.38	31.27 %
WZSD		0.00 %
Total	57.21	47.13 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	20.17	55.02 %
In-Stove	14.87	61.51 %
Gas-Stov	7.38	29.21 %
Grinder	3.48	20.83 %
Chimney	1.86	39.26 %
Cook-Ele	0.50	81.18 %
Iron	0.47	17.89 %
Small-Ap	0.38	6.77 %
Total	49.11	42.18 %

Branch *	MTD Sales L	Brand Share %
CH15	5.14	39.82 %
CH21	1.49	30.46 %
CH34	1.31	22.18 %
CH27	0.97	41.15 %
CH31	0.93	44.17 %
CH33	0.85	31.57 %
CH24	0.78	14.13 %
CH46	0.74	30.10 %
CH41	0.70	21.15 %
GPD1	0.67	35.96 %
CH20	0.66	15.81 %
CH44	0.62	24.49 %
CH23	0.56	39.38 %
MJR1	0.56	14.41 %
CH32	0.44	42.67 %
UKI1	0.32	27.78 %
CH01	0.10	35.97 %
CH51	0.08	16.45 %
Total	49.11	42.18 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	12.91	52.07 %
In-Stove	7.52	66.15 %
Gas-Stov	4.31	26.05 %
Grinder	2.73	34.23 %
Chimney	2.41	49.61 %
Iron	0.76	27.52 %
Cook-Ele	0.35	68.23 %
Small-Ap	0.32	11.29 %
Total	31.32	43.68 %

Branch *	MTD Sales L	Brand Share %
VEL2	2.51	30.56 %
TRR1	2.30	35.11 %
KPM2	1.91	32.13 %
ABR1	1.00	36.98 %
WJP1	0.99	45.22 %
WJD1	0.92	33.59 %
TRT1	0.91	41.99 %
ARC2	0.81	33.04 %
CPT1	0.60	30.98 %
UGI1	0.58	33.27 %
KPM1	0.54	41.18 %
PTU1	0.54	42.49 %
PLR1	0.52	31.06 %
CYR1	0.51	31.23 %
SLG1	0.49	31.71 %
WHVL		0.00 %
Total	31.32	43.68 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	10.61	48.35 %
In-Stove	5.05	57.66 %
Gas-Stov	4.56	32.34 %
Grinder	3.68	24.92 %
Chimney	1.20	52.34 %
Iron	0.61	24.01 %
Small-Ap	0.50	17.98 %
Cook-Ele	0.11	46.65 %
Total	26.33	39.04 %

Branch *	MTD Sales L	Brand Share %
POY1	2.41	30.52 %
CUD1	2.11	24.77 %
KLM1	1.86	44.04 %
ULP1	1.44	36.86 %
VPM2	1.38	40.36 %
KML1	1.13	46.45 %
STP1	1.00	39.50 %
TDM1	0.88	35.37 %
SJI2	0.71	27.85 %
CDM1	0.42	10.79 %
TVM1	0.39	46.12 %
VPM1	0.37	35.07 %
TVM2	0.26	24.52 %
MKM1	0.26	12.70 %
Total	26.33	39.04 %