

MTD Sales
437.68 L

Brand Share %
46.69 %

Information:

MTD : 01-07-2025 To 29-07-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **46.69 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	196.93	60.91 %
Gas-Stov	92.08	37.19 %
Grinder	71.22	34.75 %
Chimney	38.36	86.71 %
In-Stove	27.30	56.63 %
Iron	7.96	23.38 %
Cook-Ele	3.43	78.51 %
Small-Ap	0.39	1.29 %
Total	437.68	46.69 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	90.01	49.46 %
SOUTH-03	60.28	47.33 %
WEST-02	57.03	53.56 %
CHENNAI-01	55.71	45.17 %
TRICHY-01	48.05	47.11 %
WEST-01	42.84	42.81 %
CHENNAI-02	29.31	36.35 %
NORTH ARCOT	26.30	50.76 %
SOUTH ARCOT	24.48	43.95 %
KL-SOUTH	3.66	45.82 %
Total	437.68	46.69 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	38.31	64.48 %
Gas-Stov	19.62	41.46 %
Grinder	16.11	36.96 %
Chimney	7.78	88.99 %
In-Stove	5.92	65.85 %
Iron	1.70	25.20 %
Cook-Ele	0.56	73.25 %
Small-Ap	0.02	0.35 %
Total	90.01	49.46 %

Branch *	MTD Sales L	Brand Share %
NGR1	5.38	43.96 %
TKS1	3.85	39.14 %
MAR1	3.67	44.48 %
VNR2	3.47	37.76 %
TCN1	2.68	40.93 %
RND1	2.32	36.54 %
APK1	1.15	36.66 %
SDI1	1.08	40.64 %
KSM1	1.03	39.41 %
ERL1	0.88	43.50 %
UDN1	0.79	44.99 %
ARM1	0.63	28.51 %
STU2	0.61	27.77 %
ASM1	0.57	25.32 %
COL1	0.51	27.86 %
S2SD		0.00 %
Total	90.01	49.46 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	26.10	63.24 %
Grinder	12.13	36.20 %
Gas-Stov	11.71	38.03 %
Chimney	4.80	82.49 %
In-Stove	3.96	60.70 %
Iron	1.23	25.16 %
Cook-Ele	0.29	66.33 %
Small-Ap	0.06	1.52 %
Total	60.28	47.33 %

Branch *	MTD Sales L	Brand Share %
MDU1	5.74	39.72 %
DGL1	5.28	41.31 %
MDU2	2.71	40.58 %
CBM1	2.62	42.37 %
TDI1	1.41	46.12 %
BNR1	1.24	43.57 %
DGL2	1.22	34.08 %
KKD2	1.17	34.39 %
NTM1	0.94	38.87 %
TEN2	0.93	34.50 %
NKI1	0.85	44.79 %
PKM1	0.69	40.86 %
PNI1	0.63	39.89 %
BTU1	0.63	38.41 %
CMR1	0.51	38.18 %
TEN1	0.51	25.29 %
PNV1	0.50	44.69 %
ADP1	0.44	15.49 %
ODM1	0.42	20.68 %
SZSD		0.00 %
Total	60.28	47.33 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	26.69	64.19 %
Gas-Stov	11.06	41.78 %
Chimney	8.91	91.94 %
Grinder	6.50	42.42 %
In-Stove	2.84	49.30 %
Iron	0.84	20.82 %
Cook-Ele	0.13	68.30 %
Small-Ap	0.07	1.95 %
Total	57.03	53.56 %

Branch *	MTD Sales L	Brand Share %
SLM1	2.79	43.73 %
RSP1	1.62	36.19 %
TRM1	1.46	39.84 %
ATU1	1.22	39.43 %
MCR1	1.14	35.28 %
APN1	0.90	41.15 %
PLC1	0.79	25.08 %
SGG1	0.74	45.17 %
CMI1	0.71	45.53 %
PDR1	0.64	37.81 %
EDP1	0.62	38.96 %
OML1	0.58	28.64 %
DPR2	0.53	26.13 %
HRR1	0.51	24.58 %
PMP1	0.29	22.35 %
TCG1	0.27	21.45 %
WZWH		0.00 %
Total	57.03	53.56 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mixie	25.35	65.13 %
Gas-Stov	13.35	33.72 %
Grinder	9.26	31.39 %
Chimney	3.53	94.24 %
In-Stove	2.66	61.53 %
Iron	0.89	27.68 %
Cook-Ele	0.61	85.69 %
Small-Ap	0.07	1.98 %
Total	55.71	45.17 %

Branch *	MTD Sales L	Brand Share %
CH16	4.90	44.01 %
CH42	2.23	40.22 %
CH28	1.75	38.06 %
CH07	1.56	26.15 %
CH39	1.03	23.21 %
CH38	0.97	27.25 %
CH35	0.85	41.09 %
MRM1	0.83	26.93 %
CGL1	0.82	42.41 %
KNR1	0.78	44.92 %
CH29	0.63	37.09 %
GUD2	0.56	20.49 %
CH26	0.17	19.97 %
CZWH		0.00 %
Total	55.71	45.17 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	21.30	59.10 %
Gas-Stov	10.14	40.48 %
Grinder	9.18	37.20 %
In-Stove	3.59	57.43 %
Chimney	1.94	82.07 %
Iron	1.12	33.75 %
Cook-Ele	0.74	84.19 %
Small-Ap	0.04	1.27 %
Total	48.05	47.11 %

Branch *	MTD Sales L	Brand Share %
TNJ2	3.27	42.10 %
KIK1	2.49	44.70 %
KUM1	2.29	34.73 %
TVR2	2.04	34.25 %
TNJ1	1.63	29.91 %
MVM1	1.35	17.74 %
NGT1	1.25	39.03 %
PDK1	0.86	44.63 %
MSI1	0.71	41.33 %
AYR1	0.61	45.31 %
KRN1	0.48	32.50 %
APM1	0.40	20.37 %
NCK1	0.38	22.09 %
TZSD		0.00 %
Total	48.05	47.11 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	18.96	53.42 %
Gas-Stov	9.18	36.91 %
Grinder	6.26	30.07 %
Chimney	4.51	80.91 %
In-Stove	3.18	47.55 %
Iron	0.38	10.70 %
Cook-Ele	0.32	84.11 %
Small-Ap	0.04	1.68 %
Total	42.84	42.81 %

Branch *	MTD Sales L	Brand Share %
CBE2	5.31	41.26 %
KMR1	3.33	45.90 %
CBE4	2.69	39.97 %
UAM1	1.79	36.12 %
PLI1	1.64	24.10 %
CBE6	1.53	40.23 %
KMD1	1.37	42.44 %
TPR2	1.14	25.68 %
TPR3	1.12	32.58 %
DPM2	0.92	24.91 %
AVI1	0.81	25.03 %
KGM1	0.74	43.67 %
TPR4	0.73	40.17 %
CBE3	0.69	39.65 %
KGI1	0.68	34.73 %
PPI1	0.53	25.44 %
ANR1	0.49	34.03 %
SYM2	0.41	29.18 %
GBM1	0.40	44.12 %
Total	42.84	42.81 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	14.02	48.92 %
Gas-Stov	6.18	28.09 %
Grinder	3.72	23.29 %
Chimney	2.54	69.86 %
In-Stove	1.66	45.41 %
Iron	0.68	21.07 %
Cook-Ele	0.47	85.19 %
Small-Ap	0.05	1.53 %
Total	29.31	36.35 %

Branch *	MTD Sales L	Brand Share %
CH15	3.43	36.16 %
CH18	2.71	40.09 %
CH03	2.13	30.90 %
MJR1	1.37	36.33 %
PON1	0.94	40.93 %
CH21	0.87	22.09 %
CH33	0.74	21.06 %
CH17	0.65	41.31 %
CH09	0.64	34.68 %
UKI1	0.60	44.58 %
CH41	0.56	20.17 %
CH44	0.49	20.32 %
CH46	0.43	23.74 %
CH20	0.37	11.82 %
CH34	0.27	6.14 %
CH24	0.24	9.86 %
CH32	0.23	44.20 %
CH01	0.08	33.12 %
MC05		0.00 %
Total	29.31	36.35 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	12.83	66.44 %
Gas-Stov	5.22	34.36 %
Chimney	3.12	99.86 %
Grinder	2.88	42.69 %
In-Stove	1.56	57.05 %
Iron	0.48	18.29 %
Cook-Ele	0.16	80.41 %
Small-Ap	0.04	2.35 %
Total	26.30	50.76 %

Branch *	MTD Sales L	Brand Share %
TRR1	2.83	42.94 %
KPM2	1.18	27.38 %
VSI1	1.16	44.00 %
KPM1	0.82	45.27 %
VNB1	0.52	45.68 %
SLG1	0.42	44.72 %
CGM1	0.38	45.97 %
PTU1	0.35	45.23 %
UGI1	0.32	37.88 %
CYR1	0.26	31.86 %
Total	26.30	50.76 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	11.53	57.80 %
Gas-Stov	4.99	35.05 %
Grinder	4.73	35.93 %
In-Stove	1.69	60.21 %
Chimney	0.88	73.76 %
Iron	0.52	25.90 %
Cook-Ele	0.14	77.53 %
Total	24.48	43.95 %

Branch *	MTD Sales L	Brand Share %
POY1	2.28	29.96 %
CUD1	1.97	25.53 %
ULP1	0.82	27.75 %
VPM1	0.55	45.80 %
TVM2	0.30	34.28 %
CDM1	0.27	6.86 %
STP1	0.22	18.97 %
MKM1	0.19	17.19 %
Total	24.48	43.95 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Mixie	1.86	69.04 %
Gas-Stov	0.64	30.38 %
Grinder	0.44	26.81 %
Chimney	0.35	100.00 %
In-Stove	0.24	50.91 %
Iron	0.10	29.72 %
Cook-Ele	0.02	24.88 %
Total	3.66	45.82 %

Branch *	MTD Sales L	Brand Share %
PAS1	0.74	33.36 %
Total	3.66	45.82 %