

MTD Sales
581.68 L

Brand Share %
47.99 %

Information:

MTD : 01-08-2025 To 29-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **47.99 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	266.17	63.90 %
Gas-Stov	121.64	38.04 %
Grinder	97.65	37.11 %
Chimney	50.75	89.82 %
In-Stove	31.65	52.22 %
Iron	9.52	22.98 %
Cook-Ele	3.84	80.11 %
Small-Ap	0.46	0.94 %
Total	581.68	47.99 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	108.35	49.49 %
SOUTH-03	77.81	46.71 %
WEST-02	74.80	57.68 %
TRICHY-01	71.54	48.44 %
CHENNAI-01	70.82	48.21 %
WEST-01	61.42	45.49 %
SOUTH ARCOT	40.27	44.96 %
CHENNAI-02	37.93	39.30 %
NORTH ARCOT	33.79	49.75 %
KL-SOUTH	4.96	37.14 %
Total	581.68	47.99 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	45.50	66.89 %
Gas-Stov	23.31	39.84 %
Grinder	21.78	40.52 %
Chimney	8.67	90.76 %
In-Stove	6.32	60.98 %
Iron	2.16	27.25 %
Cook-Ele	0.55	69.96 %
Small-Ap	0.07	0.66 %
Total	108.35	49.49 %

Branch *	MTD Sales L	Brand Share %
TVL1	6.50	45.21 %
NGR1	6.25	42.74 %
VNR2	4.72	38.06 %
RND1	4.34	45.93 %
MAR1	3.01	43.52 %
SVK1	2.96	46.45 %
TKS1	2.65	26.95 %
TCN1	2.43	37.79 %
APK1	2.30	46.29 %
ERL2	1.84	43.32 %
ASM1	1.30	41.50 %
STU2	1.00	43.42 %
SDI1	0.74	35.18 %
KSM1	0.73	31.61 %
COL1	0.55	25.05 %
ARM1	0.46	21.54 %
ERL1	0.19	35.33 %
S2SD		0.00 %
Total	108.35	49.49 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	34.67	64.47 %
Grinder	15.89	38.13 %
Gas-Stov	15.06	34.73 %
Chimney	5.70	94.92 %
In-Stove	4.59	54.88 %
Iron	1.43	23.82 %
Cook-Ele	0.41	77.79 %
Small-Ap	0.07	0.95 %
Total	77.81	46.71 %

Branch *	MTD Sales L	Brand Share %
MDU1	7.15	37.24 %
DGL1	6.42	41.97 %
MDU2	4.60	46.29 %
MDU6	3.24	38.94 %
CBM1	2.96	44.17 %
MDU5	2.32	46.77 %
KKD2	1.42	28.49 %
DGL2	1.32	29.45 %
DKI1	1.25	44.18 %
TDI1	1.16	34.98 %
BNR1	1.16	37.77 %
PNI1	1.06	36.90 %
MNM1	1.04	44.33 %
NKI1	1.02	43.00 %
KPT1	0.98	42.21 %
BTU1	0.90	37.81 %
PNV1	0.89	47.09 %
PKM1	0.75	40.86 %
TEN1	0.66	26.75 %
ADP1	0.44	17.29 %
CMR1	0.32	31.39 %
ODM1	0.31	11.44 %
SZSD		0.00 %
Total	77.81	46.71 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	35.30	71.30 %
Gas-Stov	16.31	47.70 %
Chimney	9.48	97.43 %
Grinder	8.75	44.80 %
In-Stove	3.54	47.96 %
Iron	0.92	20.18 %
Cook-Ele	0.48	92.17 %
Small-Ap	0.03	0.63 %
Total	74.80	57.68 %

Branch *	MTD Sales L	Brand Share %
SLM1	4.16	42.17 %
TRM1	1.95	43.55 %
PLC1	1.95	47.44 %
ATU1	1.89	41.96 %
MCR1	1.51	42.59 %
KVP1	1.36	41.79 %
RSP1	1.24	40.19 %
OML1	1.05	39.51 %
DPR2	0.99	38.08 %
HRR1	0.81	23.57 %
PDR1	0.77	45.80 %
EDP1	0.59	24.96 %
TCG1	0.55	38.79 %
WZWH		0.00 %
Total	74.80	57.68 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	31.61	62.54 %
Grinder	15.11	40.57 %
Gas-Stov	13.10	37.73 %
Chimney	4.89	96.09 %
In-Stove	4.80	53.43 %
Iron	1.16	26.13 %
Cook-Ele	0.82	87.53 %
Small-Ap	0.04	0.75 %
Total	71.54	48.44 %

Branch *	MTD Sales L	Brand Share %
TNJ2	4.64	44.97 %
KUM1	4.33	38.76 %
MVM1	4.25	35.45 %
TNJ1	3.01	31.71 %
TVR2	2.82	36.85 %
PDK1	1.49	47.89 %
TTP1	1.08	43.40 %
PBR1	0.89	47.29 %
AYR1	0.87	47.55 %
MSI1	0.87	45.18 %
KRN1	0.82	43.24 %
NCK1	0.81	25.74 %
APM1	0.22	7.49 %
TZSD		0.00 %
Total	71.54	48.44 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mixie	33.03	67.02 %
Gas-Stov	17.56	44.07 %
Grinder	10.97	32.17 %
Chimney	4.81	81.62 %
In-Stove	2.87	48.46 %
Iron	0.95	23.42 %
Cook-Ele	0.53	78.85 %
Small-Ap	0.09	1.24 %
Total	70.82	48.21 %

Branch *	MTD Sales L	Brand Share %
CH42	4.01	37.62 %
CH28	3.03	43.75 %
CH07	2.75	31.53 %
CH39	1.63	38.79 %
CH35	1.45	44.19 %
CH38	1.44	31.35 %
TKM1	1.28	40.76 %
MRM1	1.18	26.25 %
CH26	0.90	34.22 %
GUD2	0.86	22.81 %
CH29	0.66	39.13 %
WHC3	0.54	43.74 %
KNR1	0.49	25.01 %
CZWH	0.14	4.98 %
MC10		0.00 %
Total	70.82	48.21 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	25.46	56.59 %
Gas-Stov	12.80	34.13 %
Chimney	10.80	87.55 %
Grinder	8.07	32.30 %
In-Stove	3.42	50.79 %
Iron	0.59	14.47 %
Cook-Ele	0.16	88.96 %
Small-Ap	0.11	2.60 %
Total	61.42	45.49 %

Branch *	MTD Sales L	Brand Share %
CBE2	8.16	42.34 %
KMR1	4.10	37.72 %
MPM1	2.97	46.76 %
TPR3	1.93	46.08 %
PLI1	1.88	23.14 %
TPR2	1.82	27.46 %
CBE6	1.54	31.01 %
SYM2	1.48	40.22 %
AVI1	1.43	33.94 %
PPI1	1.04	43.94 %
KGI1	0.99	39.89 %
PDM1	0.89	38.56 %
UMP1	0.85	35.06 %
TPR4	0.83	32.59 %
DPM2	0.77	19.89 %
GDR1	0.52	44.99 %
ANR1	0.48	36.13 %
WZSD		0.00 %
Total	61.42	45.49 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	19.48	59.43 %
Grinder	7.64	35.35 %
Gas-Stov	7.44	36.87 %
Chimney	2.41	82.67 %
In-Stove	2.15	45.47 %
Iron	0.86	26.38 %
Cook-Ele	0.29	70.38 %
Total	40.27	44.96 %

Branch *	MTD Sales L	Brand Share %
POY2	4.76	46.68 %
CUD1	4.29	34.07 %
POY1	3.66	30.02 %
VPM2	1.49	30.30 %
TRK1	1.42	46.98 %
ULP1	1.40	33.74 %
CDM1	0.89	14.15 %
TVM1	0.41	36.43 %
MKM1	0.25	15.77 %
Total	40.27	44.96 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	21.06	57.45 %
Gas-Stov	7.41	28.09 %
Grinder	4.82	24.96 %
In-Stove	1.88	42.83 %
Chimney	1.67	74.31 %
Iron	0.70	22.66 %
Cook-Ele	0.36	94.64 %
Small-Ap	0.02	0.55 %
Total	37.93	39.30 %

Branch *	MTD Sales L	Brand Share %
CH15	5.75	42.99 %
CH18	3.23	40.89 %
CH03	2.91	33.90 %
CH21	1.91	38.12 %
CH33	1.15	31.21 %
MJR1	1.10	22.32 %
CH20	0.91	24.80 %
PON1	0.87	39.65 %
CH34	0.80	17.08 %
CH17	0.77	45.73 %
CH44	0.74	28.51 %
GPD1	0.74	38.43 %
CH46	0.73	31.45 %
CH41	0.66	26.50 %
CH09	0.62	28.04 %
CH24	0.59	14.35 %
CH31	0.46	34.40 %
CH01		0.00 %
Total	37.93	39.30 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	17.54	68.74 %
Gas-Stov	7.49	35.24 %
Grinder	3.85	43.86 %
Chimney	2.33	84.85 %
In-Stove	1.68	54.71 %
Iron	0.61	18.13 %
Cook-Ele	0.23	68.34 %
Small-Ap	0.04	1.56 %
Total	33.79	49.75 %

Branch *	MTD Sales L	Brand Share %
TRR1	2.33	37.81 %
KPM1	1.35	36.00 %
WJD1	1.29	45.39 %
VSI1	1.14	42.42 %
VNB1	1.06	45.51 %
TRT1	0.70	46.18 %
CPT1	0.69	41.40 %
ABR1	0.67	35.37 %
CYR1	0.51	29.46 %
SLG1	0.50	28.79 %
WJP1	0.36	27.86 %
UGI1	0.22	20.64 %
PTU1	0.17	25.66 %
Total	33.79	49.75 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Mixie	2.51	46.03 %
Gas-Stov	1.16	30.59 %
Grinder	0.77	35.57 %
In-Stove	0.40	59.15 %
Iron	0.12	21.85 %
Total	4.96	37.14 %

Branch *	MTD Sales L	Brand Share %
TVP1	3.01	42.45 %
KLR1	1.19	38.15 %
PAS1	0.76	24.15 %
Total	4.96	37.14 %