

MTD Sales
435.21 L

Brand Share %
45.75 %

Information:
MTD : 01-09-2025 To 29-09-2025
 * Branch where in Brand Share % is less than Overall State's Brand Share **45.75 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	197.02	60.01 %
Gas-Stov	95.98	38.19 %
Grinder	66.08	34.23 %
Chimney	36.95	93.09 %
In-Stove	27.42	51.15 %
Iron	8.26	26.27 %
Cook-Ele	3.13	79.01 %
Small-Ap	0.38	0.76 %
Total	435.21	45.75 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	90.87	50.25 %
SOUTH-03	59.48	47.17 %
WEST-02	53.15	56.16 %
CHENNAI-01	52.81	35.95 %
WEST-01	46.01	43.46 %
TRICHY-01	45.36	48.61 %
CHENNAI-02	29.16	38.52 %
NORTH ARCOT	25.98	49.84 %
SOUTH ARCOT	25.30	43.79 %
KL-SOUTH	7.10	39.30 %
Total	435.21	45.75 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	41.87	66.44 %
Gas-Stov	17.41	37.11 %
Grinder	17.26	42.29 %
Chimney	6.34	95.30 %
In-Stove	5.30	62.03 %
Iron	2.02	32.09 %
Cook-Ele	0.64	70.00 %
Small-Ap	0.04	0.56 %
Total	90.87	50.25 %

Branch *	MTD Sales L	Brand Share %
NGR1	4.19	41.52 %
TKS2	2.96	40.18 %
RND1	2.78	43.07 %
VNR2	2.33	27.21 %
TCN1	2.29	39.57 %
TKS1	1.64	23.85 %
APK1	1.35	45.43 %
ERL2	1.18	33.25 %
ASM1	0.95	43.33 %
APK2	0.52	22.16 %
ARM1	0.37	25.21 %
Total	90.87	50.25 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	26.45	65.49 %
Gas-Stov	13.10	38.62 %
Grinder	10.17	33.59 %
Chimney	4.47	95.22 %
In-Stove	3.52	54.31 %
Iron	1.35	31.86 %
Cook-Ele	0.40	91.01 %
Small-Ap	0.02	0.39 %
Total	59.48	47.17 %

Branch *	MTD Sales L	Brand Share %
MDU1	4.95	33.89 %
DGL1	4.70	41.81 %
DGL2	1.75	40.57 %
KKD3	1.37	38.77 %
KKD2	1.34	32.96 %
NKI1	1.01	44.69 %
KPT1	0.99	38.35 %
TDI1	0.89	44.96 %
MDU3	0.69	31.24 %
ODM1	0.61	26.56 %
PKM1	0.54	39.29 %
TEN1	0.53	23.13 %
PNI1	0.53	33.67 %
PNV1	0.44	30.92 %
BTU1	0.43	37.20 %
ADP1	0.22	13.48 %
SZSD	0.05	7.65 %
Total	59.48	47.17 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	21.35	65.57 %
Gas-Stov	12.83	48.98 %
Chimney	8.98	96.68 %
Grinder	4.88	39.09 %
In-Stove	3.91	56.79 %
Iron	1.02	29.80 %
Cook-Ele	0.18	90.06 %
Small-Ap	0.01	0.33 %
Total	53.15	56.16 %

Branch *	MTD Sales L	Brand Share %
SLM1	2.62	43.75 %
DPR2	0.63	35.82 %
CM11	0.60	44.52 %
MCR1	0.59	24.19 %
RSP1	0.56	31.15 %
HRR1	0.51	29.17 %
PLC1	0.47	25.90 %
PMP1	0.43	26.35 %
PDR1	0.33	39.17 %
EDP1	0.16	17.10 %
WZWH	0.01	6.61 %
Total	53.15	56.16 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mixie	25.13	47.23 %
Gas-Stov	12.32	37.85 %
Grinder	8.61	28.12 %
Chimney	3.06	85.91 %
In-Stove	2.48	35.86 %
Iron	0.72	23.55 %
Cook-Ele	0.39	58.55 %
Small-Ap	0.09	0.54 %
Total	52.81	35.95 %

Branch *	MTD Sales L	Brand Share %
CH42	3.15	39.42 %
CH28	2.26	41.14 %
CH07	1.49	20.62 %
CH38	1.15	39.15 %
CH39	1.07	22.65 %
CH35	1.05	33.65 %
MRM1	0.95	22.20 %
AVD1	0.95	41.29 %
TKM1	0.64	32.14 %
CH29	0.55	37.80 %
GUD2	0.41	12.89 %
KNR1	0.38	24.90 %
CZWH	0.19	0.61 %
WHC3		0.00 %
Total	52.81	35.95 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	21.07	58.81 %
Gas-Stov	10.43	34.96 %
Grinder	5.82	30.21 %
Chimney	4.07	79.36 %
In-Stove	3.81	52.03 %
Iron	0.56	14.80 %
Cook-Ele	0.24	70.37 %
Small-Ap	0.02	0.39 %
Total	46.01	43.46 %

Branch *	MTD Sales L	Brand Share %
CBE2	3.89	30.06 %
KMR1	3.20	38.18 %
CBE6	1.60	30.58 %
TPR3	1.28	36.32 %
KMD1	1.04	27.72 %
CBE5	0.90	24.10 %
PLI1	0.82	19.03 %
PPI1	0.71	41.93 %
DPM2	0.69	21.36 %
TPR4	0.46	30.79 %
AVI1	0.45	17.17 %
GBM1	0.40	36.89 %
PDM1	0.39	28.84 %
ANR1	0.37	39.14 %
WZSD	0.10	25.97 %
Total	46.01	43.46 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	18.70	60.31 %
Gas-Stov	10.99	44.78 %
Grinder	8.65	39.48 %
In-Stove	3.17	53.56 %
Chimney	2.63	92.54 %
Iron	0.72	26.78 %
Cook-Ele	0.47	96.06 %
Small-Ap	0.02	0.56 %
Total	45.36	48.61 %

Branch *	MTD Sales L	Brand Share %
MVM1	2.87	37.75 %
KUM1	2.58	36.90 %
TNJ1	2.42	39.85 %
KIK1	2.32	44.55 %
TNJ2	2.12	42.77 %
TVR2	1.98	40.25 %
TYR1	1.61	41.71 %
PDK1	0.95	45.52 %
ORU1	0.83	41.27 %
NCK1	0.66	28.24 %
MSI1	0.61	40.69 %
AYR1	0.58	41.49 %
APM1	0.24	17.69 %
KRN1	0.23	20.59 %
TZSD		0.00 %
Total	45.36	48.61 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	14.31	52.57 %
Gas-Stov	6.16	28.12 %
Grinder	3.42	25.27 %
Chimney	2.50	100.00 %
In-Stove	1.82	44.27 %
Iron	0.60	21.67 %
Cook-Ele	0.31	100.00 %
Small-Ap	0.04	1.30 %
Total	29.16	38.52 %

Branch *	MTD Sales L	Brand Share %
CH15	4.01	39.72 %
CH18	2.25	39.36 %
CH21	1.27	29.40 %
CH34	1.02	20.81 %
CH24	1.00	21.37 %
CH20	0.80	29.99 %
CH36	0.79	44.98 %
GPD1	0.66	39.03 %
PON1	0.62	32.40 %
CH41	0.61	24.33 %
CH44	0.59	25.56 %
CH09	0.59	26.51 %
UKI1	0.52	39.82 %
CH27	0.51	36.81 %
CH33	0.50	20.89 %
CH17	0.42	36.57 %
MJR1	0.41	14.31 %
CH46	0.31	29.33 %
Total	29.16	38.52 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	13.14	67.28 %
Gas-Stov	5.55	35.74 %
Chimney	2.51	100.00 %
Grinder	2.40	35.70 %
In-Stove	1.60	53.28 %
Iron	0.52	22.18 %
Cook-Ele	0.22	85.17 %
Small-Ap	0.04	1.91 %
Total	25.98	49.84 %

Branch *	MTD Sales L	Brand Share %
KPM2	1.82	37.85 %
TRR1	1.42	41.38 %
CGM1	0.96	37.41 %
PLR1	0.62	39.95 %
ABR1	0.58	40.05 %
ARC2	0.41	35.63 %
KPM1	0.38	22.24 %
GDM1	0.31	37.31 %
UGI1	0.05	6.94 %
Total	25.98	49.84 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	11.20	58.57 %
Gas-Stov	6.07	40.62 %
Grinder	3.52	25.83 %
Chimney	2.23	94.69 %
In-Stove	1.41	44.51 %
Iron	0.61	28.02 %
Cook-Ele	0.27	87.14 %
Total	25.30	43.79 %

Branch *	MTD Sales L	Brand Share %
CUD1	2.52	30.75 %
POY1	2.38	34.42 %
ULP1	0.81	23.44 %
VPM2	0.70	23.63 %
KML1	0.64	45.62 %
TVM1	0.43	41.52 %
CDM1	0.30	9.17 %
MKM1	0.22	17.69 %
Total	25.30	43.79 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Mixie	3.81	59.23 %
Grinder	1.36	35.46 %
Gas-Stov	1.14	22.79 %
In-Stove	0.39	31.80 %
Chimney	0.17	100.00 %
Iron	0.14	20.98 %
Small-Ap	0.09	13.01 %
Total	7.10	39.30 %

Branch *	MTD Sales L	Brand Share %
PAS1	1.23	32.14 %
KLR1	1.06	28.32 %
Total	7.10	39.30 %