

MTD Sales
761.60 L

Brand Share %
40.97 %

Information:

MTD : 01-10-2025 To 29-10-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **40.97 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	344.80	55.06 %
Gas-Stov	161.94	33.77 %
Grinder	139.20	35.50 %
Chimney	54.37	67.64 %
In-Stove	45.96	52.87 %
Iron	10.72	23.17 %
Cook-Ele	4.62	79.33 %
Small-Ap	0.26	0.48 %
Acces-SA	-0.04	100.00 %
Cook-Pre	-0.22	-0.25 %
Total	761.60	40.97 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	140.73	45.82 %
SOUTH-03	127.39	42.17 %
WEST-02	103.10	47.19 %
TRICHY-01	90.36	44.25 %
WEST-01	83.08	38.87 %
CHENNAI-01	79.58	32.28 %
CHENNAI-02	49.65	35.58 %
NORTH ARCOT	42.01	41.24 %
SOUTH ARCOT	41.91	37.26 %
KL-SOUTH	3.78	29.48 %
Total	761.60	40.97 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	63.72	62.04 %
Grinder	31.55	42.00 %
Gas-Stov	28.33	38.34 %
In-Stove	9.22	59.99 %
Chimney	4.99	69.91 %
Iron	2.10	25.45 %
Cook-Ele	0.86	74.12 %
Acces-SA	-0.01	100.00 %
Small-Ap	-0.02	-0.25 %
Total	140.73	45.82 %

Branch *	MTD Sales L	Brand Share %
NGR1	7.75	38.59 %
VNR2	4.69	27.74 %
MAR1	3.57	34.84 %
TKS1	3.33	24.78 %
TYI1	2.16	33.84 %
APK2	1.97	33.56 %
ERL2	1.82	34.24 %
STU2	1.37	39.51 %
ARM1	1.35	32.25 %
UDN1	1.10	35.93 %
ASM1	1.09	34.24 %
COL1	0.80	30.90 %
KSM1	0.70	27.35 %
S2SD	-0.29	-612.14 %
Total	140.73	45.82 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	56.46	57.40 %
Grinder	26.70	35.22 %
Gas-Stov	24.87	35.89 %
Chimney	9.81	74.80 %
In-Stove	6.75	52.40 %
Iron	2.02	25.67 %
Cook-Ele	0.76	81.31 %
Small-Ap	0.03	0.35 %
Total	127.39	42.17 %

Branch *	MTD Sales L	Brand Share %
MDU1	11.26	30.13 %
DGL1	10.96	35.53 %
MDU6	5.03	37.40 %
MDU4	1.98	35.75 %
MDU3	1.81	26.73 %
NKI1	1.72	31.44 %
BNR1	1.65	27.51 %
BTU1	1.63	40.06 %
PNI1	1.63	35.43 %
DGL2	1.43	19.97 %
KPT1	1.41	30.13 %
SGP1	1.38	37.07 %
PKM1	1.31	37.07 %
TEN1	1.07	19.74 %
CMR1	0.94	32.60 %
ADP1	0.62	13.03 %
ODM1	0.55	8.36 %
KKD2	0.26	12.96 %
Total	127.39	42.17 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	46.93	60.31 %
Gas-Stov	22.82	40.91 %
Grinder	13.84	40.13 %
Chimney	12.01	69.10 %
In-Stove	6.04	53.81 %
Iron	1.32	23.28 %
Cook-Ele	0.21	100.00 %
Small-Ap	-0.01	-0.27 %
Acces-SA	-0.02	100.00 %
Cook-Pre	-0.03	-0.27 %
Total	103.10	47.19 %

Branch *	MTD Sales L	Brand Share %
SLM1	6.14	34.12 %
RSP1	2.67	39.76 %
TRM1	2.38	33.01 %
MCR1	1.86	26.73 %
VKL1	1.79	37.66 %
PLC1	1.73	25.95 %
KVP1	1.63	28.73 %
SGG1	1.44	30.20 %
OML1	1.32	25.31 %
HRR1	1.29	24.93 %
DPR2	0.74	20.67 %
TCG1	0.68	20.03 %
PMP1	0.66	20.75 %
EDP1	0.63	17.24 %
Total	103.10	47.19 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	37.76	57.35 %
Gas-Stov	20.26	39.09 %
Grinder	18.43	38.69 %
In-Stove	7.82	61.51 %
Chimney	4.11	77.27 %
Iron	1.04	25.79 %
Cook-Ele	0.89	79.83 %
Small-Ap	0.07	1.11 %
Cook-Pre	-0.01	-0.12 %
Total	90.36	44.25 %

Branch *	MTD Sales L	Brand Share %
TNJ2	5.25	39.79 %
MVM1	4.94	31.00 %
TNJ1	4.68	36.56 %
KUM1	3.68	31.19 %
TVR2	3.56	34.81 %
JKM1	2.53	37.15 %
ORU1	1.61	36.09 %
MSI1	1.54	37.01 %
KRN1	1.33	28.30 %
NCK1	1.07	25.27 %
TRY2	0.74	37.53 %
APM1	0.21	7.89 %
WTRZ		0.00 %
Total	90.36	44.25 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	33.08	50.12 %
Gas-Stov	18.34	31.94 %
Chimney	13.08	76.60 %
Grinder	12.93	31.01 %
In-Stove	4.74	49.15 %
Iron	0.86	15.13 %
Cook-Ele	0.20	58.57 %
Small-Ap	0.05	0.89 %
Acces-SA	-0.01	100.00 %
Cook-Pre	-0.18	-1.71 %
Total	83.08	38.87 %

Branch *	MTD Sales L	Brand Share %
CBE2	9.68	36.80 %
KMR1	6.00	39.58 %
TPR2	4.44	40.24 %
PLI1	2.93	25.95 %
KGM1	2.09	38.69 %
AVI1	1.94	26.45 %
CBE6	1.58	19.30 %
TPR3	1.43	17.55 %
CBE5	1.38	18.15 %
SYM2	1.36	24.06 %
CBE3	1.28	39.32 %
UMP1	1.24	36.50 %
DPM2	1.13	20.51 %
PPI1	1.02	21.93 %
CNR1	0.94	32.40 %
GBM1	0.77	32.16 %
Total	83.08	38.87 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mixie	36.09	41.82 %
Gas-Stov	19.90	26.00 %
Grinder	14.44	31.51 %
In-Stove	3.85	47.98 %
Chimney	3.75	47.59 %
Iron	0.91	23.48 %
Cook-Ele	0.58	77.81 %
Small-Ap	0.04	0.65 %
Total	79.58	32.28 %

Branch *	MTD Sales L	Brand Share %
CH16	5.52	35.70 %
CH42	4.77	36.89 %
CH45	2.94	36.56 %
GUD1	2.78	35.04 %
CH28	2.31	27.72 %
CH07	2.25	26.46 %
CH30	1.95	30.68 %
TKM1	1.51	32.97 %
MRM1	1.50	20.78 %
CGL1	1.28	38.69 %
CH39	1.13	26.71 %
GUD2	0.70	11.85 %
KNR1	0.41	12.50 %
CZWH		0.00 %
MC09		0.00 %
MC10		0.00 %
WCHN		0.00 %
WHC3		0.00 %
Total	79.58	32.28 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	26.28	54.12 %
Gas-Stov	9.98	26.62 %
Grinder	7.54	25.57 %
In-Stove	2.53	44.19 %
Chimney	1.95	44.55 %
Iron	0.72	19.31 %
Cook-Ele	0.63	91.35 %
Small-Ap	0.02	0.48 %
Total	49.65	35.58 %

Branch *	MTD Sales L	Brand Share %
CH15	4.82	34.19 %
CH03	4.14	35.71 %
CH18	3.96	39.81 %
CH20	2.03	32.17 %
MJR1	1.91	23.86 %
CH24	1.53	22.97 %
PON1	1.31	33.49 %
CH09	1.25	34.37 %
CH17	1.19	35.15 %
CH46	1.08	36.19 %
CH27	0.80	35.27 %
CH41	0.76	19.68 %
CH33	0.72	16.88 %
CH31	0.65	37.51 %
CH36	0.41	26.59 %
CH44	0.39	15.34 %
CH34	0.32	3.32 %
MC06	0.26	35.60 %
CH32	0.14	19.82 %
MC05	0.05	36.22 %
Total	49.65	35.58 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	22.42	58.18 %
Gas-Stov	8.11	28.95 %
Grinder	5.07	39.87 %
Chimney	3.02	60.91 %
In-Stove	2.37	50.90 %
Iron	0.83	24.09 %
Cook-Ele	0.20	76.59 %
Total	42.01	41.24 %

Branch *	MTD Sales L	Brand Share %
TRR1	3.00	31.64 %
AKM1	1.73	34.61 %
SLG1	1.48	35.92 %
KPM1	1.32	39.02 %
WJD1	1.24	25.86 %
VNB1	1.16	33.63 %
CPT1	0.92	33.53 %
ABR1	0.72	23.95 %
CGM1	0.68	30.24 %
CYR1	0.61	20.50 %
PTU1	0.35	22.81 %
UGI1	0.35	15.57 %
Total	42.01	41.24 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	19.74	52.65 %
Gas-Stov	8.75	33.37 %
Grinder	8.23	30.13 %
In-Stove	2.48	42.50 %
Chimney	1.53	50.48 %
Iron	0.86	27.48 %
Cook-Ele	0.28	82.41 %
Small-Ap	0.04	1.28 %
Total	41.91	37.26 %

Branch *	MTD Sales L	Brand Share %
CUD1	4.39	27.56 %
POY1	3.70	28.30 %
SJI2	1.79	33.09 %
ULP1	1.73	28.59 %
TRK1	1.55	37.36 %
VPM2	1.50	35.98 %
KML1	1.48	39.08 %
STP1	1.05	39.74 %
CDM1	0.62	7.41 %
VPM1	0.61	32.38 %
TVM2	0.41	36.31 %
MKM1	0.20	8.61 %
Total	41.91	37.26 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Mixie	2.33	50.32 %
Gas-Stov	0.56	18.26 %
Grinder	0.47	23.44 %
In-Stove	0.17	19.20 %
Chimney	0.13	100.00 %
Iron	0.06	10.40 %
Small-Ap	0.03	4.20 %
Cook-Ele	0.02	53.03 %
Total	3.78	29.48 %

Branch *	MTD Sales L	Brand Share %
TVP1	1.63	25.64 %
PAS1	1.28	33.59 %
KLR1	0.88	32.76 %
Total	3.78	29.48 %