

MTD Sales
466.39 L

Brand Share %
43.38 %

Information:

MTD : 01-11-2025 To 29-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **43.38 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	205.75	57.58 %
Gas-Stov	107.28	35.44 %
Grinder	73.71	33.10 %
In-Stove	34.67	54.83 %
Chimney	33.01	64.31 %
Iron	7.62	24.73 %
Cook-Ele	3.36	73.45 %
Small-Ap	1.00	2.35 %
Total	466.39	43.38 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	82.25	45.10 %
SOUTH-03	69.62	45.06 %
CHENNAI-01	60.72	44.72 %
WEST-02	57.64	49.24 %
TRICHY-01	55.79	46.40 %
WEST-01	50.38	40.67 %
CHENNAI-02	36.10	37.22 %
SOUTH ARCOT	26.36	36.79 %
NORTH ARCOT	23.78	37.95 %
KL-SOUTH	3.75	37.37 %
Total	466.39	43.38 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	34.00	57.44 %
Gas-Stov	17.79	35.51 %
Grinder	16.85	40.88 %
In-Stove	6.42	58.78 %
Chimney	4.66	73.71 %
Iron	1.70	30.67 %
Cook-Ele	0.68	68.64 %
Small-Ap	0.15	1.87 %
Total	82.25	45.10 %

Branch *	MTD Sales L	Brand Share %
KVT1	6.19	40.52 %
NGR1	3.69	40.55 %
RPM1	3.16	42.63 %
TUT2	2.62	43.18 %
VNR2	2.57	29.01 %
MAR1	1.88	31.30 %
TCN1	1.80	35.29 %
TKS1	1.63	21.60 %
ERL2	1.43	36.64 %
APK2	1.38	38.00 %
TYI1	1.30	37.64 %
STU2	1.09	41.36 %
ASM1	1.00	31.10 %
SDI1	0.89	36.61 %
ARM1	0.62	24.80 %
KSM1	0.44	29.71 %
S2SD	0.14	16.16 %
Total	82.25	45.10 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	30.88	62.64 %
Gas-Stov	14.04	34.07 %
Grinder	12.65	33.68 %
Chimney	5.14	67.59 %
In-Stove	4.91	54.81 %
Iron	1.32	30.91 %
Cook-Ele	0.60	74.13 %
Small-Ap	0.07	1.40 %
Total	69.62	45.06 %

Branch *	MTD Sales L	Brand Share %
MDU1	6.16	35.98 %
DGL1	4.07	35.87 %
MDU6	3.52	38.40 %
MDU3	1.12	28.66 %
MDU4	1.11	39.66 %
DKI1	0.87	40.43 %
PKM1	0.86	39.96 %
PNI1	0.82	29.58 %
KPT1	0.74	29.47 %
BNR1	0.73	33.19 %
NKI1	0.73	40.36 %
TDI1	0.72	42.93 %
ODM1	0.65	21.78 %
DGL2	0.60	17.10 %
ADP1	0.59	20.97 %
MNM1	0.53	36.20 %
SGP1	0.47	34.79 %
BTU1	0.44	24.57 %
TEN1	0.34	12.18 %
SZSD	0.12	18.23 %
Total	69.62	45.06 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mixie	27.70	62.94 %
Gas-Stov	16.00	40.16 %
Grinder	9.42	28.93 %
In-Stove	3.24	53.29 %
Chimney	3.01	68.98 %
Iron	0.73	23.29 %
Cook-Ele	0.41	83.42 %
Small-Ap	0.20	3.75 %
Total	60.72	44.72 %

Branch *	MTD Sales L	Brand Share %
CH16	4.66	41.59 %
CH08	3.55	41.30 %
CH42	3.39	39.23 %
CH07	2.23	34.01 %
CH38	1.61	41.91 %
CH30	1.57	34.36 %
SKL1	1.02	37.19 %
CH39	0.98	21.61 %
GUD2	0.94	25.94 %
MRM1	0.89	20.83 %
CH35	0.84	34.63 %
TKM1	0.39	17.71 %
MC09		0.00 %
WHC3		0.00 %
Total	60.72	44.72 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	25.89	60.85 %
Gas-Stov	14.57	44.04 %
Chimney	5.95	64.10 %
Grinder	5.73	34.29 %
In-Stove	4.47	54.90 %
Iron	0.80	22.03 %
Cook-Ele	0.18	89.82 %
Small-Ap	0.04	1.26 %
Total	57.64	49.24 %

Branch *	MTD Sales L	Brand Share %
SLM1	3.67	36.61 %
HSR2	2.67	42.02 %
TRM1	1.34	31.57 %
OML1	1.11	29.31 %
VKL1	1.07	42.84 %
PLC1	0.93	24.18 %
MCR1	0.92	26.19 %
BMD1	0.87	40.95 %
KVP1	0.75	23.12 %
SGG1	0.64	31.59 %
SGI1	0.64	30.49 %
DPR2	0.50	23.52 %
HRR1	0.44	16.00 %
TCG1	0.44	24.81 %
EDP1	0.25	13.70 %
WZWH	0.05	17.35 %
Total	57.64	49.24 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	22.94	58.82 %
Gas-Stov	12.21	38.79 %
Grinder	10.52	38.71 %
In-Stove	6.02	64.79 %
Chimney	2.86	77.22 %
Iron	0.82	28.31 %
Cook-Ele	0.43	61.75 %
Total	55.79	46.40 %

Branch *	MTD Sales L	Brand Share %
MVM1	3.31	34.37 %
KUM1	3.05	35.17 %
TNJ1	2.92	39.40 %
TNJ2	2.07	33.81 %
NMM1	1.83	41.79 %
TTP1	0.99	38.45 %
PDK1	0.83	39.12 %
MSI1	0.78	40.62 %
ORU1	0.76	34.82 %
KRN1	0.69	38.21 %
TRY4	0.64	13.37 %
NCK1	0.39	18.27 %
APM1	0.23	14.76 %
TRY2	0.17	36.86 %
Total	55.79	46.40 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	20.78	54.45 %
Gas-Stov	11.93	32.42 %
Grinder	6.61	27.72 %
Chimney	6.06	64.86 %
In-Stove	3.81	53.91 %
Iron	0.60	16.21 %
Cook-Ele	0.31	83.75 %
Small-Ap	0.27	5.89 %
Total	50.38	40.67 %

Branch *	MTD Sales L	Brand Share %
CBE2	5.46	31.44 %
KMR1	3.45	42.89 %
MPM1	2.19	40.87 %
TPR2	1.95	32.57 %
CBE6	1.72	32.71 %
PLI1	1.68	28.11 %
CBE5	1.62	32.04 %
DPM2	1.09	24.88 %
AVI1	1.04	22.02 %
PDM1	0.82	30.88 %
UMP1	0.77	37.72 %
TPR3	0.74	22.78 %
CNR1	0.61	38.72 %
TPR4	0.49	23.20 %
PPI1	0.33	12.52 %
SYM2	0.18	8.45 %
WHCB		0.00 %
WZSD		0.00 %
Total	50.38	40.67 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	18.30	52.34 %
Gas-Stov	7.67	27.84 %
Grinder	5.11	27.52 %
In-Stove	2.02	45.62 %
Chimney	2.01	45.87 %
Iron	0.51	19.76 %
Cook-Ele	0.24	83.77 %
Small-Ap	0.23	5.40 %
Total	36.10	37.22 %

Branch *	MTD Sales L	Brand Share %
CH15	3.82	33.13 %
CH17	2.10	43.16 %
CH20	1.76	40.39 %
CH24	1.39	20.09 %
CH33	1.02	23.14 %
PON1	0.81	37.52 %
CH09	0.78	33.56 %
MJR1	0.77	22.39 %
GPD1	0.76	37.50 %
CH46	0.67	33.50 %
CH36	0.63	31.67 %
CH41	0.60	21.39 %
CH23	0.56	33.21 %
CH44	0.49	21.29 %
CH32	0.47	41.31 %
CH31	0.43	37.49 %
CH34	0.41	7.24 %
Total	36.10	37.22 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	11.84	48.58 %
Gas-Stov	6.24	34.27 %
Grinder	4.40	27.00 %
In-Stove	2.12	43.89 %
Chimney	0.78	36.03 %
Iron	0.58	26.83 %
Cook-Ele	0.37	68.79 %
Small-Ap	0.04	1.43 %
Total	26.36	36.79 %

Branch *	MTD Sales L	Brand Share %
POY1	3.06	34.89 %
CUD1	2.63	26.80 %
POY2	2.01	37.78 %
TRK1	1.27	32.37 %
VPM2	1.17	36.93 %
ULP1	0.89	32.12 %
TDM1	0.84	31.46 %
KML1	0.65	29.98 %
SJI2	0.58	27.72 %
VCM1	0.56	38.60 %
TVM2	0.47	34.09 %
CDM1	0.46	9.53 %
VPM1	0.36	35.26 %
STP1	0.29	25.26 %
MKM1	0.17	10.32 %
WHUT		0.00 %
Total	26.36	36.79 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	11.10	50.37 %
Gas-Stov	6.09	28.16 %
Chimney	2.47	60.54 %
Grinder	2.06	27.16 %
In-Stove	1.47	54.78 %
Iron	0.52	21.51 %
Cook-Ele	0.08	57.35 %
Total	23.78	37.95 %

Branch *	MTD Sales L	Brand Share %
KPM2	2.54	40.90 %
SBR1	1.63	42.27 %
TRR1	1.37	24.27 %
AKM1	0.88	37.54 %
WJD1	0.71	32.33 %
ARC2	0.71	30.08 %
VSI1	0.70	27.94 %
VNB1	0.57	28.23 %
TRT1	0.53	34.81 %
SLG1	0.44	30.03 %
ABR1	0.44	24.04 %
CPT1	0.42	26.79 %
CYR1	0.38	29.99 %
PLR1	0.37	33.53 %
PTU1	0.35	21.73 %
KPM1	0.34	20.86 %
CGM1	0.29	19.04 %
UGI1		0.00 %
WHVL		0.00 %
Total	23.78	37.95 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Mixie	2.32	61.72 %
Gas-Stov	0.72	26.23 %
Grinder	0.36	30.63 %
In-Stove	0.19	22.63 %
Cook-Ele	0.07	100.00 %
Chimney	0.05	100.00 %
Iron	0.03	6.86 %
Total	3.75	37.37 %

Branch *	MTD Sales L	Brand Share %
TVP1	2.03	41.10 %
KLR1	1.11	42.72 %
PAS1	0.61	24.41 %
Total	3.75	37.37 %