



TN : PREETHI Sales Performance 31/03/2026 9:26 AM

MTD Sales
566.79 L

Brand Share %
47.18 %

Information:

MTD : 01-03-2026 To 30-03-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **47.18 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	212.13	57.08 %
In-Stove	126.69	66.84 %
Gas-Stov	90.55	34.78 %
Grinder	71.40	33.05 %
Chimney	42.48	62.22 %
Iron	10.65	29.31 %
Small-Ap	9.36	17.63 %
Cook-Ele	3.53	58.36 %
Total	566.79	47.18 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	99.64	50.64 %
SOUTH-03	81.05	47.96 %
CHENNAI-01	80.38	42.40 %
WEST-02	71.09	54.91 %
TRICHY-01	65.34	50.87 %
WEST-01	59.23	47.37 %
CHENNAI-02	50.61	42.16 %
NORTH ARCOT	32.09	43.63 %
SOUTH ARCOT	27.36	39.44 %
Total	566.79	47.18 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	38.75	61.35 %
In-Stove	16.55	71.57 %
Gas-Stov	15.98	37.18 %
Grinder	15.58	39.05 %
Chimney	7.33	70.64 %
Small-Ap	2.64	27.47 %
Iron	2.49	36.66 %
Cook-Ele	0.31	38.77 %
Total	99.64	50.64 %

Branch *	MTD Sales L	Brand Share %
VNR2	4.53	39.68 %
NGR1	4.42	40.02 %
RND1	2.81	40.91 %
TCN1	2.61	43.62 %
TY11	1.44	37.04 %
APK1	1.44	37.17 %
ASM1	1.20	46.91 %
APK2	1.20	27.66 %
SDI1	1.09	42.63 %
ERL2	1.00	22.67 %
STU2	0.86	38.56 %
TKS1	0.85	12.21 %
SGT1	0.64	42.77 %
ARM1	0.55	25.63 %
KSM1	0.27	16.14 %
S2SD	0.06	15.57 %
WHTV		0.00 %
Total	99.64	50.64 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	31.11	60.52 %
Grinder	14.61	39.64 %
Gas-Stov	12.61	33.68 %
In-Stove	11.13	63.69 %
Chimney	7.78	71.22 %
Iron	2.00	30.93 %
Small-Ap	1.60	20.40 %
Cook-Ele	0.21	34.32 %
Total	81.05	47.96 %

Branch *	MTD Sales L	Brand Share %
MDU1	8.10	46.15 %
DGL1	5.47	35.52 %
MDU2	4.71	45.10 %
KKD3	3.53	39.48 %
KPT1	1.61	43.72 %
MDU7	1.55	32.12 %
MDU3	1.39	28.27 %
KRR1	1.28	45.95 %
TDI1	1.22	39.35 %
PKM1	1.01	42.16 %
PNI1	0.90	30.36 %
BNR1	0.80	31.19 %
DGL2	0.79	15.89 %
PNV2	0.77	45.17 %
BTU1	0.77	37.25 %
TEN1	0.71	19.82 %
ADP1	0.57	18.86 %
ODM1	0.33	17.29 %
SZSD	0.14	29.89 %
Total	81.05	47.96 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
In-Stove	27.09	60.47 %
Mixie	26.51	58.15 %
Gas-Stov	11.90	33.08 %
Grinder	9.12	22.01 %
Chimney	3.31	43.35 %
Iron	0.89	24.38 %
Small-Ap	0.88	9.56 %
Cook-Ele	0.67	53.05 %
Total	80.38	42.40 %

Branch *	MTD Sales L	Brand Share %
CH05	7.58	46.39 %
CH49	5.18	42.13 %
CH42	3.68	40.99 %
CH25	3.56	42.28 %
CH07	3.11	29.15 %
CH28	2.28	33.42 %
CH45	2.24	37.46 %
CH38	1.98	40.02 %
CH47	1.85	32.84 %
CH30	1.30	25.16 %
CGL1	1.25	45.59 %
CH29	1.22	44.83 %
CH39	0.97	22.58 %
MRM1	0.93	21.82 %
TKM1	0.83	33.25 %
CH26	0.73	46.72 %
GUD2	0.67	17.73 %
KNR1	0.17	14.11 %
CZWH	0.16	1.07 %
MC09		0.00 %
MC10		0.00 %
Total	80.38	42.40 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	26.75	56.10 %
In-Stove	16.22	75.78 %
Gas-Stov	13.27	45.06 %
Chimney	7.02	67.79 %
Grinder	4.81	36.88 %
Iron	1.40	34.04 %
Small-Ap	1.11	38.80 %
Cook-Ele	0.51	87.68 %
Total	71.09	54.91 %

Branch *	MTD Sales L	Brand Share %
ERD2	3.95	42.33 %
PLC1	1.45	38.29 %
RSP1	1.32	44.54 %
TRM1	1.29	35.65 %
MCR1	1.17	32.28 %
CMI1	1.05	45.31 %
DPR1	0.96	47.00 %
OML1	0.82	26.22 %
DPR2	0.72	38.52 %
KVP1	0.61	33.71 %
HRR1	0.61	20.74 %
WZWH	0.57	28.00 %
EDP1	0.53	24.15 %
PDR1	0.28	40.82 %
WHPD		0.00 %
Total	71.09	54.91 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	24.12	58.21 %
In-Stove	15.47	76.81 %
Grinder	10.62	42.02 %
Gas-Stov	10.13	36.94 %
Chimney	2.93	68.41 %
Iron	1.14	30.37 %
Small-Ap	0.77	13.75 %
Cook-Ele	0.16	30.00 %
Total	65.34	50.87 %

Branch *	MTD Sales L	Brand Share %
MVM1	4.75	45.97 %
TVR2	3.68	43.30 %
KUM1	3.47	39.71 %
TNJ1	2.56	39.60 %
TYR1	2.16	45.95 %
TRY4	0.83	17.39 %
AYR1	0.80	46.84 %
KRN1	0.74	30.98 %
PBR1	0.63	43.16 %
APM1	0.60	28.85 %
NCK1	0.53	20.96 %
TZSD	0.37	23.04 %
Total	65.34	50.87 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	19.51	53.55 %
In-Stove	12.42	71.36 %
Gas-Stov	9.78	33.23 %
Chimney	8.31	67.44 %
Grinder	6.56	34.76 %
Small-Ap	1.14	17.89 %
Iron	0.87	25.61 %
Cook-Ele	0.64	79.13 %
Total	59.23	47.37 %

Branch *	MTD Sales L	Brand Share %
CBE2	8.35	43.62 %
TPR2	2.78	44.27 %
KMR1	2.63	31.06 %
MPM1	2.55	43.93 %
PLI1	2.02	43.53 %
CBE6	1.85	31.81 %
AVI1	1.40	29.29 %
PDM1	1.38	43.30 %
TPR3	1.25	33.60 %
CBE5	0.81	34.26 %
DPM2	0.80	29.92 %
KGM1	0.75	45.44 %
KGI1	0.72	39.78 %
TPR4	0.71	43.22 %
SYM2	0.71	26.87 %
KMD1	0.70	41.06 %
ANR1	0.57	42.16 %
PPI1	0.47	19.65 %
GBM1	0.41	32.71 %
WZSD		0.00 %
Total	59.23	47.37 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	21.12	55.62 %
In-Stove	14.94	60.49 %
Gas-Stov	7.60	29.21 %
Grinder	3.53	20.67 %
Chimney	2.02	40.00 %
Cook-Ele	0.55	82.64 %
Iron	0.47	17.42 %
Small-Ap	0.38	6.50 %
Total	50.61	42.16 %

Branch *	MTD Sales L	Brand Share %
CH15	5.36	40.36 %
CH21	1.53	29.40 %
CH34	1.31	21.61 %
CH31	1.03	46.69 %
CH27	0.97	41.04 %
CH33	0.91	33.17 %
CH24	0.87	15.17 %
CH46	0.74	29.22 %
CH41	0.73	21.47 %
CH23	0.67	43.59 %
GPD1	0.67	35.37 %
CH20	0.66	15.73 %
CH44	0.62	23.96 %
MJR1	0.56	13.09 %
CH32	0.44	40.40 %
UKI1	0.32	27.60 %
CH01	0.10	32.40 %
CH51	0.08	16.45 %
Total	50.61	42.16 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	13.15	52.06 %
In-Stove	7.65	66.53 %
Gas-Stov	4.65	26.92 %
Grinder	2.80	33.39 %
Chimney	2.41	49.61 %
Iron	0.76	26.48 %
Cook-Ele	0.35	68.23 %
Small-Ap	0.32	11.13 %
Total	32.09	43.63 %

Branch *	MTD Sales L	Brand Share %
VEL2	2.51	30.19 %
TRR1	2.40	35.92 %
KPM2	1.93	31.40 %
BGR1	1.14	46.04 %
WJP1	1.07	47.13 %
ABR1	1.00	36.63 %
TRT1	0.97	43.64 %
WJD1	0.92	32.93 %
ARC2	0.85	34.01 %
CPT1	0.63	31.57 %
UGI1	0.59	33.92 %
PTU1	0.57	40.11 %
CYR1	0.56	33.44 %
KPM1	0.54	41.18 %
PLR1	0.52	31.06 %
SLG1	0.49	30.78 %
WHVL		0.00 %
Total	32.09	43.63 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	11.09	48.93 %
In-Stove	5.21	58.06 %
Gas-Stov	4.64	32.25 %
Grinder	3.77	24.86 %
Chimney	1.37	55.50 %
Iron	0.63	24.17 %
Small-Ap	0.52	18.45 %
Cook-Ele	0.13	48.85 %
Total	27.36	39.44 %

Branch *	MTD Sales L	Brand Share %
POY1	2.43	30.11 %
CUD1	2.23	25.78 %
KLM1	1.99	45.52 %
ULP1	1.65	39.53 %
VPM2	1.38	40.10 %
KML1	1.13	44.16 %
STP1	1.00	39.37 %
TDM1	0.91	35.21 %
SJI2	0.75	28.68 %
CDM1	0.44	11.36 %
VPM1	0.40	33.58 %
TVM1	0.39	46.12 %
TVM2	0.26	24.52 %
MKM1	0.26	12.70 %
Total	27.36	39.44 %