

MTD Sales
454.00 L

Brand Share %
46.70 %

Information:

MTD : 01-07-2025 To 30-07-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **46.70 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	204.15	60.86 %
Gas-Stov	94.91	37.14 %
Grinder	74.73	34.89 %
Chimney	39.95	86.96 %
In-Stove	27.95	56.49 %
Iron	8.25	23.48 %
Cook-Ele	3.61	79.36 %
Small-Ap	0.44	1.38 %
Total	454.00	46.70 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	94.30	49.61 %
SOUTH-03	62.26	47.51 %
WEST-02	58.27	53.39 %
CHENNAI-01	57.93	45.23 %
TRICHY-01	50.81	47.22 %
WEST-01	43.65	42.54 %
CHENNAI-02	30.06	35.78 %
NORTH ARCOT	27.41	51.22 %
SOUTH ARCOT	25.66	44.31 %
KL-SOUTH	3.66	45.36 %
Total	454.00	46.70 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	40.01	64.56 %
Gas-Stov	20.32	41.34 %
Grinder	17.06	37.37 %
Chimney	8.46	88.74 %
In-Stove	6.07	66.24 %
Iron	1.77	25.29 %
Cook-Ele	0.58	74.20 %
Small-Ap	0.02	0.33 %
Total	94.30	49.61 %

Branch *	MTD Sales L	Brand Share %
NGR1	5.62	44.30 %
VNR2	4.11	40.55 %
TKS1	4.00	37.72 %
MAR1	3.77	44.35 %
TCN1	2.74	40.32 %
RND1	2.46	37.37 %
APK1	1.34	39.51 %
SDI1	1.14	40.85 %
KSM1	1.03	39.10 %
ERL1	0.92	44.57 %
UDN1	0.84	46.49 %
ASM1	0.76	30.59 %
SGT1	0.66	45.21 %
ARM1	0.63	26.14 %
STU2	0.61	27.43 %
COL1	0.51	26.11 %
S2SD		0.00 %
Total	94.30	49.61 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	27.29	63.72 %
Grinder	12.62	36.49 %
Gas-Stov	11.86	37.78 %
Chimney	4.80	82.49 %
In-Stove	4.06	59.98 %
Iron	1.27	25.21 %
Cook-Ele	0.29	66.33 %
Small-Ap	0.06	1.50 %
Total	62.26	47.51 %

Branch *	MTD Sales L	Brand Share %
MDU1	5.94	39.51 %
DGL1	5.44	41.31 %
MDU2	3.03	42.70 %
CBM1	2.71	43.13 %
BNR1	1.24	43.18 %
DGL2	1.24	34.24 %
KKD2	1.21	34.24 %
NTM1	0.99	40.11 %
TEN2	0.93	34.22 %
NKI1	0.89	44.54 %
PNI1	0.80	44.34 %
PKM1	0.69	40.86 %
BTU1	0.68	39.99 %
PNV1	0.53	45.92 %
CMR1	0.51	38.18 %
TEN1	0.51	22.86 %
ADP1	0.45	15.73 %
ODM1	0.42	20.61 %
SZSD		0.00 %
Total	62.26	47.51 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	27.26	63.82 %
Gas-Stov	11.15	41.52 %
Chimney	9.27	92.23 %
Grinder	6.64	42.03 %
In-Stove	2.91	49.29 %
Iron	0.84	20.48 %
Cook-Ele	0.13	68.30 %
Small-Ap	0.07	1.90 %
Total	58.27	53.39 %

Branch *	MTD Sales L	Brand Share %
SLM1	2.79	42.03 %
RSP1	1.66	36.49 %
TRM1	1.46	39.31 %
ATU1	1.22	38.40 %
MCR1	1.14	35.08 %
APN1	0.90	40.27 %
PLC1	0.86	25.20 %
PDR1	0.82	42.11 %
SGG1	0.74	43.56 %
CMI1	0.71	45.53 %
EDP1	0.67	39.57 %
DPR2	0.60	28.65 %
OML1	0.58	27.22 %
HRR1	0.51	24.25 %
TCG1	0.29	22.85 %
PMP1	0.29	22.35 %
WZWH		0.00 %
Total	58.27	53.39 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mixie	26.26	65.23 %
Gas-Stov	14.13	34.45 %
Grinder	9.71	31.21 %
Chimney	3.53	94.24 %
In-Stove	2.66	60.33 %
Iron	0.91	27.67 %
Cook-Ele	0.66	86.70 %
Small-Ap	0.07	1.90 %
Total	57.93	45.23 %

Branch *	MTD Sales L	Brand Share %
CH16	5.13	44.80 %
CH42	2.46	39.93 %
CH28	1.96	39.35 %
CH07	1.57	25.32 %
CH39	1.03	22.73 %
CH38	0.97	26.49 %
CH35	0.89	41.46 %
MRM1	0.85	27.57 %
CGL1	0.82	40.54 %
KNR1	0.78	44.50 %
CH29	0.63	37.09 %
GUD2	0.56	19.52 %
CH26	0.17	19.82 %
CZWH		0.00 %
Total	57.93	45.23 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	22.51	59.28 %
Gas-Stov	10.48	40.02 %
Grinder	9.75	37.16 %
In-Stove	3.76	57.40 %
Chimney	2.32	84.56 %
Iron	1.14	33.03 %
Cook-Ele	0.81	85.46 %
Small-Ap	0.04	1.22 %
Total	50.81	47.22 %

Branch *	MTD Sales L	Brand Share %
TNJ2	3.62	43.83 %
KIK1	2.63	44.68 %
KUM1	2.45	34.96 %
TVR2	2.41	36.27 %
TNJ1	1.72	30.53 %
MVM1	1.47	17.46 %
NGT1	1.30	37.49 %
PDK1	0.99	46.22 %
MSI1	0.82	42.91 %
AYR1	0.61	45.07 %
KRN1	0.48	32.17 %
APM1	0.40	20.31 %
NCK1	0.38	22.09 %
TZSD		0.00 %
Total	50.81	47.22 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	19.23	52.86 %
Gas-Stov	9.38	36.83 %
Grinder	6.55	30.38 %
Chimney	4.51	80.91 %
In-Stove	3.23	47.27 %
Iron	0.39	10.71 %
Cook-Ele	0.32	84.11 %
Small-Ap	0.04	1.62 %
Total	43.65	42.54 %

Branch *	MTD Sales L	Brand Share %
CBE2	5.31	40.49 %
CBE4	2.69	39.87 %
UAM1	1.82	35.67 %
PLI1	1.69	24.54 %
CBE6	1.53	39.43 %
KMD1	1.46	41.24 %
TPR2	1.19	25.77 %
TPR3	1.17	31.65 %
DPM2	0.92	24.20 %
AVI1	0.81	25.03 %
TPR4	0.73	38.53 %
CBE3	0.72	40.57 %
KGI1	0.68	34.62 %
PPI1	0.53	25.07 %
ANR1	0.49	34.03 %
SYM2	0.41	29.18 %
GBM1	0.40	44.12 %
Total	43.65	42.54 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	14.45	48.44 %
Gas-Stov	6.33	27.45 %
Grinder	3.81	22.69 %
Chimney	2.54	69.86 %
In-Stove	1.68	44.94 %
Iron	0.71	21.27 %
Cook-Ele	0.47	85.19 %
Small-Ap	0.07	2.22 %
Total	30.06	35.78 %

Branch *	MTD Sales L	Brand Share %
CH15	3.49	35.12 %
CH18	2.74	39.10 %
CH03	2.21	30.34 %
MJR1	1.37	35.62 %
PON1	1.03	43.06 %
CH21	0.87	21.44 %
CH23	0.78	45.83 %
CH09	0.76	36.67 %
CH33	0.74	21.03 %
CH17	0.65	41.31 %
UKI1	0.60	44.58 %
CH41	0.59	20.66 %
CH44	0.49	19.52 %
CH46	0.43	23.74 %
CH34	0.40	8.14 %
CH20	0.37	11.38 %
CH24	0.31	11.34 %
CH32	0.23	44.20 %
CH01	0.08	33.12 %
MC05		0.00 %
Total	30.06	35.78 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	13.41	66.86 %
Gas-Stov	5.36	34.55 %
Chimney	3.29	99.87 %
Grinder	3.07	43.25 %
In-Stove	1.56	57.05 %
Iron	0.50	18.52 %
Cook-Ele	0.16	80.41 %
Small-Ap	0.07	3.41 %
Total	27.41	51.22 %

Branch *	MTD Sales L	Brand Share %
TRR1	3.12	45.40 %
KPM2	1.34	29.53 %
VSI1	1.16	43.26 %
KPM1	0.86	45.47 %
SLG1	0.42	44.72 %
UGI1	0.32	37.88 %
CYR1	0.27	32.66 %
Total	27.41	51.22 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	11.87	57.20 %
Gas-Stov	5.27	35.69 %
Grinder	5.08	37.02 %
In-Stove	1.80	61.29 %
Chimney	0.88	73.76 %
Iron	0.60	28.10 %
Cook-Ele	0.16	80.11 %
Total	25.66	44.31 %

Branch *	MTD Sales L	Brand Share %
POY1	2.39	30.84 %
CUD1	1.98	24.60 %
ULP1	0.86	27.76 %
TVM2	0.31	34.96 %
CDM1	0.27	6.56 %
STP1	0.22	18.97 %
MKM1	0.19	16.32 %
Total	25.66	44.31 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Mixie	1.86	69.04 %
Gas-Stov	0.64	29.35 %
Grinder	0.44	26.81 %
Chimney	0.35	100.00 %
In-Stove	0.24	50.91 %
Iron	0.10	29.17 %
Cook-Ele	0.02	24.88 %
Total	3.66	45.36 %

Branch *	MTD Sales L	Brand Share %
PAS1	0.74	33.26 %
Total	3.66	45.36 %