

MTD Sales
602.51 L

Brand Share %
47.92 %

Information:

MTD : 01-08-2025 To 30-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **47.92 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	275.70	63.76 %
Gas-Stov	125.91	38.08 %
Grinder	101.14	36.92 %
Chimney	52.39	89.90 %
In-Stove	33.07	52.61 %
Iron	9.91	23.13 %
Cook-Ele	3.88	79.96 %
Small-Ap	0.51	0.98 %
Total	602.51	47.92 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	111.48	49.19 %
SOUTH-03	81.16	46.47 %
WEST-02	76.55	57.53 %
CHENNAI-01	74.21	48.43 %
TRICHY-01	73.93	48.56 %
WEST-01	63.67	45.55 %
SOUTH ARCOT	41.27	44.70 %
CHENNAI-02	39.32	39.22 %
NORTH ARCOT	35.04	49.82 %
KL-SOUTH	5.89	39.95 %
Total	602.51	47.92 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	47.04	66.51 %
Gas-Stov	23.87	39.40 %
Grinder	22.48	40.31 %
Chimney	8.65	90.74 %
In-Stove	6.62	61.83 %
Iron	2.19	26.49 %
Cook-Ele	0.55	69.96 %
Small-Ap	0.09	0.85 %
Total	111.48	49.19 %

Branch *	MTD Sales L	Brand Share %
TVL1	6.61	44.91 %
NGR1	6.35	42.32 %
VNR2	4.65	36.51 %
RND1	4.46	46.44 %
SVK1	3.19	47.64 %
MAR1	3.05	42.43 %
SKD1	2.75	47.34 %
TKS1	2.73	26.12 %
TCN1	2.52	38.35 %
APK1	2.52	47.69 %
ERL2	1.91	43.58 %
ASM1	1.30	41.01 %
STU2	1.11	43.66 %
APK2	1.11	47.34 %
SDI1	0.74	35.18 %
KSM1	0.73	31.61 %
COL1	0.55	24.47 %
ARM1	0.46	21.18 %
ERL1	0.19	35.33 %
S2SD		0.00 %
Total	111.48	49.19 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	36.11	63.61 %
Grinder	16.54	37.51 %
Gas-Stov	15.76	35.25 %
Chimney	5.88	95.07 %
In-Stove	4.89	55.24 %
Iron	1.50	24.15 %
Cook-Ele	0.41	74.92 %
Small-Ap	0.07	0.89 %
Total	81.16	46.47 %

Branch *	MTD Sales L	Brand Share %
MDU1	8.02	37.04 %
DGL1	6.42	41.50 %
MDU2	4.78	46.13 %
MDU6	3.24	38.47 %
CBM1	3.19	45.16 %
KKD2	1.50	27.71 %
DKI1	1.36	45.65 %
DGL2	1.34	29.31 %
TDI1	1.26	36.38 %
BNR1	1.23	36.64 %
PNI1	1.11	36.89 %
MNM1	1.06	44.77 %
NKI1	1.01	41.00 %
KPT1	1.00	42.81 %
BTU1	0.90	37.81 %
PKM1	0.75	40.41 %
TEN1	0.66	23.87 %
ADP1	0.46	17.87 %
CMR1	0.32	31.39 %
ODM1	0.31	10.91 %
SZSD		0.00 %
Total	81.16	46.47 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	36.16	71.33 %
Gas-Stov	16.74	47.59 %
Chimney	9.48	97.43 %
Grinder	9.04	44.78 %
In-Stove	3.63	47.74 %
Iron	1.00	20.96 %
Cook-Ele	0.48	92.17 %
Small-Ap	0.03	0.61 %
Total	76.55	57.53 %

Branch *	MTD Sales L	Brand Share %
SLM1	4.35	43.15 %
ATU1	2.01	42.43 %
PLC1	2.00	46.75 %
TRM1	1.98	42.23 %
MCR1	1.51	42.59 %
KVP1	1.40	41.19 %
RSP1	1.24	39.85 %
OML1	1.13	40.36 %
DPR2	1.06	37.01 %
HRR1	0.81	23.29 %
PDR1	0.77	45.80 %
EDP1	0.59	24.76 %
TCG1	0.55	38.45 %
WZWH		0.00 %
Total	76.55	57.53 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mixie	34.81	67.49 %
Gas-Stov	18.41	44.63 %
Grinder	11.43	32.03 %
Chimney	5.00	80.42 %
In-Stove	2.94	48.65 %
Iron	0.98	23.40 %
Cook-Ele	0.55	79.52 %
Small-Ap	0.09	1.16 %
Total	74.21	48.43 %

Branch *	MTD Sales L	Brand Share %
CH42	4.28	37.72 %
CH05	4.09	46.67 %
CH28	3.23	44.75 %
CH07	2.80	30.38 %
CH35	1.81	47.66 %
CH39	1.76	39.84 %
CH38	1.48	32.03 %
TKM1	1.28	40.29 %
MRM1	1.18	26.25 %
CH26	0.90	34.13 %
GUD2	0.86	22.73 %
CH29	0.66	36.87 %
KNR1	0.59	27.84 %
WHC3	0.54	43.74 %
CZWH	0.14	4.98 %
MC10		0.00 %
Total	74.21	48.43 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	32.41	62.20 %
Grinder	15.59	40.75 %
Gas-Stov	13.80	38.32 %
Chimney	5.09	96.24 %
In-Stove	4.95	53.76 %
Iron	1.21	26.20 %
Cook-Ele	0.84	87.83 %
Small-Ap	0.04	0.74 %
Total	73.93	48.56 %

Branch *	MTD Sales L	Brand Share %
TNJ2	4.89	45.76 %
MVM1	4.45	36.22 %
KUM1	4.33	38.26 %
TNJ1	3.08	31.62 %
TVR2	2.90	37.21 %
TTP1	1.08	43.40 %
MSI1	1.00	41.93 %
AYR1	0.87	47.55 %
KRN1	0.85	42.15 %
NCK1	0.81	25.29 %
APM1	0.22	7.46 %
TZSD		0.00 %
Total	73.93	48.56 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	26.37	56.53 %
Gas-Stov	13.23	34.00 %
Chimney	11.35	88.08 %
Grinder	8.27	32.21 %
In-Stove	3.55	51.48 %
Iron	0.61	14.57 %
Cook-Ele	0.16	88.96 %
Small-Ap	0.13	2.94 %
Total	63.67	45.55 %

Branch *	MTD Sales L	Brand Share %
CBE2	8.35	42.46 %
KMR1	4.28	38.16 %
MPM1	3.04	46.50 %
TPR3	1.93	46.08 %
PLI1	1.88	22.45 %
TPR2	1.82	27.10 %
CBE6	1.57	31.36 %
SYM2	1.49	39.33 %
AVI1	1.43	32.57 %
PPI1	1.11	45.23 %
PDM1	1.00	39.77 %
KGI1	0.99	39.35 %
TPR4	0.90	32.93 %
UMP1	0.85	33.31 %
DPM2	0.81	20.27 %
GDR1	0.59	47.54 %
ANR1	0.48	36.13 %
GBM1	0.20	45.66 %
WZSD		0.00 %
Total	63.67	45.55 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	19.92	59.38 %
Grinder	7.83	34.79 %
Gas-Stov	7.61	36.71 %
Chimney	2.41	82.67 %
In-Stove	2.31	45.89 %
Iron	0.90	26.82 %
Cook-Ele	0.29	70.38 %
Total	41.27	44.70 %

Branch *	MTD Sales L	Brand Share %
POY2	4.92	46.40 %
CUD1	4.29	33.35 %
POY1	3.74	30.28 %
VPM2	1.49	29.73 %
ULP1	1.44	33.99 %
TRK1	1.42	46.95 %
CDM1	0.94	14.49 %
TVM1	0.46	39.36 %
MKM1	0.25	15.52 %
Total	41.27	44.70 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	21.63	57.30 %
Gas-Stov	7.60	27.67 %
Grinder	5.15	25.50 %
In-Stove	1.95	42.75 %
Chimney	1.87	76.34 %
Iron	0.73	23.02 %
Cook-Ele	0.36	94.64 %
Small-Ap	0.02	0.53 %
Total	39.32	39.22 %

Branch *	MTD Sales L	Brand Share %
CH15	5.80	42.76 %
CH18	3.24	40.92 %
CH03	2.95	33.64 %
CH21	2.00	38.81 %
CH33	1.52	34.04 %
MJR1	1.15	22.54 %
CH20	0.96	25.64 %
PON1	0.92	40.90 %
GPD1	0.85	40.46 %
CH17	0.82	47.46 %
CH34	0.80	16.30 %
CH46	0.78	30.71 %
CH09	0.76	30.44 %
CH44	0.74	28.44 %
CH41	0.66	25.04 %
CH24	0.59	13.60 %
CH31	0.46	34.24 %
CH01		0.00 %
Total	39.32	39.22 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	18.22	68.63 %
Gas-Stov	7.67	35.41 %
Grinder	3.85	42.00 %
Chimney	2.67	86.55 %
In-Stove	1.68	54.37 %
Iron	0.67	18.98 %
Cook-Ele	0.23	68.34 %
Small-Ap	0.04	1.49 %
Total	35.04	49.82 %

Branch *	MTD Sales L	Brand Share %
TRR1	2.44	38.71 %
WJD1	1.53	47.15 %
KPM1	1.35	36.00 %
VSI1	1.19	41.89 %
VNB1	1.06	45.51 %
ABR1	0.98	37.92 %
TRT1	0.75	47.46 %
CPT1	0.69	41.01 %
SLG1	0.53	30.12 %
CYR1	0.51	28.78 %
WJP1	0.42	31.29 %
UGI1	0.22	20.28 %
PTU1	0.17	25.66 %
Total	35.04	49.82 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Mixie	3.03	50.15 %
Gas-Stov	1.22	29.79 %
Grinder	0.96	40.06 %
In-Stove	0.55	63.69 %
Iron	0.12	21.85 %
Total	5.89	39.95 %

Branch *	MTD Sales L	Brand Share %
TVP1	3.56	45.06 %
KLR1	1.28	38.31 %
PAS1	1.04	29.93 %
Total	5.89	39.95 %