

MTD Sales
776.50 L

Brand Share %
40.96 %

Information:

MTD : 01-10-2025 To 30-10-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **40.96 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	351.31	55.13 %
Gas-Stov	165.25	33.78 %
Grinder	142.03	35.51 %
Chimney	55.08	67.51 %
In-Stove	47.06	52.89 %
Iron	10.97	23.18 %
Cook-Ele	4.74	79.45 %
Small-Ap	0.32	0.58 %
Acces-SA	-0.04	100.00 %
Cook-Pre	-0.22	-0.24 %
Total	776.50	40.96 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	143.94	45.80 %
SOUTH-03	129.89	42.22 %
WEST-02	104.35	46.76 %
TRICHY-01	91.96	44.15 %
WEST-01	84.60	38.93 %
CHENNAI-01	80.83	32.36 %
CHENNAI-02	51.38	35.92 %
NORTH ARCOT	42.84	41.08 %
SOUTH ARCOT	42.83	37.27 %
KL-SOUTH	3.88	29.41 %
Total	776.50	40.96 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	65.23	62.26 %
Grinder	32.33	41.97 %
Gas-Stov	28.87	38.28 %
In-Stove	9.35	59.72 %
Chimney	5.16	69.13 %
Iron	2.15	25.49 %
Cook-Ele	0.86	74.12 %
Small-Ap		-0.03 %
Acces-SA	-0.01	100.00 %
Total	143.94	45.80 %

Branch *	MTD Sales L	Brand Share %
NGR1	7.95	38.76 %
VNR2	5.03	28.58 %
MAR1	3.65	35.17 %
TKS1	3.42	24.55 %
APK1	2.57	40.81 %
TYI1	2.19	34.16 %
APK2	1.97	33.47 %
ERL2	1.91	35.15 %
SDI1	1.69	40.79 %
STU2	1.40	38.87 %
ARM1	1.37	31.63 %
ASM1	1.17	35.74 %
UDN1	1.10	35.84 %
COL1	0.82	31.57 %
KSM1	0.70	26.47 %
S2SD	-0.29	-612.14 %
Total	143.94	45.80 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	57.38	57.42 %
Grinder	27.15	35.26 %
Gas-Stov	25.54	36.05 %
Chimney	9.98	75.14 %
In-Stove	6.99	52.85 %
Iron	2.06	25.62 %
Cook-Ele	0.76	81.31 %
Small-Ap	0.03	0.35 %
Total	129.89	42.22 %

Branch *	MTD Sales L	Brand Share %
MDU1	11.62	30.62 %
DGL1	10.98	35.32 %
MDU6	5.04	36.95 %
MDU4	2.01	34.98 %
MDU3	1.81	26.59 %
NKI1	1.78	32.12 %
BNR1	1.65	27.43 %
BTU1	1.63	39.85 %
PNI1	1.63	35.43 %
KPT1	1.52	31.71 %
DGL2	1.43	19.79 %
SGP1	1.38	37.00 %
PKM1	1.31	36.56 %
TEN1	1.07	19.59 %
CMR1	0.94	32.13 %
ADP1	0.62	12.76 %
ODM1	0.60	8.84 %
KKD2	0.26	12.96 %
Total	129.89	42.22 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	47.81	60.13 %
Gas-Stov	22.90	40.34 %
Grinder	13.94	39.53 %
Chimney	12.01	68.45 %
In-Stove	6.20	53.45 %
Iron	1.35	23.16 %
Cook-Ele	0.21	100.00 %
Small-Ap	-0.01	-0.27 %
Acces-SA	-0.02	100.00 %
Cook-Pre	-0.03	-0.26 %
Total	104.35	46.76 %

Branch *	MTD Sales L	Brand Share %
SLM1	6.16	32.91 %
RSP1	2.74	39.42 %
TRM1	2.43	32.90 %
MCR1	1.91	26.98 %
VKL1	1.79	37.52 %
PLC1	1.73	25.66 %
KMM1	1.66	39.68 %
KVP1	1.66	28.80 %
SGG1	1.44	29.92 %
OML1	1.35	24.41 %
HRR1	1.29	24.93 %
DPR2	0.75	20.77 %
PMP1	0.71	21.15 %
TCG1	0.68	20.03 %
EDP1	0.63	17.15 %
Total	104.35	46.76 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	38.51	57.40 %
Gas-Stov	20.58	38.92 %
Grinder	18.76	38.48 %
In-Stove	7.95	61.84 %
Chimney	4.11	77.27 %
Iron	1.08	26.03 %
Cook-Ele	0.89	78.44 %
Small-Ap	0.09	1.47 %
Cook-Pre	-0.01	-0.12 %
Total	91.96	44.15 %

Branch *	MTD Sales L	Brand Share %
TNJ2	5.32	40.00 %
MVM1	5.14	30.95 %
TNJ1	4.77	36.65 %
KUM1	3.74	31.02 %
TVR2	3.64	34.53 %
JKM1	2.59	37.13 %
ORU1	1.61	35.14 %
MSI1	1.54	37.01 %
KRN1	1.37	28.30 %
PBR1	1.22	40.06 %
NCK1	1.07	25.19 %
TRY2	0.74	37.41 %
APM1	0.24	8.73 %
WTRZ		0.00 %
Total	91.96	44.15 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	33.62	50.28 %
Gas-Stov	18.68	31.90 %
Chimney	13.26	76.77 %
Grinder	13.10	31.06 %
In-Stove	4.97	49.77 %
Iron	0.86	14.98 %
Cook-Ele	0.26	64.47 %
Small-Ap	0.05	0.84 %
Acces-SA	-0.01	100.00 %
Cook-Pre	-0.18	-1.70 %
Total	84.60	38.93 %

Branch *	MTD Sales L	Brand Share %
CBE2	9.88	36.41 %
KMR1	6.02	39.51 %
TPR2	4.47	40.27 %
PLI1	3.05	26.30 %
KGM1	2.09	38.69 %
AVI1	2.02	26.97 %
CBE6	1.62	19.46 %
TPR3	1.43	17.15 %
CBE5	1.38	18.02 %
SYM2	1.36	23.77 %
UMP1	1.30	37.60 %
DPM2	1.13	20.48 %
PPI1	1.02	21.66 %
CNR1	0.94	32.32 %
GBM1	0.77	32.16 %
Total	84.60	38.93 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mixie	36.67	42.11 %
Gas-Stov	20.19	26.09 %
Grinder	14.72	31.49 %
In-Stove	3.90	47.97 %
Chimney	3.75	47.59 %
Iron	0.95	23.60 %
Cook-Ele	0.58	77.81 %
Small-Ap	0.07	0.94 %
Total	80.83	32.36 %

Branch *	MTD Sales L	Brand Share %
CH16	5.58	35.22 %
CH42	4.80	36.83 %
CH45	2.94	36.32 %
GUD1	2.78	34.78 %
CH28	2.31	26.64 %
CH07	2.25	26.29 %
CH30	1.98	30.90 %
TKM1	1.51	32.41 %
MRM1	1.50	20.58 %
CGL1	1.29	38.66 %
CH39	1.13	26.71 %
GUD2	0.72	12.08 %
KNR1	0.45	13.46 %
CZWH		0.00 %
MC09		0.00 %
MC10		0.00 %
WCHN		0.00 %
WHC3		0.00 %
Total	80.83	32.36 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	26.72	53.93 %
Gas-Stov	10.59	27.48 %
Grinder	7.94	26.43 %
In-Stove	2.63	44.02 %
Chimney	2.12	46.73 %
Iron	0.73	18.93 %
Cook-Ele	0.63	91.35 %
Small-Ap	0.02	0.46 %
Total	51.38	35.92 %

Branch *	MTD Sales L	Brand Share %
CH15	4.95	34.26 %
CH03	4.30	35.85 %
CH18	4.07	40.20 %
CH20	2.18	33.50 %
MJR1	1.91	23.59 %
CH24	1.58	23.35 %
GPD1	1.44	40.25 %
CH17	1.37	37.76 %
PON1	1.35	33.79 %
CH09	1.25	34.37 %
CH46	1.08	35.19 %
CH27	0.80	33.23 %
CH41	0.76	19.68 %
CH33	0.72	16.75 %
CH31	0.69	39.05 %
CH36	0.45	27.08 %
CH44	0.39	14.81 %
CH34	0.32	3.28 %
MC06	0.26	35.60 %
CH32	0.14	19.82 %
MC05	0.05	36.22 %
Total	51.38	35.92 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	22.76	57.76 %
Gas-Stov	8.41	29.06 %
Grinder	5.24	40.69 %
Chimney	3.02	60.91 %
In-Stove	2.37	50.10 %
Iron	0.84	23.98 %
Cook-Ele	0.20	76.59 %
Total	42.84	41.08 %

Branch *	MTD Sales L	Brand Share %
TRR1	3.00	31.06 %
AKM1	1.73	34.49 %
SLG1	1.53	36.25 %
KPM1	1.32	38.86 %
WJD1	1.29	26.42 %
VNB1	1.16	33.63 %
CPT1	0.92	33.26 %
ABR1	0.72	22.24 %
CGM1	0.68	30.14 %
CYR1	0.68	22.33 %
PTU1	0.35	22.81 %
UGI1	0.35	15.57 %
Total	42.84	41.08 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	20.18	52.86 %
Gas-Stov	8.93	33.42 %
Grinder	8.38	29.88 %
In-Stove	2.55	42.69 %
Chimney	1.53	48.09 %
Iron	0.89	28.00 %
Cook-Ele	0.33	84.89 %
Small-Ap	0.04	1.26 %
Total	42.83	37.27 %

Branch *	MTD Sales L	Brand Share %
CUD1	4.49	27.94 %
POY1	3.73	28.14 %
SJI2	1.83	33.30 %
ULP1	1.77	28.32 %
TRK1	1.64	37.77 %
KML1	1.59	40.63 %
VPM2	1.56	36.11 %
TDM1	1.45	40.64 %
STP1	1.08	40.19 %
VPM1	0.64	30.96 %
CDM1	0.62	7.37 %
TVM2	0.41	34.74 %
MKM1	0.20	8.37 %
Total	42.83	37.27 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Mixie	2.43	49.57 %
Gas-Stov	0.56	17.97 %
Grinder	0.47	23.25 %
In-Stove	0.17	19.20 %
Chimney	0.13	100.00 %
Iron	0.06	10.40 %
Small-Ap	0.03	4.13 %
Cook-Ele	0.02	53.03 %
Total	3.88	29.41 %

Branch *	MTD Sales L	Brand Share %
TVP1	1.73	26.18 %
PAS1	1.28	32.91 %
KLR1	0.88	32.28 %
Total	3.88	29.41 %