



# BUTERFLY Sales Performance 07/04/2026 9:27 AM

MTD Sales  
75.46 L

Brand Share %  
17.16 %

Information:

MTD : 01-04-2026 To 06-04-2026

\* Branch where in Brand Share % is less than Overall Company's Brand Share **17.16 %** are only listed below

| Property     | MTD Sales L  | Brand Share %  |
|--------------|--------------|----------------|
| Mixie        | 23.50        | 21.74 %        |
| Gas-Stov     | 16.21        | 22.29 %        |
| Grinder      | 13.47        | 24.53 %        |
| Fan          | 8.04         | 5.96 %         |
| Cook-Pre     | 7.24         | 65.22 %        |
| Chimney      | 5.02         | 20.20 %        |
| Small-Ap     | 1.78         | 10.78 %        |
| In-Stove     | 0.19         | 1.12 %         |
| Flask        | 0.01         | 100.00 %       |
| <b>Total</b> | <b>75.46</b> | <b>17.16 %</b> |

| Sales Zone    | MTD Sales L  | Brand Share %  |
|---------------|--------------|----------------|
| WEST-02       | 10.98        | 25.90 %        |
| SOUTH-01      | 10.26        | 15.74 %        |
| TRICHY-01     | 9.26         | 20.26 %        |
| WEST-01       | 8.96         | 23.25 %        |
| SOUTH-03      | 8.06         | 13.89 %        |
| CHENNAI-02    | 6.15         | 18.34 %        |
| CHENNAI-01    | 5.80         | 12.36 %        |
| SOUTH ARCOT   | 4.56         | 20.59 %        |
| NORTH ARCOT   | 4.11         | 17.78 %        |
| VIJAYAWADA-01 | 3.68         | 18.02 %        |
| TIRUPATI-01   | 2.98         | 14.75 %        |
| KL-NORTH      | 0.33         | 2.22 %         |
| KL-SOUTH      | 0.33         | 3.76 %         |
| <b>Total</b>  | <b>75.46</b> | <b>17.16 %</b> |

## WEST-02

| Property     | MTD Sales L  | Brand Share %  |
|--------------|--------------|----------------|
| Mixie        | 4.43         | 34.96 %        |
| Gas-Stov     | 2.42         | 40.34 %        |
| Grinder      | 1.34         | 33.17 %        |
| Fan          | 1.03         | 6.83 %         |
| Cook-Pre     | 0.87         | 71.35 %        |
| Chimney      | 0.73         | 35.45 %        |
| Small-Ap     | 0.12         | 13.19 %        |
| In-Stove     | 0.04         | 10.23 %        |
| <b>Total</b> | <b>10.98</b> | <b>25.90 %</b> |

| Branch *     | MTD Sales L  | Brand Share %  |
|--------------|--------------|----------------|
| SLM2         | 0.33         | 15.93 %        |
| KRI1         | 0.27         | 12.38 %        |
| TRM1         | 0.15         | 13.52 %        |
| SGI1         | 0.12         | 13.87 %        |
| APN1         | 0.11         | 7.92 %         |
| PMP1         | 0.11         | 16.85 %        |
| NKL2         | 0.09         | 7.01 %         |
| BMD1         | 0.09         | 9.85 %         |
| EPI1         | 0.04         | 3.19 %         |
| RSP1         | 0.03         | 3.16 %         |
| WHKP         |              | 0.00 %         |
| WHPD         |              | 0.00 %         |
| <b>Total</b> | <b>10.98</b> | <b>25.90 %</b> |

### SOUTH-01

| Property     | MTD Sales L  | Brand Share %  |
|--------------|--------------|----------------|
| Grinder      | 2.52         | 26.47 %        |
| Mixie        | 2.41         | 16.93 %        |
| Gas-Stov     | 1.86         | 16.43 %        |
| Cook-Pre     | 1.15         | 73.06 %        |
| Fan          | 1.07         | 4.76 %         |
| Chimney      | 0.88         | 32.32 %        |
| Small-Ap     | 0.38         | 15.49 %        |
| <b>Total</b> | <b>10.26</b> | <b>15.74 %</b> |

| Branch *     | MTD Sales L  | Brand Share %  |
|--------------|--------------|----------------|
| KVT1         | 0.80         | 15.74 %        |
| TVL1         | 0.64         | 11.93 %        |
| NGR1         | 0.62         | 15.79 %        |
| TUT1         | 0.50         | 9.23 %         |
| MAR1         | 0.31         | 12.88 %        |
| TKS2         | 0.28         | 7.59 %         |
| VNR2         | 0.27         | 9.14 %         |
| VNR1         | 0.21         | 15.08 %        |
| MMT1         | 0.20         | 16.07 %        |
| SNL1         | 0.17         | 12.13 %        |
| SVK1         | 0.16         | 7.81 %         |
| VLY1         | 0.14         | 7.79 %         |
| SKD1         | 0.09         | 11.32 %        |
| ARM1         | 0.08         | 11.34 %        |
| TUT2         | 0.08         | 3.36 %         |
| SDI1         | 0.07         | 9.82 %         |
| APK2         | 0.07         | 8.09 %         |
| VKM1         | 0.07         | 5.90 %         |
| PDI1         | 0.07         | 7.71 %         |
| COL1         | 0.06         | 8.04 %         |
| SGT1         | 0.05         | 11.44 %        |
| KYR1         | 0.04         | 3.16 %         |
| UDN1         | 0.01         | 0.79 %         |
| <b>Total</b> | <b>10.26</b> | <b>15.74 %</b> |

### TRICHY-01

| Property     | MTD Sales L | Brand Share %  |
|--------------|-------------|----------------|
| Mixie        | 2.83        | 21.44 %        |
| Grinder      | 1.96        | 26.83 %        |
| Gas-Stov     | 1.74        | 24.89 %        |
| Fan          | 0.97        | 7.05 %         |
| Chimney      | 0.92        | 49.44 %        |
| Cook-Pre     | 0.52        | 42.63 %        |
| Small-Ap     | 0.31        | 25.82 %        |
| Flask        | 0.01        | 100.00 %       |
| <b>Total</b> | <b>9.26</b> | <b>20.26 %</b> |

| Branch *     | MTD Sales L | Brand Share %  |
|--------------|-------------|----------------|
| TYR1         | 0.44        | 16.56 %        |
| TRY1         | 0.37        | 8.17 %         |
| TNJ2         | 0.23        | 8.34 %         |
| MDI1         | 0.22        | 13.17 %        |
| TRY3         | 0.18        | 13.55 %        |
| KIK1         | 0.14        | 11.08 %        |
| NMM1         | 0.12        | 10.53 %        |
| TVR1         | 0.10        | 15.24 %        |
| NGT1         | 0.09        | 4.41 %         |
| PDK1         | 0.08        | 11.16 %        |
| TRY4         | 0.06        | 4.64 %         |
| APM1         | 0.05        | 13.51 %        |
| <b>Total</b> | <b>9.26</b> | <b>20.26 %</b> |

**WEST-01**

| Property     | MTD Sales L | Brand Share %  |
|--------------|-------------|----------------|
| Mixie        | 2.99        | 29.16 %        |
| Gas-Stov     | 2.43        | 40.16 %        |
| Grinder      | 1.28        | 26.47 %        |
| Fan          | 1.22        | 10.05 %        |
| Cook-Pre     | 0.46        | 57.79 %        |
| Chimney      | 0.44        | 17.19 %        |
| Small-Ap     | 0.11        | 9.38 %         |
| In-Stove     | 0.02        | 2.78 %         |
| <b>Total</b> | <b>8.96</b> | <b>23.25 %</b> |

| Branch *     | MTD Sales L | Brand Share %  |
|--------------|-------------|----------------|
| SNR1         | 0.37        | 11.72 %        |
| PLI1         | 0.30        | 12.10 %        |
| TPR1         | 0.27        | 11.64 %        |
| SUL1         | 0.25        | 16.43 %        |
| CBE1         | 0.16        | 7.60 %         |
| TPR3         | 0.11        | 13.08 %        |
| UMP1         | 0.10        | 11.71 %        |
| CBE5         | 0.08        | 9.99 %         |
| GBM1         | 0.08        | 14.95 %        |
| DPM2         | 0.07        | 13.73 %        |
| TPR4         | 0.05        | 12.36 %        |
| GDR1         | 0.04        | 10.57 %        |
| CBE3         |             | 0.00 %         |
| KGI1         |             | 0.00 %         |
| <b>Total</b> | <b>8.96</b> | <b>23.25 %</b> |

**SOUTH-03**

| Property     | MTD Sales L | Brand Share %  |
|--------------|-------------|----------------|
| Mixie        | 1.91        | 15.04 %        |
| Grinder      | 1.57        | 20.28 %        |
| Gas-Stov     | 1.46        | 18.69 %        |
| Cook-Pre     | 1.28        | 81.76 %        |
| Fan          | 0.93        | 4.17 %         |
| Chimney      | 0.66        | 19.17 %        |
| Small-Ap     | 0.25        | 14.68 %        |
| <b>Total</b> | <b>8.06</b> | <b>13.89 %</b> |

| Branch *     | MTD Sales L | Brand Share %  |
|--------------|-------------|----------------|
| MDU1         | 0.73        | 13.35 %        |
| DGL1         | 0.47        | 10.60 %        |
| TMM1         | 0.34        | 11.63 %        |
| MPA1         | 0.31        | 9.27 %         |
| MDU6         | 0.29        | 10.56 %        |
| MDU7         | 0.18        | 11.49 %        |
| KPT1         | 0.17        | 12.71 %        |
| PNI1         | 0.15        | 13.18 %        |
| MDU5         | 0.14        | 7.04 %         |
| USL1         | 0.14        | 13.54 %        |
| KYK1         | 0.11        | 11.98 %        |
| DKI1         | 0.09        | 7.33 %         |
| MDU4         | 0.09        | 6.70 %         |
| NKI1         | 0.08        | 11.30 %        |
| PNV2         | 0.08        | 15.87 %        |
| MDU3         | 0.08        | 8.37 %         |
| SVG1         | 0.06        | 8.20 %         |
| PVI1         | 0.06        | 12.81 %        |
| TPT1         | 0.05        | 4.50 %         |
| ATG1         | 0.05        | 3.32 %         |
| TEN2         | 0.05        | 2.14 %         |
| MDU2         | 0.04        | 1.09 %         |
| KRR1         | 0.04        | 5.73 %         |
| TDI1         | 0.03        | 3.80 %         |
| MLR1         | 0.03        | 4.92 %         |
| SGP1         | 0.02        | 3.96 %         |
| NTM1         |             | 0.00 %         |
| <b>Total</b> | <b>8.06</b> | <b>13.89 %</b> |

## CHENNAI-02

| Property     | MTD Sales L | Brand Share %  |
|--------------|-------------|----------------|
| Mixie        | 1.54        | 19.16 %        |
| Gas-Stov     | 1.51        | 25.56 %        |
| Fan          | 1.27        | 13.51 %        |
| Grinder      | 1.27        | 29.37 %        |
| Cook-Pre     | 0.40        | 67.26 %        |
| Small-Ap     | 0.12        | 9.74 %         |
| In-Stove     | 0.04        | 1.19 %         |
| <b>Total</b> | <b>6.15</b> | <b>18.34 %</b> |

| Branch *     | MTD Sales L | Brand Share %  |
|--------------|-------------|----------------|
| CH03         | 0.22        | 6.65 %         |
| CH50         | 0.17        | 10.10 %        |
| CH43         | 0.10        | 5.00 %         |
| CH06         | 0.10        | 8.02 %         |
| CH27         | 0.10        | 13.54 %        |
| CH24         | 0.09        | 4.67 %         |
| PON1         | 0.06        | 10.22 %        |
| CH41         | 0.06        | 6.53 %         |
| CH36         | 0.02        | 3.08 %         |
| GPD1         | 0.02        | 3.47 %         |
| CH46         | 0.01        | 1.81 %         |
| CH01         |             | 0.00 %         |
| CH21         |             | 0.00 %         |
| CH23         |             | 0.00 %         |
| CH51         |             | 0.00 %         |
| MC06         |             | 0.00 %         |
| <b>Total</b> | <b>6.15</b> | <b>18.34 %</b> |

## CHENNAI-01

| Property     | MTD Sales L | Brand Share %  |
|--------------|-------------|----------------|
| Mixie        | 1.59        | 14.23 %        |
| Gas-Stov     | 1.17        | 13.59 %        |
| Grinder      | 1.02        | 13.91 %        |
| Cook-Pre     | 0.88        | 75.82 %        |
| Fan          | 0.66        | 5.77 %         |
| Chimney      | 0.30        | 16.34 %        |
| Small-Ap     | 0.19        | 10.18 %        |
| <b>Total</b> | <b>5.80</b> | <b>12.36 %</b> |

| Branch *     | MTD Sales L | Brand Share %  |
|--------------|-------------|----------------|
| CH07         | 0.36        | 16.37 %        |
| CH05         | 0.29        | 6.78 %         |
| CH48         | 0.25        | 12.21 %        |
| CH47         | 0.23        | 7.62 %         |
| MRM1         | 0.21        | 12.26 %        |
| CH35         | 0.15        | 16.30 %        |
| TKM1         | 0.14        | 12.97 %        |
| CH39         | 0.14        | 10.90 %        |
| CH14         | 0.12        | 7.74 %         |
| CH30         | 0.12        | 7.76 %         |
| CH38         | 0.10        | 8.42 %         |
| SKL1         | 0.10        | 16.67 %        |
| CH49         | 0.09        | 3.27 %         |
| CH22         | 0.09        | 13.66 %        |
| GUD2         | 0.04        | 2.58 %         |
| CH25         | 0.04        | 3.28 %         |
| CGL1         | 0.04        | 7.89 %         |
| CH29         | 0.04        | 14.90 %        |
| CH37         | 0.04        | 14.15 %        |
| GUD1         | 0.03        | 2.29 %         |
| AVD1         |             | 0.00 %         |
| CH16         |             | 0.00 %         |
| CZWH         |             | 0.00 %         |
| WCHN         |             | 0.00 %         |
| WHC3         |             | 0.00 %         |
| <b>Total</b> | <b>5.80</b> | <b>12.36 %</b> |

### SOUTH ARCOT

| Property     | MTD Sales L | Brand Share %  |
|--------------|-------------|----------------|
| Mixie        | 1.50        | 28.22 %        |
| Grinder      | 1.39        | 34.35 %        |
| Gas-Stov     | 0.96        | 32.57 %        |
| Fan          | 0.35        | 4.59 %         |
| Cook-Pre     | 0.32        | 64.81 %        |
| Small-Ap     | 0.06        | 11.55 %        |
| <b>Total</b> | <b>4.56</b> | <b>20.59 %</b> |

| Branch *     | MTD Sales L | Brand Share %  |
|--------------|-------------|----------------|
| POY2         | 0.25        | 14.86 %        |
| KKI2         | 0.19        | 14.45 %        |
| TRK1         | 0.17        | 16.07 %        |
| PRT1         | 0.16        | 11.13 %        |
| TDM1         | 0.09        | 15.70 %        |
| ULP1         | 0.06        | 4.77 %         |
| STP1         | 0.04        | 11.28 %        |
| NVL2         | 0.03        | 2.00 %         |
| <b>Total</b> | <b>4.56</b> | <b>20.59 %</b> |

### NORTH ARCOT

| Property     | MTD Sales L | Brand Share %  |
|--------------|-------------|----------------|
| Mixie        | 1.35        | 28.77 %        |
| Gas-Stov     | 0.81        | 20.52 %        |
| Cook-Pre     | 0.54        | 83.52 %        |
| Fan          | 0.54        | 6.39 %         |
| Grinder      | 0.46        | 25.19 %        |
| Chimney      | 0.28        | 12.93 %        |
| Small-Ap     | 0.07        | 12.46 %        |
| In-Stove     | 0.06        | 6.72 %         |
| <b>Total</b> | <b>4.11</b> | <b>17.78 %</b> |

| Branch *     | MTD Sales L | Brand Share %  |
|--------------|-------------|----------------|
| TRR1         | 0.24        | 8.49 %         |
| ABR1         | 0.16        | 12.05 %        |
| KPM2         | 0.15        | 14.44 %        |
| VNB1         | 0.14        | 16.02 %        |
| SBR1         | 0.14        | 15.77 %        |
| TRL1         | 0.12        | 8.48 %         |
| KPM1         | 0.11        | 14.13 %        |
| WJD1         | 0.08        | 8.88 %         |
| BGR1         | 0.08        | 16.06 %        |
| CGM1         | 0.05        | 10.09 %        |
| ARC2         | 0.03        | 5.35 %         |
| CYR1         | 0.02        | 8.38 %         |
| TRT1         |             | 0.00 %         |
| UGI1         |             | 0.00 %         |
| <b>Total</b> | <b>4.11</b> | <b>17.78 %</b> |

## VIJAYAWADA-01

| Property     | MTD Sales L | Brand Share %  |
|--------------|-------------|----------------|
| Mixie        | 1.64        | 24.22 %        |
| Gas-Stov     | 0.87        | 20.26 %        |
| Grinder      | 0.45        | 24.96 %        |
| Chimney      | 0.30        | 28.54 %        |
| Cook-Pre     | 0.30        | 54.60 %        |
| Small-Ap     | 0.12        | 7.53 %         |
| <b>Total</b> | <b>3.68</b> | <b>18.02 %</b> |

| Branch *     | MTD Sales L | Brand Share %  |
|--------------|-------------|----------------|
| ELU1         | 0.11        | 10.69 %        |
| PRL1         | 0.11        | 16.59 %        |
| VJW4         | 0.11        | 10.12 %        |
| RMV1         | 0.10        | 11.21 %        |
| TNK1         | 0.10        | 15.65 %        |
| GNT2         | 0.10        | 13.03 %        |
| CRL1         | 0.08        | 9.30 %         |
| VUY1         | 0.07        | 16.73 %        |
| OGL1         | 0.06        | 5.72 %         |
| CKT1         | 0.05        | 11.34 %        |
| NPR1         | 0.05        | 12.81 %        |
| VJW1         | 0.04        | 5.23 %         |
| KND1         | 0.03        | 10.75 %        |
| RAL1         | 0.02        | 3.35 %         |
| BVR1         | 0.02        | 2.80 %         |
| JGG1         | 0.01        | 4.74 %         |
| AMP1         |             | 0.00 %         |
| GDV1         |             | 0.00 %         |
| PAP1         |             | 0.00 %         |
| PNR1         |             | 0.00 %         |
| TEL1         |             | 0.00 %         |
| <b>Total</b> | <b>3.68</b> | <b>18.02 %</b> |

## TIRUPATI-01

| Property     | MTD Sales L | Brand Share %  |
|--------------|-------------|----------------|
| Mixie        | 1.12        | 19.48 %        |
| Gas-Stov     | 0.68        | 18.83 %        |
| Chimney      | 0.51        | 21.08 %        |
| Cook-Pre     | 0.36        | 53.66 %        |
| Grinder      | 0.21        | 17.31 %        |
| Small-Ap     | 0.07        | 6.52 %         |
| In-Stove     | 0.03        | 5.40 %         |
| <b>Total</b> | <b>2.98</b> | <b>14.75 %</b> |

| Branch *     | MTD Sales L | Brand Share %  |
|--------------|-------------|----------------|
| KNL1         | 0.17        | 15.57 %        |
| PGR1         | 0.13        | 16.88 %        |
| NLR1         | 0.13        | 13.83 %        |
| TPY1         | 0.13        | 14.72 %        |
| KVL1         | 0.08        | 12.92 %        |
| KAR1         | 0.07        | 7.17 %         |
| RJP1         | 0.07        | 11.46 %        |
| KDR1         | 0.06        | 15.20 %        |
| SPE1         | 0.05        | 12.89 %        |
| PDT1         | 0.04        | 7.42 %         |
| BVL1         | 0.04        | 14.32 %        |
| KOU1         | 0.03        | 6.28 %         |
| GTL1         | 0.03        | 14.40 %        |
| TPI1         | 0.02        | 4.25 %         |
| PMR1         | 0.02        | 2.30 %         |
| KHT1         | 0.01        | 1.37 %         |
| CTO1         |             | 0.00 %         |
| KDA1         |             | 0.00 %         |
| MPL1         |             | 0.00 %         |
| PIL1         |             | 0.00 %         |
| RCY1         |             | 0.00 %         |
| VKI1         |             | 0.00 %         |
| <b>Total</b> | <b>2.98</b> | <b>14.75 %</b> |

## KL-NORTH

| Property     | MTD Sales L | Brand Share % |
|--------------|-------------|---------------|
| Gas-Stov     | 0.15        | 3.88 %        |
| Mixie        | 0.12        | 7.24 %        |
| Cook-Pre     | 0.06        | 23.63 %       |
| <b>Total</b> | <b>0.33</b> | <b>2.22 %</b> |

| Branch *     | MTD Sales L | Brand Share % |
|--------------|-------------|---------------|
| KZD1         | 0.33        | 2.14 %        |
| WHKZ         |             | 0.00 %        |
| <b>Total</b> | <b>0.33</b> | <b>2.22 %</b> |

## KL-SOUTH

| Property     | MTD Sales L | Brand Share % |
|--------------|-------------|---------------|
| Gas-Stov     | 0.14        | 11.44 %       |
| Cook-Pre     | 0.10        | 27.96 %       |
| Mixie        | 0.08        | 4.80 %        |
| <b>Total</b> | <b>0.33</b> | <b>3.76 %</b> |

| Branch *     | MTD Sales L | Brand Share % |
|--------------|-------------|---------------|
| TVP1         | 0.15        | 4.11 %        |
| PNL1         | 0.15        | 12.11 %       |
| KLR1         | 0.03        | 1.74 %        |
| PAS1         |             | 0.00 %        |
| TVSD         |             | 0.00 %        |
| <b>Total</b> | <b>0.33</b> | <b>3.76 %</b> |