



BUTERFLY Sales Performance 10/04/2026 9:27 AM

MTD Sales
101.38 L

Brand Share %
16.76 %

Information:

MTD : 01-04-2026 To 09-04-2026

* Branch where in Brand Share % is less than Overall Company's Brand Share **16.76 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	30.94	21.69 %
Gas-Stov	21.44	22.85 %
Grinder	17.24	24.14 %
Fan	14.33	7.00 %
Cook-Pre	8.78	61.55 %
Chimney	6.10	18.73 %
Small-Ap	2.40	10.53 %
In-Stove	0.17	0.75 %
Flask	0.01	100.00 %
Total	101.38	16.76 %

Sales Zone	MTD Sales L	Brand Share %
WEST-02	14.08	24.01 %
SOUTH-01	13.51	15.07 %
TRICHY-01	11.75	18.87 %
WEST-01	11.24	22.89 %
SOUTH-03	10.90	14.06 %
CHENNAI-01	8.61	12.50 %
CHENNAI-02	8.29	17.90 %
SOUTH ARCOT	6.87	20.40 %
NORTH ARCOT	6.47	18.26 %
VIJAYAWADA-01	4.92	17.90 %
TIRUPATI-01	3.90	14.35 %
KL-SOUTH	0.44	3.76 %
KL-NORTH	0.40	2.36 %
Total	101.38	16.76 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	5.43	33.93 %
Gas-Stov	3.16	41.66 %
Fan	1.87	7.72 %
Grinder	1.69	32.87 %
Cook-Pre	1.03	71.29 %
Chimney	0.73	30.05 %
Small-Ap	0.12	12.47 %
In-Stove	0.04	5.05 %
Total	14.08	24.01 %

Branch *	MTD Sales L	Brand Share %
KRI1	0.47	14.65 %
APN1	0.22	9.28 %
NKL2	0.21	11.23 %
KMM1	0.19	14.15 %
PMP1	0.15	15.95 %
SGI1	0.13	10.61 %
BMD1	0.11	8.88 %
PDR1	0.08	12.53 %
EPI1	0.06	3.52 %
RSP1	0.03	2.27 %
WHKP		0.00 %
WHPD		0.00 %
WZWH		0.00 %
Total	14.08	24.01 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	3.25	16.86 %
Grinder	3.16	25.19 %
Gas-Stov	2.22	16.02 %
Fan	1.89	5.63 %
Chimney	1.28	31.66 %
Cook-Pre	1.23	65.99 %
Small-Ap	0.48	14.77 %
Total	13.51	15.07 %

Branch *	MTD Sales L	Brand Share %
TUT1	0.81	10.88 %
TVL1	0.74	12.12 %
NGR1	0.73	14.79 %
VNR2	0.47	10.93 %
TKS2	0.43	9.00 %
MAR1	0.41	12.20 %
MMT1	0.28	15.93 %
VLY1	0.24	8.44 %
APK2	0.18	11.81 %
SNL1	0.17	8.49 %
SVK1	0.16	4.86 %
TYI1	0.14	11.62 %
SKD1	0.13	9.15 %
SDI1	0.13	11.83 %
COL1	0.12	13.05 %
TUT2	0.12	4.04 %
PDI1	0.09	7.13 %
KYR1	0.09	4.18 %
VKM1	0.07	4.68 %
SGT1	0.05	8.11 %
UDN1	0.02	1.20 %
S2SD		0.00 %
Total	13.51	15.07 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	3.60	21.44 %
Grinder	2.40	26.30 %
Gas-Stov	2.30	26.15 %
Fan	1.55	7.11 %
Chimney	0.92	38.22 %
Cook-Pre	0.61	40.89 %
Small-Ap	0.36	21.68 %
Flask	0.01	100.00 %
Total	11.75	18.87 %

Branch *	MTD Sales L	Brand Share %
TYR1	0.59	16.23 %
TRY1	0.58	10.14 %
PBR2	0.43	14.94 %
TNJ2	0.34	9.63 %
MDI1	0.32	14.03 %
TRY3	0.18	11.27 %
NMM1	0.17	11.71 %
KIK1	0.16	8.96 %
TVR1	0.12	10.86 %
PDK1	0.11	11.89 %
TRY4	0.10	4.99 %
NGT1	0.09	3.73 %
APM1	0.09	11.03 %
TZSD		0.00 %
Total	11.75	18.87 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	3.58	27.71 %
Gas-Stov	3.10	37.23 %
Grinder	1.69	30.04 %
Fan	1.54	10.05 %
Chimney	0.59	17.98 %
Cook-Pre	0.54	53.10 %
Small-Ap	0.20	12.69 %
In-Stove	0.02	1.72 %
Total	11.24	22.89 %

Branch *	MTD Sales L	Brand Share %
PLI1	0.39	13.13 %
SUL1	0.29	13.32 %
TPR1	0.28	11.09 %
CBE1	0.25	9.16 %
CBE5	0.14	10.78 %
UMP1	0.14	11.86 %
GBM1	0.13	15.69 %
CBE3	0.08	14.07 %
TPR4	0.05	9.54 %
GDR1	0.04	10.57 %
KGI1		0.00 %
WZSD		0.00 %
Total	11.24	22.89 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	2.47	15.31 %
Gas-Stov	1.94	18.27 %
Fan	1.88	6.08 %
Grinder	1.81	17.44 %
Cook-Pre	1.56	81.07 %
Chimney	0.90	21.23 %
Small-Ap	0.34	13.86 %
Total	10.90	14.06 %

Branch *	MTD Sales L	Brand Share %
MDU1	0.96	13.50 %
DGL1	0.65	10.60 %
MDU6	0.49	13.50 %
TMM1	0.44	10.68 %
MPA1	0.36	9.15 %
MDU7	0.26	12.34 %
PNI1	0.24	15.41 %
MDU4	0.21	9.69 %
MDU3	0.21	13.65 %
NKI1	0.20	14.97 %
KPT1	0.20	11.64 %
MDU5	0.14	5.36 %
USL1	0.14	11.73 %
DKI1	0.13	8.65 %
KYK1	0.12	10.59 %
SVG1	0.10	7.65 %
TDI1	0.10	8.52 %
MNM1	0.09	13.16 %
PNV2	0.08	10.48 %
KRR1	0.07	6.86 %
SGP1	0.07	12.40 %
MDU2	0.06	1.21 %
TEN2	0.05	1.95 %
TPT1	0.05	3.98 %
ATG1	0.05	2.90 %
MLR1	0.03	3.54 %
SZSD		5.11 %
NTM1		0.00 %
Total	10.90	14.06 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mixie	2.26	14.84 %
Gas-Stov	1.74	15.07 %
Grinder	1.56	15.24 %
Fan	1.34	7.26 %
Cook-Pre	1.06	66.53 %
Chimney	0.37	11.54 %
Small-Ap	0.25	7.47 %
In-Stove	0.02	0.37 %
Total	8.61	12.50 %

Branch *	MTD Sales L	Brand Share %
CH47	0.66	8.29 %
CH07	0.47	13.32 %
CH05	0.34	5.44 %
CH49	0.28	7.71 %
CH48	0.26	9.77 %
MRM1	0.25	11.32 %
CH14	0.21	8.56 %
CZWH	0.19	10.30 %
SKL1	0.18	15.32 %
TKM1	0.18	12.56 %
CGL1	0.18	16.26 %
CH38	0.17	12.41 %
CH39	0.17	9.66 %
CH35	0.15	12.15 %
CH30	0.14	6.47 %
CH25	0.08	4.82 %
GUD2	0.04	2.10 %
CH29	0.04	11.94 %
CH37	0.04	10.01 %
GUD1	0.03	1.68 %
CH40	0.02	9.15 %
AVD1		0.00 %
CH16		0.00 %
KNR1		0.00 %
WCHN		0.00 %
WHC3		0.00 %
Total	8.61	12.50 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Gas-Stov	2.01	25.95 %
Mixie	1.95	18.50 %
Fan	1.82	13.04 %
Grinder	1.66	30.29 %
Cook-Pre	0.63	66.83 %
Small-Ap	0.17	11.08 %
In-Stove	0.04	0.85 %
Total	8.29	17.90 %

Branch *	MTD Sales L	Brand Share %
CH03	0.48	9.19 %
CH50	0.25	10.78 %
CH41	0.16	14.57 %
CH24	0.16	6.73 %
PON1	0.13	14.59 %
CH43	0.10	3.79 %
CH06	0.10	6.43 %
CH27	0.10	10.30 %
GPD1	0.09	11.41 %
CH46	0.05	6.46 %
CH36	0.02	2.13 %
CH01		0.00 %
CH21		0.00 %
CH23		0.00 %
CH51		0.00 %
MC06		0.00 %
Total	8.29	17.90 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	2.27	29.85 %
Grinder	1.76	34.22 %
Gas-Stov	1.28	30.73 %
Fan	1.07	8.09 %
Cook-Pre	0.42	56.84 %
Small-Ap	0.07	11.12 %
Total	6.87	20.40 %

Branch *	MTD Sales L	Brand Share %
POY1	0.59	16.29 %
TRK1	0.27	16.66 %
PRT1	0.16	8.20 %
ULP1	0.13	7.54 %
NVL2	0.12	4.81 %
STP1	0.04	4.63 %
Total	6.87	20.40 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	1.79	27.20 %
Gas-Stov	1.37	25.19 %
Fan	1.33	8.90 %
Grinder	0.75	31.23 %
Cook-Pre	0.58	84.36 %
Chimney	0.43	14.05 %
Small-Ap	0.18	22.17 %
In-Stove	0.06	3.60 %
Total	6.47	18.26 %

Branch *	MTD Sales L	Brand Share %
TRR1	0.47	11.27 %
ABR1	0.26	12.54 %
TRL1	0.23	10.68 %
BGR1	0.17	13.09 %
PTU1	0.12	16.44 %
CGM1	0.11	15.25 %
KPM1	0.11	10.61 %
WJD1	0.10	8.73 %
TRT1	0.06	13.23 %
ARC2	0.03	3.07 %
UGI1		0.00 %
Total	6.47	18.26 %

VIJAYAWADA-01

Property	MTD Sales L	Brand Share %
Mixie	2.43	27.35 %
Gas-Stov	1.01	19.85 %
Cook-Pre	0.50	49.77 %
Grinder	0.45	17.64 %
Chimney	0.37	32.87 %
Small-Ap	0.16	7.65 %
Fan	0.04	0.59 %
In-Stove	-0.04	-5.09 %
Total	4.92	17.90 %

Branch *	MTD Sales L	Brand Share %
PRL1	0.14	15.93 %
CRL1	0.14	9.33 %
NRT1	0.12	14.95 %
RMV1	0.12	10.07 %
ELU1	0.11	9.26 %
VJW4	0.11	8.05 %
VJW1	0.10	12.60 %
GNT2	0.10	12.49 %
TVU1	0.08	13.19 %
OGL1	0.07	4.56 %
CKT1	0.07	11.86 %
PAP1	0.07	10.06 %
BVR1	0.06	5.37 %
JGG1	0.04	12.81 %
KND1	0.03	7.51 %
RAL1	0.02	2.74 %
AMP1	0.01	2.32 %
NPR1	0.01	2.07 %
GDV1		0.00 %
PNR1		0.00 %
TEL1		0.00 %
Total	4.92	17.90 %

TIRUPATI-01

Property	MTD Sales L	Brand Share %
Mixie	1.63	20.71 %
Gas-Stov	0.90	18.32 %
Chimney	0.51	19.89 %
Cook-Pre	0.46	55.03 %
Grinder	0.30	18.65 %
Small-Ap	0.07	5.20 %
In-Stove	0.03	5.40 %
Total	3.90	14.35 %

Branch *	MTD Sales L	Brand Share %
KNL1	0.17	10.98 %
TPY1	0.15	13.00 %
KVL1	0.14	16.69 %
PGR1	0.13	12.79 %
NLR1	0.13	11.12 %
KAR1	0.07	6.06 %
KOU1	0.07	10.37 %
KDR1	0.06	14.14 %
NDL1	0.06	14.73 %
PDT1	0.04	6.54 %
VKI1	0.04	8.22 %
GTL1	0.03	14.40 %
KDA1	0.03	4.07 %
PIL1	0.02	4.29 %
TPI1	0.02	3.23 %
PMR1	0.02	1.69 %
KHT1	0.01	0.81 %
CTO1		0.00 %
MPL1		0.00 %
RCY1		0.00 %
Total	3.90	14.35 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Gas-Stov	0.22	11.94 %
Mixie	0.12	4.97 %
Cook-Pre	0.10	23.50 %
Total	0.44	3.76 %

Branch *	MTD Sales L	Brand Share %
TVP1	0.23	4.58 %
PNL1	0.19	11.00 %
KLR1	0.03	1.45 %
PAS1		0.00 %
TVSD		0.00 %
Total	0.44	3.76 %

KL-NORTH

Property	MTD Sales L	Brand Share %
Gas-Stov	0.19	4.81 %
Mixie	0.15	6.61 %
Cook-Pre	0.06	20.06 %
Total	0.40	2.36 %

Branch *	MTD Sales L	Brand Share %
KZD1	0.40	2.25 %
WHKZ		0.00 %
Total	0.40	2.36 %