



BUTERFLY Sales Performance 12/04/2026 9:27 AM

MTD Sales
125.29 L

Brand Share %
16.73 %

Information:

MTD : 01-04-2026 To 11-04-2026

* Branch where in Brand Share % is less than Overall Company's Brand Share **16.73 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	37.58	21.48 %
Gas-Stov	26.34	23.32 %
Grinder	20.57	24.34 %
Fan	20.21	7.58 %
Cook-Pre	10.10	59.98 %
Chimney	7.64	19.11 %
Small-Ap	2.67	9.67 %
In-Stove	0.19	0.74 %
Flask	0.01	100.00 %
Total	125.29	16.73 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	16.90	15.38 %
WEST-02	16.56	22.58 %
TRICHY-01	14.59	18.63 %
SOUTH-03	13.96	14.35 %
WEST-01	13.60	23.16 %
CHENNAI-01	10.57	12.56 %
CHENNAI-02	10.17	17.95 %
SOUTH ARCOT	8.89	21.02 %
NORTH ARCOT	8.49	18.48 %
VIJAYAWADA-01	5.70	17.33 %
TIRUPATI-01	4.65	13.97 %
KL-NORTH	0.71	3.29 %
KL-SOUTH	0.50	3.46 %
Total	125.29	16.73 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	3.97	16.89 %
Grinder	3.88	24.97 %
Gas-Stov	2.89	17.63 %
Fan	2.68	6.37 %
Cook-Pre	1.47	65.62 %
Chimney	1.43	29.53 %
Small-Ap	0.55	13.92 %
In-Stove	0.02	1.48 %
Total	16.90	15.38 %

Branch *	MTD Sales L	Brand Share %
KVT1	1.41	16.70 %
TUT1	0.98	10.93 %
NGR1	0.86	14.78 %
TVL1	0.80	10.66 %
VNR2	0.58	11.45 %
MAR1	0.46	12.00 %
TKS2	0.43	7.09 %
MMT1	0.34	16.69 %
VLY1	0.31	8.50 %
SKD1	0.28	14.22 %
SNL1	0.27	11.13 %
SDI1	0.20	11.99 %
TUT2	0.19	4.95 %
APK2	0.18	11.00 %
PDI1	0.17	10.63 %
TYI1	0.17	10.24 %
SVK1	0.16	4.18 %
VKM1	0.16	9.05 %
SGT1	0.14	14.33 %
COL1	0.13	11.16 %
KYR1	0.12	4.81 %
UDN1	0.05	3.17 %
S2SD		0.00 %
WHTV		0.00 %
Total	16.90	15.38 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	6.33	33.79 %
Gas-Stov	3.61	41.23 %
Fan	2.26	7.01 %
Grinder	1.90	33.04 %
Chimney	1.17	32.80 %
Cook-Pre	1.12	67.65 %
Small-Ap	0.13	11.68 %
In-Stove	0.04	2.88 %
Total	16.56	22.58 %

Branch *	MTD Sales L	Brand Share %
KRI1	0.50	13.30 %
HSR1	0.47	15.74 %
SLM2	0.43	15.38 %
NKL2	0.27	10.99 %
KMM1	0.22	15.26 %
APN1	0.22	8.36 %
EPI1	0.16	7.01 %
PMP1	0.15	12.26 %
SGI1	0.13	8.27 %
BMD1	0.11	7.82 %
RSP1	0.08	4.48 %
WHKP		0.00 %
WHPD		0.00 %
WZWH		0.00 %
Total	16.56	22.58 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	4.41	21.90 %
Grinder	2.90	28.01 %
Fan	2.56	8.68 %
Gas-Stov	2.52	24.14 %
Chimney	1.08	36.70 %
Cook-Pre	0.73	41.65 %
Small-Ap	0.38	17.71 %
Flask	0.01	100.00 %
Total	14.59	18.63 %

Branch *	MTD Sales L	Brand Share %
TRY1	0.71	9.22 %
TYR1	0.67	14.48 %
TNJ2	0.50	11.50 %
PBR2	0.48	13.62 %
MDI1	0.39	13.87 %
ORU1	0.38	14.96 %
TRY3	0.29	15.17 %
KIK1	0.27	10.12 %
NMM1	0.24	12.72 %
TVR1	0.18	13.78 %
TRY4	0.17	7.17 %
NGT1	0.09	3.04 %
APM1	0.09	7.99 %
TZSD		0.00 %
Total	14.59	18.63 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	3.27	16.50 %
Gas-Stov	2.55	19.28 %
Fan	2.55	6.29 %
Grinder	2.28	18.14 %
Cook-Pre	1.82	81.64 %
Chimney	1.11	21.69 %
Small-Ap	0.39	13.94 %
Total	13.96	14.35 %

Branch *	MTD Sales L	Brand Share %
MDU1	1.26	14.96 %
DGL1	0.74	9.97 %
MDU6	0.58	13.61 %
TMM1	0.47	9.12 %
MPA1	0.39	9.05 %
MDU4	0.33	11.85 %
MDU7	0.31	12.68 %
KPT1	0.28	12.54 %
PNI1	0.27	13.59 %
TDI1	0.26	14.02 %
DKI1	0.25	13.85 %
MDU3	0.25	13.32 %
NKI1	0.24	15.31 %
TPT1	0.22	7.22 %
MDU5	0.21	6.21 %
USL1	0.21	12.41 %
SVG1	0.18	11.35 %
PNV2	0.17	15.17 %
MNM1	0.13	13.54 %
KYK1	0.12	9.12 %
KRR1	0.11	7.70 %
SGP1	0.11	13.73 %
MDU2	0.10	1.61 %
TEN2	0.05	1.63 %
MLR1	0.05	3.68 %
ATG1	0.05	2.40 %
SZSD		5.11 %
NTM1		0.00 %
Total	13.96	14.35 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	4.31	28.28 %
Gas-Stov	3.61	36.73 %
Fan	2.24	11.76 %
Grinder	1.91	28.48 %
Chimney	0.72	17.87 %
Cook-Pre	0.58	49.45 %
Small-Ap	0.22	13.70 %
In-Stove	0.02	1.66 %
Total	13.60	23.16 %

Branch *	MTD Sales L	Brand Share %
PLI1	0.43	12.37 %
SUL1	0.33	11.27 %
TPR1	0.31	10.20 %
CBE1	0.27	8.55 %
UMP1	0.16	12.05 %
DPM2	0.16	15.41 %
CBE5	0.14	9.90 %
GBM1	0.13	14.11 %
CBE3	0.12	16.03 %
TPR4	0.05	8.37 %
GDR1	0.05	9.02 %
KGI1		0.00 %
WHCB		0.00 %
WZSD		0.00 %
Total	13.60	23.16 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mixie	2.55	13.81 %
Fan	2.13	8.70 %
Gas-Stov	1.93	14.70 %
Grinder	1.84	15.26 %
Cook-Pre	1.24	63.86 %
Chimney	0.61	12.85 %
Small-Ap	0.25	6.00 %
In-Stove	0.02	0.37 %
Total	10.57	12.56 %

Branch *	MTD Sales L	Brand Share %
CH47	0.88	9.74 %
CH07	0.53	12.89 %
CH05	0.37	5.45 %
CH14	0.34	10.40 %
TKM1	0.34	15.84 %
CH49	0.32	6.20 %
CH39	0.29	13.02 %
MRM1	0.28	10.69 %
CH48	0.26	7.76 %
CH25	0.25	11.35 %
CGL1	0.20	13.66 %
CZWH	0.19	10.30 %
CH35	0.19	11.81 %
SKL1	0.18	13.96 %
CH22	0.17	16.69 %
CH38	0.17	9.60 %
CH30	0.14	6.22 %
GUD2	0.08	3.21 %
CH37	0.07	16.73 %
GUD1	0.03	1.24 %
CH40	0.02	8.21 %
AVD1		0.00 %
CH16		0.00 %
KNR1		0.00 %
WCHN		0.00 %
WHC3		0.00 %
Total	10.57	12.56 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Gas-Stov	2.82	28.75 %
Mixie	2.35	17.84 %
Fan	2.18	12.29 %
Grinder	1.84	28.92 %
Cook-Pre	0.72	68.43 %
Small-Ap	0.21	10.57 %
In-Stove	0.04	0.81 %
Total	10.17	17.95 %

Branch *	MTD Sales L	Brand Share %
CH03	0.58	9.82 %
CH50	0.30	11.89 %
CH33	0.21	16.68 %
CH24	0.17	6.07 %
CH41	0.16	13.51 %
CH43	0.15	4.67 %
CH46	0.15	11.17 %
CH27	0.11	9.61 %
CH06	0.10	5.93 %
CH36	0.09	6.68 %
CH01		0.00 %
CH21		0.00 %
CH23		0.00 %
CH51		0.00 %
MC06		0.00 %
Total	10.17	17.95 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	2.89	29.93 %
Grinder	2.04	35.00 %
Gas-Stov	1.71	31.89 %
Fan	1.50	8.67 %
Cook-Pre	0.52	58.64 %
Chimney	0.15	13.27 %
Small-Ap	0.08	10.07 %
Total	8.89	21.02 %

Branch *	MTD Sales L	Brand Share %
ULP1	0.33	12.18 %
TRK1	0.27	14.34 %
VPM1	0.17	16.01 %
PRT1	0.16	7.14 %
NVL2	0.14	4.94 %
STP1	0.04	4.00 %
Total	8.89	21.02 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	2.31	25.73 %
Fan	2.08	10.20 %
Gas-Stov	1.79	27.00 %
Grinder	0.89	29.98 %
Cook-Pre	0.68	84.31 %
Chimney	0.50	14.49 %
Small-Ap	0.19	19.21 %
In-Stove	0.06	3.29 %
Total	8.49	18.48 %

Branch *	MTD Sales L	Brand Share %
TRR1	0.65	13.02 %
TRL1	0.31	10.60 %
ABR1	0.26	10.11 %
WJD1	0.24	15.80 %
PTU1	0.17	16.27 %
ARC2	0.14	9.79 %
CGM1	0.11	13.47 %
KPM1	0.11	8.69 %
UGI1		0.00 %
Total	8.49	18.48 %

VIJAYAWADA-01

Property	MTD Sales L	Brand Share %
Mixie	2.85	26.89 %
Gas-Stov	1.16	19.92 %
Grinder	0.57	18.34 %
Cook-Pre	0.57	48.67 %
Chimney	0.37	29.15 %
Small-Ap	0.19	7.36 %
Fan	0.04	0.46 %
In-Stove	-0.04	-5.09 %
Total	5.70	17.33 %

Branch *	MTD Sales L	Brand Share %
VJW1	0.17	16.00 %
TNK1	0.16	16.04 %
PRL1	0.14	15.66 %
GNT2	0.14	13.48 %
CRL1	0.14	8.61 %
ELU1	0.14	10.00 %
CKT1	0.12	16.29 %
RMV1	0.12	8.59 %
VJW4	0.11	6.66 %
BPP1	0.10	14.71 %
TVU1	0.08	9.25 %
OGL1	0.07	4.17 %
PAP1	0.07	8.97 %
BVR1	0.06	4.42 %
JGG1	0.04	11.30 %
GDV1	0.04	7.28 %
KND1	0.03	6.55 %
TEL1	0.03	5.28 %
NPR1	0.03	5.63 %
RAL1	0.02	2.39 %
AMP1	0.01	1.94 %
PNR1		0.00 %
Total	5.70	17.33 %

TIRUPATI-01

Property	MTD Sales L	Brand Share %
Mixie	2.00	20.46 %
Gas-Stov	1.11	18.57 %
Chimney	0.51	17.49 %
Cook-Pre	0.48	49.81 %
Grinder	0.45	24.11 %
Small-Ap	0.07	4.63 %
In-Stove	0.03	4.89 %
Total	4.65	13.97 %

Branch *	MTD Sales L	Brand Share %
NLR1	0.17	11.41 %
RJP1	0.17	14.64 %
KNL1	0.17	8.72 %
TPY1	0.15	11.42 %
KVL1	0.14	16.40 %
PGR1	0.13	12.06 %
KOU1	0.10	13.84 %
PDT1	0.08	11.53 %
KAR1	0.07	4.52 %
KDR1	0.06	11.78 %
NYP1	0.06	12.93 %
NDL1	0.06	9.48 %
PMR1	0.06	4.96 %
VKI1	0.04	7.23 %
CTO1	0.04	2.03 %
KDA1	0.03	3.44 %
PIL1	0.02	2.82 %
TPI1	0.02	2.69 %
KHT1	0.01	0.75 %
MPL1		0.00 %
RCY1		0.00 %
Total	4.65	13.97 %

KL-NORTH

Property	MTD Sales L	Brand Share %
Gas-Stov	0.37	6.78 %
Mixie	0.23	6.42 %
Cook-Pre	0.06	14.98 %
Grinder	0.06	30.88 %
Total	0.71	3.29 %

Branch *	MTD Sales L	Brand Share %
KZD1	0.71	3.17 %
WHKZ		0.00 %
Total	0.71	3.29 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Gas-Stov	0.26	12.15 %
Mixie	0.12	3.69 %
Cook-Pre	0.12	20.24 %
Total	0.50	3.46 %

Branch *	MTD Sales L	Brand Share %
TVP1	0.23	3.73 %
PNL1	0.19	7.77 %
KLR1	0.04	1.97 %
PAS1	0.04	1.12 %
TVSD		0.00 %
Total	0.50	3.46 %