



TN : BUTERFLY Sales Performance 01/04/2026 9:27 AM

MTD Sales
275.96 L

Brand Share %
16.82 %

Information:

MTD : 01-03-2026 To 31-03-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **16.82 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	87.88	22.80 %
Gas-Stov	63.42	23.57 %
Grinder	58.39	26.03 %
Cook-Pre	23.88	50.07 %
Chimney	15.80	22.47 %
In-Stove	13.03	6.83 %
Small-Ap	8.09	14.81 %
Fan	5.39	1.35 %
Flask	0.07	100.00 %
Total	275.96	16.82 %

Sales Zone	MTD Sales L	Brand Share %
WEST-02	39.63	22.51 %
SOUTH-01	38.32	14.19 %
WEST-01	35.41	20.69 %
CHENNAI-01	34.65	12.75 %
SOUTH-03	34.23	14.37 %
CHENNAI-02	25.13	16.74 %
TRICHY-01	25.13	15.16 %
SOUTH ARCOT	21.74	23.49 %
NORTH ARCOT	21.73	20.67 %
Total	275.96	16.82 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	16.71	33.72 %
Gas-Stov	10.03	33.36 %
Grinder	4.21	31.69 %
Chimney	2.86	26.86 %
Cook-Pre	2.18	39.87 %
Fan	1.69	3.96 %
In-Stove	1.27	5.90 %
Small-Ap	0.67	23.05 %
Flask	0.02	100.00 %
Total	39.63	22.51 %

Branch *	MTD Sales L	Brand Share %
SLM1	1.85	15.10 %
HSR2	1.02	10.58 %
HSR1	0.89	14.28 %
NKL2	0.79	10.98 %
KRI1	0.68	12.55 %
EPI1	0.49	7.72 %
SLM2	0.48	10.84 %
APN1	0.42	7.15 %
KAM1	0.31	10.05 %
SGG1	0.22	7.59 %
Total	39.63	22.51 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	11.30	17.25 %
Gas-Stov	8.39	18.73 %
Grinder	8.09	19.43 %
Cook-Pre	5.22	59.07 %
Chimney	1.80	16.78 %
In-Stove	1.55	6.69 %
Small-Ap	1.42	14.42 %
Fan	0.53	0.81 %
Flask	0.01	100.00 %
Total	38.32	14.19 %

Branch *	MTD Sales L	Brand Share %
KVT1	2.57	14.17 %
VNR2	2.43	16.24 %
TVL1	2.35	11.94 %
TKS1	1.38	13.55 %
TUT1	1.31	4.71 %
VLY1	1.21	15.71 %
TKS2	1.05	6.82 %
APK2	0.87	16.01 %
PDI1	0.85	15.58 %
MAR1	0.81	10.42 %
SNL1	0.69	11.70 %
KGL1	0.51	16.33 %
SKD1	0.41	8.31 %
MMT1	0.37	6.89 %
VKM1	0.34	6.75 %
VNR1	0.31	7.31 %
SVK1	0.24	2.84 %
KYR1	0.23	3.86 %
TKY1	0.22	6.04 %
TUT2	0.21	2.53 %
S2SD		0.00 %
Total	38.32	14.19 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	11.33	29.89 %
Gas-Stov	9.18	30.49 %
Grinder	6.01	31.30 %
Chimney	2.96	23.04 %
In-Stove	2.02	11.59 %
Cook-Pre	1.73	36.30 %
Fan	1.30	3.07 %
Small-Ap	0.88	13.63 %
Flask	0.01	100.00 %
Total	35.41	20.69 %

Branch *	MTD Sales L	Brand Share %
CBE4	1.73	14.48 %
SNR1	1.26	15.01 %
TPR1	1.04	13.94 %
CBE1	0.77	10.15 %
SUL1	0.70	8.49 %
PLI1	0.58	7.76 %
CBE3	0.30	16.35 %
TPR4	0.16	6.28 %
WZSD		0.00 %
Total	35.41	20.69 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Grinder	15.39	35.89 %
Mixie	8.36	17.66 %
Gas-Stov	4.18	11.14 %
Cook-Pre	2.54	45.69 %
In-Stove	1.91	4.23 %
Chimney	1.36	17.52 %
Small-Ap	0.85	8.91 %
Fan	0.07	0.09 %
Flask	0.01	100.00 %
Total	34.65	12.75 %

Branch *	MTD Sales L	Brand Share %
CH05	1.03	5.21 %
CH07	0.99	7.05 %
CH19	0.99	10.26 %
CH48	0.97	10.15 %
CH47	0.65	9.56 %
GUD2	0.61	12.62 %
CH22	0.59	12.19 %
CH35	0.57	14.73 %
MRM1	0.55	11.62 %
CH49	0.53	3.57 %
CGL1	0.50	14.44 %
CH30	0.46	7.62 %
CH39	0.44	8.16 %
WHC3	0.42	15.57 %
CH25	0.37	3.57 %
CH38	0.34	5.54 %
KNR1	0.30	16.13 %
SKL1	0.29	11.33 %
AVD1	0.25	4.70 %
CH14	0.22	2.70 %
CH37	0.17	12.29 %
GUD1	0.14	1.49 %
CH40	0.12	10.91 %
CH16	0.09	0.85 %
MC10		0.00 %
Total	34.65	12.75 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	9.94	18.54 %
Gas-Stov	8.66	22.54 %
Grinder	5.70	14.83 %
Cook-Pre	4.68	64.98 %
Chimney	2.08	18.76 %
In-Stove	1.20	6.82 %
Small-Ap	1.13	13.75 %
Fan	0.85	1.33 %
Flask	0.01	100.00 %
Total	34.23	14.37 %

Branch *	MTD Sales L	Brand Share %
DGL1	2.25	11.06 %
MDU1	1.87	8.01 %
MDU5	1.39	16.44 %
TMM1	1.21	10.46 %
MDU3	1.15	16.53 %
MDU6	0.88	11.18 %
TPT1	0.82	10.96 %
KPT1	0.74	13.72 %
MDU2	0.63	4.49 %
KRR1	0.59	12.97 %
PNI1	0.54	13.14 %
MPA1	0.53	10.08 %
SVG1	0.53	13.38 %
PKM1	0.49	13.32 %
NKI1	0.49	11.73 %
PVI1	0.47	11.85 %
MDU4	0.45	9.39 %
TEN2	0.45	5.26 %
USL1	0.39	9.79 %
SGP1	0.34	14.98 %
NTM1	0.33	11.84 %
MLR1	0.32	8.00 %
MNM1	0.26	9.79 %
KYK1	0.21	4.85 %
ATG1	0.16	3.07 %
SZSD		0.00 %
WHMD		0.00 %
Total	34.23	14.37 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	8.33	21.25 %
Gas-Stov	5.99	22.26 %
Grinder	4.61	25.95 %
In-Stove	2.05	8.19 %
Cook-Pre	1.68	43.66 %
Chimney	1.37	27.13 %
Small-Ap	0.95	15.64 %
Fan	0.15	0.56 %
Total	25.13	16.74 %

Branch *	MTD Sales L	Brand Share %
CH17	0.85	14.14 %
CH12	0.81	11.22 %
CH03	0.76	4.37 %
CH06	0.68	13.40 %
CH43	0.53	4.94 %
CH24	0.53	7.71 %
CH36	0.48	14.92 %
CH33	0.47	12.70 %
CH41	0.47	10.87 %
CH21	0.41	5.43 %
CH27	0.32	9.73 %
CH23	0.29	15.21 %
GPD1	0.24	8.98 %
CH31	0.15	6.65 %
CH51		0.00 %
MC05		0.00 %
MC06		0.00 %
Total	25.13	16.74 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	8.81	20.62 %
Gas-Stov	5.93	21.00 %
Grinder	5.31	20.45 %
Cook-Pre	1.87	37.69 %
Chimney	1.11	25.05 %
In-Stove	1.03	5.07 %
Small-Ap	0.94	16.35 %
Fan	0.11	0.32 %
Flask	0.01	100.00 %
Total	25.13	15.16 %

Branch *	MTD Sales L	Brand Share %
TVR2	1.76	16.66 %
TRY1	1.33	8.07 %
TYR1	1.13	15.73 %
MDI1	1.08	16.30 %
JKM1	0.70	15.35 %
NMM1	0.65	13.77 %
TNJ2	0.58	5.93 %
TRY4	0.46	6.87 %
TVR1	0.44	13.67 %
NGT1	0.42	5.51 %
ORU1	0.39	10.91 %
TRY3	0.32	5.91 %
APM1	0.28	9.88 %
MSI1	0.28	8.68 %
TRY2	0.13	12.44 %
KIK1	0.12	2.23 %
TZSD		0.00 %
Total	25.13	15.16 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Grinder	6.68	41.49 %
Mixie	6.41	27.03 %
Gas-Stov	4.94	32.58 %
Cook-Pre	1.87	56.60 %
Chimney	0.65	26.36 %
In-Stove	0.53	5.91 %
Small-Ap	0.49	16.64 %
Fan	0.15	0.74 %
Flask	0.01	100.00 %
Total	21.74	23.49 %

Branch *	MTD Sales L	Brand Share %
ULP1	0.65	11.80 %
PRT1	0.60	14.97 %
TRK1	0.58	14.54 %
NVL2	0.40	7.23 %
TVM2	0.22	15.65 %
Total	21.74	23.49 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	6.69	25.75 %
Gas-Stov	6.12	34.18 %
Grinder	2.39	26.43 %
Cook-Pre	2.10	56.38 %
Chimney	1.61	30.36 %
In-Stove	1.47	12.65 %
Small-Ap	0.77	25.67 %
Fan	0.56	1.96 %
Flask	0.01	100.00 %
Total	21.73	20.67 %

Branch *	MTD Sales L	Brand Share %
VEL2	1.59	14.76 %
TRL1	0.81	8.69 %
GDM1	0.43	14.77 %
WJP1	0.42	13.54 %
ANI1	0.42	15.92 %
Total	21.73	20.67 %