



# TN : BUTERFLY Sales Performance 01/05/2026 9:27 AM

MTD Sales  
313.10 L

Brand Share %  
17.16 %

Information:

MTD : 01-04-2026 To 30-04-2026

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

Property	MTD Sales L	Brand Share %
Mixie	85.77	20.97 %
Fan	76.36	10.66 %
Gas-Stov	70.92	25.33 %
Grinder	37.75	17.34 %
Cook-Pre	19.43	61.63 %
Chimney	17.61	20.42 %
Small-Ap	4.95	10.00 %
In-Stove	0.30	0.88 %
Flask	0.01	100.00 %
<b>Total</b>	<b>313.10</b>	<b>17.16 %</b>

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	51.44	15.19 %
WEST-02	48.61	23.63 %
SOUTH-03	43.40	14.96 %
TRICHY-01	37.45	18.06 %
WEST-01	35.63	23.25 %
SOUTH ARCOT	25.63	21.41 %
CHENNAI-01	24.46	10.04 %
CHENNAI-02	23.70	16.31 %
NORTH ARCOT	22.78	18.90 %
<b>Total</b>	<b>313.10</b>	<b>17.16 %</b>

## SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	12.60	17.41 %
Fan	12.41	8.64 %
Gas-Stov	10.87	21.73 %
Grinder	8.16	19.19 %
Cook-Pre	3.65	69.57 %
Chimney	2.69	21.33 %
Small-Ap	1.04	10.63 %
In-Stove	0.02	0.80 %
<b>Total</b>	<b>51.44</b>	<b>15.19 %</b>

Branch *	MTD Sales L	Brand Share %
KVT1	4.19	14.95 %
NGR1	3.31	16.96 %
TVL1	2.91	12.97 %
VNR2	2.16	14.00 %
TKS2	2.09	10.04 %
VLY1	1.57	17.11 %
TUT1	1.45	6.06 %
MAR1	1.15	9.30 %
VKM1	1.04	16.89 %
SNL1	1.03	13.71 %
STU2	1.03	17.13 %
VNR1	1.00	15.47 %
MMT1	0.95	14.53 %
PDI1	0.82	15.26 %
KYR1	0.80	10.68 %
APK2	0.79	14.21 %
SDI1	0.72	12.06 %
SVK1	0.63	5.54 %
TKY1	0.59	14.75 %
UDN1	0.47	12.61 %
SKD1	0.46	7.78 %
TUT2	0.44	3.53 %
COL1	0.40	15.34 %
SGT1	0.34	10.30 %
S2SD		0.00 %
<b>Total</b>	<b>51.44</b>	<b>15.19 %</b>

## WEST-02

Property	MTD Sales L	Brand Share %
Mixie	17.95	32.81 %
Gas-Stov	12.41	40.48 %
Fan	7.15	8.56 %
Chimney	4.55	30.71 %
Grinder	3.48	26.37 %
Cook-Pre	2.78	72.76 %
Small-Ap	0.28	11.61 %
In-Stove	0.01	0.25 %
<b>Total</b>	<b>48.61</b>	<b>23.63 %</b>

Branch *	MTD Sales L	Brand Share %
KRI1	0.94	11.09 %
SLM2	0.88	13.61 %
NKL2	0.85	11.43 %
RSP1	0.78	15.33 %
KAM1	0.74	13.38 %
EPI1	0.68	12.22 %
SGI1	0.59	14.21 %
APN1	0.55	9.62 %
WZWH		0.00 %
WHKP	-0.02	-8.57 %
<b>Total</b>	<b>48.61</b>	<b>23.63 %</b>

## SOUTH-03

Property	MTD Sales L	Brand Share %
Fan	12.72	9.67 %
Mixie	9.44	17.36 %
Gas-Stov	8.71	21.72 %
Grinder	6.16	17.10 %
Cook-Pre	3.71	73.48 %
Chimney	1.93	14.72 %
Small-Ap	0.74	9.03 %
<b>Total</b>	<b>43.40</b>	<b>14.96 %</b>

Branch *	MTD Sales L	Brand Share %
MDU1	3.22	12.37 %
DGL1	2.69	11.78 %
MDU6	1.73	12.31 %
TMM1	1.63	11.42 %
MDU5	1.45	13.56 %
MPA1	1.15	13.75 %
KPT1	1.06	15.53 %
TPT1	0.99	10.50 %
MDU4	0.88	10.49 %
NKI1	0.85	16.63 %
KRR1	0.62	15.81 %
PNI1	0.60	10.81 %
MNM1	0.58	16.53 %
TEN2	0.57	5.47 %
NTM1	0.55	13.32 %
SVG1	0.50	12.45 %
SGP1	0.49	14.76 %
ATG1	0.37	6.14 %
USL1	0.29	6.40 %
MDU2	0.28	1.82 %
MLR1	0.26	5.79 %
KYK1	0.25	5.80 %
SZSD		1.53 %
<b>Total</b>	<b>43.40</b>	<b>14.96 %</b>

### TRICHY-01

Property	MTD Sales L	Brand Share %
Fan	12.28	14.01 %
Mixie	9.30	19.10 %
Gas-Stov	6.63	22.71 %
Grinder	5.32	21.52 %
Chimney	1.90	31.42 %
Cook-Pre	1.25	35.49 %
Small-Ap	0.75	13.97 %
Flask	0.01	100.00 %
<b>Total</b>	<b>37.45</b>	<b>18.06 %</b>

Branch *	MTD Sales L	Brand Share %
TRY1	2.74	13.21 %
TVR2	2.09	17.15 %
TNJ2	1.39	14.91 %
PBR2	1.20	10.02 %
ORU1	0.81	13.92 %
NMM1	0.80	14.36 %
TRY3	0.77	14.07 %
TVR1	0.59	16.13 %
TRY4	0.47	6.25 %
NGT1	0.45	6.09 %
MSI1	0.43	12.76 %
KIK1	0.43	6.97 %
APM1	0.32	11.25 %
TZSD		0.00 %
<b>Total</b>	<b>37.45</b>	<b>18.06 %</b>

### WEST-01

Property	MTD Sales L	Brand Share %
Mixie	10.40	27.71 %
Gas-Stov	8.88	34.21 %
Fan	7.94	14.28 %
Grinder	3.91	27.10 %
Chimney	2.68	25.97 %
Cook-Pre	1.23	47.49 %
Small-Ap	0.51	11.30 %
In-Stove	0.07	2.93 %
<b>Total</b>	<b>35.63</b>	<b>23.25 %</b>

Branch *	MTD Sales L	Brand Share %
PLI1	1.18	14.47 %
SUL1	0.85	11.72 %
CBE1	0.58	8.75 %
CBE5	0.47	11.16 %
CBE3	0.24	13.73 %
ANR1	0.23	11.74 %
GDR1	0.11	8.62 %
KGI1	0.11	7.43 %
WZSD		0.00 %
<b>Total</b>	<b>35.63</b>	<b>23.25 %</b>

### SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	8.11	28.51 %
Gas-Stov	5.90	32.62 %
Fan	4.83	10.86 %
Grinder	3.87	23.23 %
Cook-Pre	1.36	56.49 %
Chimney	1.25	33.16 %
Small-Ap	0.30	14.15 %
<b>Total</b>	<b>25.63</b>	<b>21.41 %</b>

Branch *	MTD Sales L	Brand Share %
POY1	2.17	16.83 %
TRK1	0.86	15.88 %
NVL2	0.69	8.17 %
VPM1	0.35	15.18 %
STP1	0.35	11.76 %
<b>Total</b>	<b>25.63</b>	<b>21.41 %</b>

## CHENNAI-01

Property	MTD Sales L	Brand Share %
Fan	6.69	9.36 %
Gas-Stov	5.88	14.72 %
Mixie	5.15	10.23 %
Grinder	2.41	5.12 %
Cook-Pre	2.33	54.96 %
Chimney	1.44	12.11 %
Small-Ap	0.50	5.10 %
In-Stove	0.06	0.66 %
<b>Total</b>	<b>24.46</b>	<b>10.04 %</b>

Branch *	MTD Sales L	Brand Share %
CH47	2.53	12.10 %
CH07	1.17	10.04 %
CH05	1.15	6.81 %
CH45	1.07	12.76 %
CH48	0.89	9.81 %
CH49	0.87	6.22 %
CH35	0.86	14.10 %
CH39	0.81	13.84 %
CGL1	0.78	15.68 %
MRM1	0.74	10.92 %
CH14	0.68	6.87 %
CH25	0.62	7.76 %
GUD2	0.53	9.57 %
CH30	0.52	9.56 %
CH38	0.49	8.21 %
SKL1	0.43	17.00 %
CH16	0.36	3.98 %
CH22	0.24	5.86 %
CZWH	0.21	0.85 %
GUD1	0.18	2.48 %
CH37	0.13	9.30 %
AVD1	0.12	3.82 %
CH40	0.05	12.40 %
MC09		0.00 %
WHC3		0.00 %
<b>Total</b>	<b>24.46</b>	<b>10.04 %</b>

## CHENNAI-02

Property	MTD Sales L	Brand Share %
Gas-Stov	6.23	23.55 %
Mixie	6.00	17.44 %
Fan	5.66	12.01 %
Grinder	3.54	20.32 %
Cook-Pre	1.57	61.54 %
Small-Ap	0.46	9.75 %
Chimney	0.16	2.92 %
In-Stove	0.09	1.29 %
<b>Total</b>	<b>23.70</b>	<b>16.31 %</b>

Branch *	MTD Sales L	Brand Share %
CH15	2.69	16.71 %
CH03	1.14	9.34 %
CH17	1.04	16.32 %
CH12	0.82	11.57 %
CH33	0.72	15.45 %
CH36	0.52	16.80 %
CH43	0.39	4.35 %
CH24	0.34	5.97 %
CH46	0.33	12.19 %
CH41	0.29	8.46 %
CH06	0.24	5.51 %
CH21	0.18	2.14 %
CH23	0.13	4.78 %
MC06	0.06	13.76 %
CH01	0.01	3.65 %
CH51		0.00 %
<b>Total</b>	<b>23.70</b>	<b>16.31 %</b>

**NORTH ARCOT**

Property	MTD Sales L	Brand Share %
Mixie	6.81	24.28 %
Fan	6.68	13.05 %
Gas-Stov	5.41	27.64 %
Cook-Pre	1.55	73.85 %
Chimney	1.00	12.37 %
Grinder	0.90	15.95 %
Small-Ap	0.36	14.78 %
In-Stove	0.06	1.70 %
Total	22.78	18.90 %

Branch *	MTD Sales L	Brand Share %
VEL2	2.21	16.58 %
KPM2	1.49	13.95 %
TRL1	0.73	8.14 %
ABR1	0.72	14.37 %
ARC2	0.61	16.69 %
KPM1	0.31	10.09 %
Total	22.78	18.90 %