



TN : BUTERFLY Sales Performance 02/04/2026 9:27 AM

MTD Sales
22.36 L

Brand Share %
19.54 %

Information:

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

* Branch where in Brand Share % is less than Overall State's Brand Share **19.54 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	8.08	23.78 %
Gas-Stov	4.52	22.95 %
Grinder	4.33	23.06 %
Cook-Pre	1.95	70.18 %
Chimney	1.85	32.67 %
Fan	1.22	4.08 %
Small-Ap	0.35	12.16 %
In-Stove	0.06	8.58 %
Total	22.36	19.54 %

Sales Zone	MTD Sales L	Brand Share %
WEST-02	3.79	26.61 %
TRICHY-01	3.44	19.69 %
SOUTH-01	3.29	16.47 %
WEST-01	2.78	26.19 %
SOUTH-03	2.40	13.59 %
SOUTH ARCOT	2.07	28.02 %
CHENNAI-01	1.76	14.05 %
NORTH ARCOT	1.43	21.32 %
CHENNAI-02	1.40	17.84 %
Total	22.36	19.54 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	1.86	35.25 %
Gas-Stov	0.70	31.57 %
Fan	0.43	10.57 %
Grinder	0.40	25.35 %
Cook-Pre	0.22	87.19 %
Chimney	0.14	28.00 %
Small-Ap	0.03	25.49 %
Total	3.79	26.61 %

Branch *	MTD Sales L	Brand Share %
KRI1	0.13	12.93 %
ATU1	0.05	11.51 %
SGI1	0.05	18.80 %
SLM2	0.05	4.92 %
APN1	0.04	5.04 %
RSP1	0.03	8.90 %
SLM3	0.02	6.59 %
BMD1		0.00 %
CMI1		0.00 %
EPI1		0.00 %
NKL2		0.00 %
TCG1		0.00 %
Total	3.79	26.61 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	1.27	21.47 %
Chimney	0.69	48.28 %
Grinder	0.60	21.62 %
Gas-Stov	0.54	20.63 %
Cook-Pre	0.21	49.06 %
Small-Ap	0.09	20.91 %
Fan	0.05	1.16 %
Total	3.44	19.69 %

Branch *	MTD Sales L	Brand Share %
TVR2	0.27	18.63 %
MDI1	0.18	14.28 %
TYR1	0.18	12.83 %
PTK1	0.10	18.34 %
PBR2	0.08	17.11 %
NGT1	0.07	12.10 %
TRY3	0.05	9.73 %
TNJ1	0.04	5.49 %
KIK1	0.03	10.36 %
JKM1	0.03	12.30 %
PBR1	0.03	7.61 %
TNJ2	0.02	2.54 %
NMM1	0.02	4.34 %
APM1		0.00 %
TRY1		0.00 %
TRY2		0.00 %
TRY4		0.00 %
Total	3.44	19.69 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	0.83	17.73 %
Grinder	0.80	25.36 %
Gas-Stov	0.57	14.96 %
Chimney	0.51	47.03 %
Cook-Pre	0.36	62.48 %
Fan	0.14	2.31 %
Small-Ap	0.09	11.73 %
Total	3.29	16.47 %

Branch *	MTD Sales L	Brand Share %
TVL1	0.25	12.16 %
KVT1	0.17	10.64 %
KGL1	0.13	16.16 %
TUT1	0.11	6.70 %
SNL1	0.08	14.96 %
NGR1	0.04	7.00 %
APK1	0.04	15.02 %
VNR2	0.04	8.49 %
VLY1	0.04	6.18 %
SVK1	0.03	9.26 %
ARM1	0.03	9.71 %
VKM1	0.02	10.78 %
SKD1	0.02	9.43 %
KYR1	0.01	3.73 %
SGT1	0.01	7.70 %
TKS2	0.01	0.94 %
UDN1	0.01	1.14 %
TUT2	0.01	1.34 %
COL1		0.00 %
MMT1		0.00 %
PDI1		0.00 %
TKY1		0.00 %
TYI1		0.00 %
VNR1		0.00 %
Total	3.29	16.47 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	1.17	32.16 %
Gas-Stov	0.86	39.25 %
Grinder	0.35	23.03 %
Fan	0.14	5.32 %
Chimney	0.13	100.00 %
Cook-Pre	0.09	39.19 %
Small-Ap	0.03	9.22 %
Total	2.78	26.19 %

Branch *	MTD Sales L	Brand Share %
TPR1	0.08	9.20 %
SNR1	0.05	7.76 %
CBE5	0.02	12.13 %
DPM2	0.02	6.55 %
TPR3	0.02	9.55 %
UMP1	0.02	11.21 %
PLI1	0.02	3.13 %
TPR4	0.01	4.86 %
ANR1		0.00 %
CBE1		0.00 %
CBE3		0.00 %
CBE4		0.00 %
GBM1		0.00 %
GDR1		0.00 %
KGI1		0.00 %
Total	2.78	26.19 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Grinder	0.67	23.89 %
Mixie	0.58	13.59 %
Gas-Stov	0.49	16.13 %
Cook-Pre	0.45	88.05 %
Chimney	0.14	21.03 %
Small-Ap	0.05	10.82 %
Fan	0.02	0.39 %
Total	2.40	13.59 %

Branch *	MTD Sales L	Brand Share %
MDU1	0.30	19.01 %
DGL1	0.10	5.85 %
TMM1	0.09	9.49 %
MDU3	0.06	18.86 %
DGL2	0.06	18.61 %
MPA1	0.06	5.71 %
MDU6	0.05	4.50 %
ATG1	0.05	12.67 %
CBM1	0.05	10.26 %
TDI1	0.03	9.41 %
TPT1	0.02	3.30 %
PNI1	0.02	9.44 %
TEN2	0.02	1.77 %
SGP1	0.02	15.20 %
KPT1		0.00 %
KRR1		0.00 %
KYK1		0.00 %
MDU2		0.00 %
MDU4		0.00 %
MDU5		0.00 %
MLR1		0.00 %
MNM1		0.00 %
NTM1		0.00 %
PVI1		0.00 %
SVG1		0.00 %
Total	2.40	13.59 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	0.90	37.88 %
Grinder	0.70	38.57 %
Gas-Stov	0.32	39.48 %
Fan	0.09	4.46 %
Cook-Pre	0.06	71.64 %
Small-Ap	0.01	14.02 %
Total	2.07	28.02 %

Branch *	MTD Sales L	Brand Share %
KKI2	0.12	16.55 %
POY2	0.04	7.48 %
ULP1	0.02	6.13 %
STP1	0.02	14.04 %
NVL2		0.00 %
TDM1		0.00 %
TRK1		0.00 %
TVM1		0.00 %
Total	2.07	28.02 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mixie	0.43	12.32 %
Gas-Stov	0.41	17.67 %
Cook-Pre	0.37	88.07 %
Grinder	0.27	8.85 %
Chimney	0.16	23.54 %
Fan	0.08	3.86 %
Small-Ap	0.03	10.15 %
Total	1.76	14.05 %

Branch *	MTD Sales L	Brand Share %
CH07	0.14	18.33 %
MRM1	0.10	15.97 %
CH35	0.06	19.18 %
CH05	0.06	7.72 %
TKM1	0.05	13.23 %
CH38	0.05	9.51 %
CH14	0.04	7.47 %
CGL1	0.03	12.99 %
CH30	0.02	4.16 %
CH39	0.02	10.60 %
GUD1	0.02	3.54 %
CH19	0.01	1.89 %
GUD2	0.01	5.47 %
AVD1		0.00 %
CH16		0.00 %
CH25		0.00 %
CH26		0.00 %
CH29		0.00 %
CH37		0.00 %
CH47		0.00 %
CH49		0.00 %
CZWH		0.00 %
SKL1		0.00 %
Total	1.76	14.05 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	0.60	29.51 %
Gas-Stov	0.27	22.23 %
Fan	0.18	9.16 %
Grinder	0.13	36.03 %
Cook-Pre	0.11	62.32 %
Chimney	0.07	9.25 %
In-Stove	0.06	52.96 %
Small-Ap	0.02	18.21 %
Total	1.43	21.32 %

Branch *	MTD Sales L	Brand Share %
VEL1	0.11	16.49 %
TRR1	0.09	16.54 %
ABR1	0.08	13.17 %
CGM1	0.05	15.96 %
TRL1	0.05	10.37 %
AKM1	0.03	9.06 %
PLR1	0.03	14.95 %
ARC2	0.02	9.24 %
ANI1	0.02	15.48 %
KPM1	0.02	17.16 %
BGR1		0.00 %
KPM2		0.00 %
SLG1		0.00 %
TRT1		0.00 %
UGI1		0.00 %
WJD1		0.00 %
Total	1.43	21.32 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	0.45	19.04 %
Grinder	0.41	23.97 %
Gas-Stov	0.36	24.09 %
Fan	0.09	6.49 %
Cook-Pre	0.08	80.93 %
Small-Ap	0.01	2.28 %
Total	1.40	17.84 %

Branch *	MTD Sales L	Brand Share %
CH18	0.08	12.16 %
CH50	0.05	14.84 %
CH41	0.04	19.12 %
CH24	0.03	7.84 %
PON1	0.03	13.58 %
CH36	0.02	16.04 %
CH31	0.01	14.33 %
CH33	0.01	3.87 %
CH01		0.00 %
CH03		0.00 %
CH06		0.00 %
CH17		0.00 %
CH21		0.00 %
CH23		0.00 %
CH43		0.00 %
GPD1		0.00 %
Total	1.40	17.84 %