



TN : BUTERFLY Sales Performance 03/04/2026 9:28 AM

MTD Sales
30.08 L

Brand Share %
19.32 %

Information:

MTD : 01-04-2026 To 02-04-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **19.32 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	10.64	23.49 %
Gas-Stov	6.20	23.30 %
Grinder	5.87	24.02 %
Cook-Pre	2.81	71.51 %
Chimney	2.14	30.54 %
Fan	1.76	4.12 %
Small-Ap	0.59	13.59 %
In-Stove	0.08	5.49 %
Total	30.08	19.32 %

Sales Zone	MTD Sales L	Brand Share %
WEST-02	5.17	28.02 %
SOUTH-01	4.85	17.92 %
TRICHY-01	4.33	17.98 %
WEST-01	3.71	24.09 %
SOUTH-03	3.25	13.60 %
SOUTH ARCOT	2.49	25.72 %
CHENNAI-01	2.15	13.24 %
NORTH ARCOT	2.11	21.50 %
CHENNAI-02	2.03	18.25 %
Total	30.08	19.32 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	2.32	36.55 %
Gas-Stov	1.12	39.24 %
Grinder	0.55	28.39 %
Fan	0.53	9.26 %
Cook-Pre	0.33	85.48 %
Chimney	0.30	35.00 %
Small-Ap	0.03	13.39 %
Total	5.17	28.02 %

Branch *	MTD Sales L	Brand Share %
HSR2	0.22	19.22 %
SLM2	0.22	17.39 %
KRI1	0.13	12.68 %
SGI1	0.05	17.80 %
TRM1	0.04	13.75 %
APN1	0.04	4.64 %
NKL2	0.03	4.59 %
RSP1	0.03	7.90 %
SLM3	0.02	4.87 %
BMD1		0.00 %
CMI1		0.00 %
EPI1		0.00 %
TCG1		0.00 %
WHKP		0.00 %
Total	5.17	28.02 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	1.28	19.40 %
Grinder	1.16	27.71 %
Gas-Stov	0.88	16.93 %
Cook-Pre	0.60	72.78 %
Chimney	0.51	47.03 %
Fan	0.27	3.42 %
Small-Ap	0.15	13.22 %
Total	4.85	17.92 %

Branch *	MTD Sales L	Brand Share %
TVL1	0.31	11.40 %
KVT1	0.29	12.44 %
TUT1	0.14	7.26 %
KGL1	0.13	16.16 %
VL11	0.13	16.67 %
SNL1	0.08	12.73 %
APK2	0.07	18.28 %
APK1	0.06	17.64 %
VNR2	0.06	7.56 %
COL1	0.04	11.31 %
TKS2	0.03	2.66 %
SVK1	0.03	8.72 %
SKD1	0.03	8.77 %
ARM1	0.03	8.01 %
SGT1	0.03	16.23 %
VNR1	0.03	4.86 %
VKM1	0.02	8.54 %
TKY1	0.02	4.33 %
KYR1	0.01	3.03 %
UDN1	0.01	1.06 %
TUT2	0.01	0.84 %
MMT1		0.00 %
TY11		0.00 %
Total	4.85	17.92 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	1.54	19.48 %
Grinder	0.87	20.87 %
Chimney	0.69	48.28 %
Gas-Stov	0.68	18.49 %
Cook-Pre	0.27	46.43 %
Small-Ap	0.21	34.91 %
Fan	0.07	1.20 %
Total	4.33	17.98 %

Branch *	MTD Sales L	Brand Share %
TYR1	0.21	13.38 %
MDI1	0.18	11.53 %
TNJ1	0.13	11.82 %
ORU1	0.11	19.18 %
TRY1	0.11	5.10 %
PTK1	0.10	10.42 %
PBR2	0.09	12.87 %
NGT1	0.09	11.04 %
PBR1	0.08	16.29 %
PDK1	0.08	19.30 %
TRY3	0.06	8.02 %
KIK1	0.05	13.71 %
TNJ2	0.05	2.99 %
MSI1	0.05	18.66 %
JKM1	0.03	7.92 %
NMM1	0.02	3.27 %
APM1		0.00 %
TRY4		0.00 %
Total	4.33	17.98 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	1.66	30.48 %
Gas-Stov	1.13	39.92 %
Grinder	0.40	21.41 %
Cook-Pre	0.16	48.20 %
Fan	0.16	4.00 %
Chimney	0.13	28.60 %
Small-Ap	0.04	8.86 %
In-Stove	0.02	92.43 %
Total	3.71	24.09 %

Branch *	MTD Sales L	Brand Share %
SNR1	0.08	6.08 %
TPR1	0.08	8.16 %
PLI1	0.07	6.73 %
UMP1	0.06	18.26 %
CBE4	0.04	3.91 %
CBE5	0.02	6.70 %
DPM2	0.02	6.55 %
CBE1	0.02	2.06 %
TPR3	0.02	7.42 %
GDR1	0.02	7.07 %
TPR4	0.01	4.86 %
ANR1	0.01	7.39 %
CBE3		0.00 %
GBM1		0.00 %
KGI1		0.00 %
Total	3.71	24.09 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Grinder	0.89	27.22 %
Mixie	0.88	14.99 %
Gas-Stov	0.60	16.70 %
Cook-Pre	0.57	90.37 %
Chimney	0.14	11.76 %
Fan	0.09	1.07 %
Small-Ap	0.08	11.01 %
Total	3.25	13.60 %

Branch *	MTD Sales L	Brand Share %
MDU1	0.38	18.57 %
TMM1	0.21	16.15 %
MPA1	0.15	10.47 %
DGL1	0.10	5.21 %
DKI1	0.07	16.35 %
SVG1	0.06	14.71 %
MDU3	0.06	14.49 %
MDU7	0.06	8.07 %
MDU6	0.06	4.40 %
PNI1	0.06	9.47 %
ATG1	0.05	10.82 %
CBM1	0.05	8.08 %
MDU2	0.04	2.27 %
TDI1	0.03	8.54 %
TPT1	0.02	3.04 %
TEN2	0.02	1.50 %
SGP1	0.02	12.13 %
KPT1		0.00 %
KRR1		0.00 %
KYK1		0.00 %
MDU4		0.00 %
MDU5		0.00 %
MLR1		0.00 %
MNM1		0.00 %
NTM1		0.00 %
Total	3.25	13.60 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	0.99	32.99 %
Grinder	0.89	38.63 %
Gas-Stov	0.41	33.95 %
Fan	0.09	3.59 %
Cook-Pre	0.08	47.51 %
Small-Ap	0.03	13.61 %
Total	2.49	25.72 %

Branch *	MTD Sales L	Brand Share %
PRT1	0.08	16.78 %
TDM1	0.05	16.62 %
POY2	0.04	5.86 %
TRK1	0.03	14.79 %
ULP1	0.02	4.31 %
STP1	0.02	14.04 %
NVL2		0.00 %
Total	2.49	25.72 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Gas-Stov	0.53	17.89 %
Mixie	0.52	12.00 %
Cook-Pre	0.46	90.09 %
Grinder	0.31	8.15 %
Chimney	0.16	23.54 %
Fan	0.14	5.03 %
Small-Ap	0.03	7.18 %
Total	2.15	13.24 %

Branch *	MTD Sales L	Brand Share %
CH07	0.17	18.41 %
MRM1	0.12	18.20 %
CH48	0.09	15.94 %
CH35	0.06	19.18 %
CH05	0.06	7.47 %
TKM1	0.05	13.23 %
CH38	0.05	7.71 %
CH14	0.04	7.47 %
GUD2	0.03	7.54 %
CGL1	0.03	12.99 %
CH30	0.02	2.46 %
CH39	0.02	8.85 %
GUD1	0.02	3.33 %
CH25	0.01	2.81 %
AVD1		0.00 %
CH16		0.00 %
CH26		0.00 %
CH29		0.00 %
CH37		0.00 %
CH47		0.00 %
CH49		0.00 %
CZWH		0.00 %
SKL1		0.00 %
WCHN		0.00 %
WHC3		0.00 %
Total	2.15	13.24 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	0.79	29.83 %
Gas-Stov	0.38	21.39 %
Grinder	0.27	35.17 %
Chimney	0.20	22.88 %
Cook-Pre	0.19	68.06 %
Fan	0.18	5.99 %
In-Stove	0.06	42.67 %
Small-Ap	0.03	11.57 %
Total	2.11	21.50 %

Branch *	MTD Sales L	Brand Share %
TRR1	0.12	18.94 %
VNB1	0.10	17.55 %
ABR1	0.10	11.71 %
AKM1	0.10	16.61 %
CGM1	0.05	12.48 %
TRL1	0.05	7.22 %
KPM2	0.03	6.52 %
ARC2	0.02	7.68 %
ANI1	0.02	11.58 %
KPM1	0.02	14.70 %
BGR1		0.00 %
SLG1		0.00 %
TRT1		0.00 %
UGI1		0.00 %
Total	2.11	21.50 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	0.66	20.99 %
Grinder	0.52	24.67 %
Gas-Stov	0.46	18.71 %
Fan	0.22	9.83 %
Cook-Pre	0.15	69.78 %
Small-Ap	0.01	1.73 %
Total	2.03	18.25 %

Branch *	MTD Sales L	Brand Share %
CH18	0.08	10.45 %
CH50	0.07	16.78 %
CH41	0.04	13.32 %
CH03	0.04	4.83 %
CH17	0.03	6.09 %
CH24	0.03	5.68 %
CH31	0.03	16.82 %
PON1	0.03	13.58 %
CH36	0.02	14.33 %
GPD1	0.02	12.34 %
CH33	0.01	2.97 %
CH01		0.00 %
CH06		0.00 %
CH21		0.00 %
CH23		0.00 %
CH32		0.00 %
CH43		0.00 %
CH46		0.00 %
Total	2.03	18.25 %