



TN : BUTERFLY Sales Performance 03/05/2026 9:27 AM

MTD Sales
39.51 L

Brand Share %
21.13 %

Information:

MTD : 01-05-2026 To 02-05-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **21.13 %** are only listed below

| Property | MTD Sales L | Brand Share % |
|--------------|--------------|----------------|
| Mixie | 12.00 | 24.95 % |
| Fan | 8.07 | 14.29 % |
| Gas-Stov | 7.96 | 24.64 % |
| Grinder | 6.11 | 25.15 % |
| Chimney | 3.30 | 22.10 % |
| Cook-Pre | 1.67 | 56.37 % |
| Small-Ap | 0.33 | 6.31 % |
| In-Stove | 0.07 | 2.69 % |
| Total | 39.51 | 21.13 % |

| Sales Zone | MTD Sales L | Brand Share % |
|--------------|--------------|----------------|
| WEST-02 | 6.79 | 38.12 % |
| TRICHY-01 | 6.40 | 25.76 % |
| SOUTH-01 | 5.78 | 21.82 % |
| WEST-01 | 4.81 | 23.70 % |
| CHENNAI-02 | 3.38 | 20.55 % |
| CHENNAI-01 | 3.37 | 9.00 % |
| SOUTH-03 | 3.32 | 14.98 % |
| NORTH ARCOT | 2.95 | 28.54 % |
| SOUTH ARCOT | 2.70 | 24.38 % |
| Total | 39.51 | 21.13 % |

WEST-02

| Property | MTD Sales L | Brand Share % |
|--------------|-------------|----------------|
| Mixie | 2.45 | 34.47 % |
| Gas-Stov | 1.59 | 36.10 % |
| Chimney | 1.09 | 45.69 % |
| Grinder | 0.84 | -68.28 % |
| Fan | 0.64 | 13.97 % |
| Cook-Pre | 0.16 | 75.08 % |
| Small-Ap | 0.02 | 12.02 % |
| Total | 6.79 | 38.12 % |

| Branch * | MTD Sales L | Brand Share % |
|--------------|-------------|----------------|
| HSR2 | 0.23 | 19.57 % |
| KRI1 | 0.16 | 13.26 % |
| ATU1 | 0.14 | 16.35 % |
| KAM1 | 0.13 | 14.29 % |
| SLM3 | 0.12 | 10.38 % |
| NKL2 | 0.07 | 9.98 % |
| SLM2 | 0.07 | 8.09 % |
| ERD1 | 0.06 | 15.62 % |
| APN1 | 0.05 | 7.97 % |
| KMM1 | 0.01 | 3.20 % |
| DPR1 | | 0.00 % |
| DPR2 | | 0.00 % |
| TCG1 | | 0.00 % |
| WHPD | | 0.00 % |
| Total | 6.79 | 38.12 % |

TRICHY-01

| Property | MTD Sales L | Brand Share % |
|--------------|-------------|----------------|
| Fan | 1.85 | 19.19 % |
| Mixie | 1.70 | 26.10 % |
| Gas-Stov | 1.42 | 32.72 % |
| Grinder | 0.92 | 42.07 % |
| Cook-Pre | 0.24 | 73.90 % |
| Chimney | 0.21 | 16.11 % |
| Small-Ap | 0.05 | 9.00 % |
| Total | 6.40 | 25.76 % |

| Branch * | MTD Sales L | Brand Share % |
|--------------|-------------|----------------|
| TRY1 | 0.69 | 20.05 % |
| TNJ2 | 0.49 | 21.03 % |
| TVR2 | 0.42 | 20.90 % |
| TYR1 | 0.23 | 14.23 % |
| TRY3 | 0.13 | 10.86 % |
| PBR2 | 0.08 | 6.78 % |
| TTP1 | 0.08 | 16.60 % |
| MSI1 | 0.07 | 15.40 % |
| APM1 | 0.06 | 9.68 % |
| TVR1 | 0.04 | 8.71 % |
| TRY4 | 0.03 | 5.09 % |
| NMM1 | 0.02 | 7.17 % |
| ORU1 | 0.02 | 3.21 % |
| KIK1 | 0.02 | 2.93 % |
| NGT1 | | 0.00 % |
| TRY2 | | 0.00 % |
| WTRZ | | 0.00 % |
| Total | 6.40 | 25.76 % |

SOUTH-01

| Property | MTD Sales L | Brand Share % |
|--------------|-------------|----------------|
| Mixie | 1.85 | 24.83 % |
| Grinder | 1.13 | 44.18 % |
| Gas-Stov | 1.07 | 22.33 % |
| Chimney | 0.65 | 44.00 % |
| Fan | 0.57 | 6.78 % |
| Cook-Pre | 0.45 | 53.85 % |
| Small-Ap | 0.05 | 5.53 % |
| Total | 5.78 | 21.82 % |

| Branch * | MTD Sales L | Brand Share % |
|--------------|-------------|----------------|
| TVL1 | 0.34 | 12.88 % |
| TUT1 | 0.18 | 8.17 % |
| VKM1 | 0.10 | 18.99 % |
| APK2 | 0.09 | 13.10 % |
| APK1 | 0.08 | 12.99 % |
| SNL1 | 0.07 | 7.66 % |
| ASM1 | 0.07 | 15.72 % |
| SVK1 | 0.07 | 6.78 % |
| SKD1 | 0.05 | 20.14 % |
| KYR1 | 0.04 | 7.28 % |
| MAR1 | 0.04 | 4.31 % |
| TKS2 | 0.04 | 2.80 % |
| COL1 | 0.03 | 18.16 % |
| VNR1 | 0.03 | 6.12 % |
| PDI1 | | 0.00 % |
| SGT1 | | 0.00 % |
| TUT2 | | 0.00 % |
| UDN1 | | 0.00 % |
| WHTV | | 0.00 % |
| Total | 5.78 | 21.82 % |

WEST-01

| Property | MTD Sales L | Brand Share % |
|--------------|-------------|----------------|
| Mixie | 1.36 | 23.74 % |
| Gas-Stov | 1.20 | 32.89 % |
| Fan | 0.78 | 16.85 % |
| Grinder | 0.78 | 30.47 % |
| Chimney | 0.45 | 16.37 % |
| Cook-Pre | 0.19 | 64.41 % |
| In-Stove | 0.04 | 22.15 % |
| Small-Ap | 0.02 | 4.07 % |
| Total | 4.81 | 23.70 % |

| Branch * | MTD Sales L | Brand Share % |
|--------------|-------------|----------------|
| CBE1 | 0.20 | 12.81 % |
| KMR1 | 0.14 | 9.35 % |
| GBM1 | 0.09 | 18.52 % |
| CBE3 | 0.08 | 20.95 % |
| SUL1 | 0.08 | 5.36 % |
| DPM2 | 0.04 | 13.78 % |
| KGI1 | 0.03 | 6.33 % |
| KMD1 | 0.02 | 4.80 % |
| CBE5 | | 0.00 % |
| PLI1 | | 0.00 % |
| TPR3 | | 0.00 % |
| Total | 4.81 | 23.70 % |

CHENNAI-02

| Property | MTD Sales L | Brand Share % |
|--------------|-------------|----------------|
| Fan | 1.16 | 22.53 % |
| Mixie | 1.02 | 23.05 % |
| Gas-Stov | 0.61 | 19.80 % |
| Grinder | 0.25 | 14.54 % |
| Cook-Pre | 0.14 | 61.90 % |
| Chimney | 0.14 | 16.06 % |
| Small-Ap | 0.06 | 10.83 % |
| Total | 3.38 | 20.55 % |

| Branch * | MTD Sales L | Brand Share % |
|--------------|-------------|----------------|
| CH20 | 0.17 | 19.60 % |
| CH03 | 0.15 | 20.75 % |
| CH17 | 0.14 | 17.75 % |
| CH18 | 0.11 | 16.09 % |
| CH50 | 0.09 | 15.28 % |
| CH27 | 0.07 | 13.94 % |
| PON1 | 0.07 | 14.74 % |
| CH21 | 0.07 | 8.62 % |
| CH23 | 0.05 | 11.12 % |
| GPD1 | 0.05 | 11.30 % |
| CH43 | 0.04 | 3.36 % |
| CH24 | 0.01 | 0.93 % |
| CH31 | 0.01 | 15.29 % |
| CH01 | | 0.00 % |
| CH06 | | 0.00 % |
| CH12 | | 0.00 % |
| CH32 | | 0.00 % |
| CH41 | | 0.00 % |
| CH51 | | 0.00 % |
| MC05 | | 0.00 % |
| Total | 3.38 | 20.55 % |

CHENNAI-01

| Property | MTD Sales L | Brand Share % |
|--------------|-------------|---------------|
| Fan | 1.13 | 14.03 % |
| Mixie | 0.81 | 13.97 % |
| Grinder | 0.68 | 4.65 % |
| Gas-Stov | 0.38 | 8.59 % |
| Chimney | 0.24 | 12.02 % |
| Cook-Pre | 0.10 | 26.69 % |
| Small-Ap | 0.03 | 3.21 % |
| Total | 3.37 | 9.00 % |

| Branch * | MTD Sales L | Brand Share % |
|--------------|-------------|---------------|
| CH07 | 0.26 | 13.83 % |
| CH42 | 0.20 | 9.72 % |
| CH25 | 0.18 | 17.52 % |
| CH28 | 0.16 | 16.48 % |
| CH47 | 0.11 | 7.32 % |
| CH49 | 0.10 | 6.98 % |
| CH48 | 0.09 | 5.94 % |
| CH05 | 0.09 | 5.81 % |
| GUD2 | 0.08 | 16.74 % |
| CH38 | 0.07 | 11.16 % |
| CH22 | 0.05 | 10.83 % |
| CH14 | 0.05 | 4.70 % |
| CGL1 | 0.04 | 11.96 % |
| CH45 | 0.03 | 4.03 % |
| CH30 | 0.02 | 3.05 % |
| AVD1 | 0.01 | 2.85 % |
| CH16 | | 0.00 % |
| CH29 | | 0.00 % |
| CZWH | | 0.00 % |
| GUD1 | | 0.00 % |
| MRM1 | | 0.00 % |
| WCHN | | 0.00 % |
| Total | 3.37 | 9.00 % |

SOUTH-03

| Property | MTD Sales L | Brand Share % |
|--------------|-------------|----------------|
| Mixie | 1.06 | 21.41 % |
| Gas-Stov | 0.83 | 20.73 % |
| Grinder | 0.59 | 31.33 % |
| Fan | 0.39 | 5.31 % |
| Chimney | 0.29 | 11.14 % |
| Cook-Pre | 0.15 | 52.16 % |
| Small-Ap | 0.01 | 1.33 % |
| Total | 3.32 | 14.98 % |

| Branch * | MTD Sales L | Brand Share % |
|--------------|-------------|----------------|
| DGL1 | 0.23 | 8.08 % |
| TEN1 | 0.11 | 17.50 % |
| MDU1 | 0.09 | 3.97 % |
| CBM1 | 0.09 | 17.45 % |
| MDU3 | 0.08 | 13.80 % |
| DGL2 | 0.08 | 12.20 % |
| KRR1 | 0.08 | 14.65 % |
| TEN2 | 0.08 | 13.39 % |
| NKI1 | 0.07 | 13.43 % |
| MDU6 | 0.07 | 9.59 % |
| MDU5 | 0.06 | 7.67 % |
| TMM1 | 0.06 | 5.35 % |
| MPA1 | 0.05 | 13.68 % |
| SGP1 | 0.05 | 16.43 % |
| MDU2 | 0.04 | 2.59 % |
| DKI1 | 0.04 | 5.41 % |
| KYK1 | 0.03 | 6.00 % |
| TPT1 | 0.03 | 4.80 % |
| USL1 | 0.03 | 19.67 % |
| CMR1 | 0.02 | 5.20 % |
| PNI1 | 0.02 | 3.62 % |
| PVI1 | 0.02 | 8.55 % |
| ATG1 | | 0.00 % |
| MDU4 | | 0.00 % |
| MLR1 | | 0.00 % |
| NTM1 | | 0.00 % |
| PKM1 | | 0.00 % |
| SVG1 | | 0.00 % |
| WHMD | | 0.00 % |
| Total | 3.32 | 14.98 % |

NORTH ARCOT

| Property | MTD Sales L | Brand Share % |
|--------------|-------------|----------------|
| Fan | 1.00 | 21.90 % |
| Mixie | 0.72 | 24.61 % |
| Gas-Stov | 0.50 | 24.34 % |
| Grinder | 0.39 | -58.93 % |
| Cook-Pre | 0.19 | 70.57 % |
| Chimney | 0.08 | 10.84 % |
| Small-Ap | 0.07 | 29.54 % |
| Total | 2.95 | 28.54 % |

| Branch * | MTD Sales L | Brand Share % |
|--------------|-------------|----------------|
| VEL1 | 0.24 | 19.51 % |
| TRL1 | 0.12 | 8.12 % |
| CGM1 | 0.08 | 18.39 % |
| SBR1 | 0.07 | 16.45 % |
| PTU1 | 0.04 | 16.65 % |
| CYR1 | 0.04 | 20.72 % |
| ABR1 | 0.03 | 17.89 % |
| KPM1 | 0.03 | 8.03 % |
| TRT1 | | 0.00 % |
| UGI1 | | 0.00 % |
| WHVL | | 0.00 % |
| Total | 2.95 | 28.54 % |

SOUTH ARCOT

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Mixie | 1.03 | 32.49 % |
| Fan | 0.54 | 13.58 % |
| Grinder | 0.53 | 72.79 % |
| Gas-Stov | 0.36 | 22.75 % |
| Chimney | 0.14 | 18.42 % |
| Cook-Pre | 0.05 | 37.38 % |
| In-Stove | 0.04 | 9.46 % |
| Small-Ap | 0.02 | 5.01 % |
| Total | 2.70 | 24.38 % |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| PRT1 | 0.10 | 18.92 % |
| KKI2 | 0.10 | 19.00 % |
| POY1 | 0.08 | 7.40 % |
| NVL2 | 0.07 | 7.19 % |
| STP1 | 0.06 | 18.65 % |
| POY2 | 0.06 | 6.10 % |
| ULP1 | 0.06 | 10.95 % |
| TRK1 | 0.03 | 6.29 % |
| TVM2 | 0.02 | 19.90 % |
| TVM1 | 0.02 | 16.05 % |
| TDM1 | | 0.00 % |
| VCM1 | | 0.00 % |
| WHUT | | 0.00 % |
| Total | 2.70 | 24.38 % |