



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

MTD Sales
39.61 L

Brand Share %
19.41 %

Information:

MTD : 01-04-2026 To 03-04-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **19.41 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	13.32	23.81 %
Gas-Stov	8.14	23.48 %
Grinder	7.91	25.71 %
Cook-Pre	3.74	71.55 %
Fan	2.75	4.64 %
Chimney	2.73	29.37 %
Small-Ap	0.91	14.57 %
In-Stove	0.12	4.36 %
Total	39.61	19.41 %

Sales Zone	MTD Sales L	Brand Share %
WEST-02	6.48	27.33 %
SOUTH-01	6.41	17.96 %
TRICHY-01	5.56	19.26 %
WEST-01	4.97	23.62 %
SOUTH-03	3.89	12.40 %
CHENNAI-02	3.36	20.46 %
SOUTH ARCOT	3.22	25.37 %
CHENNAI-01	3.14	14.56 %
NORTH ARCOT	2.59	20.30 %
Total	39.61	19.41 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	2.76	35.51 %
Gas-Stov	1.39	36.46 %
Grinder	0.79	28.42 %
Fan	0.60	8.24 %
Chimney	0.45	44.16 %
Cook-Pre	0.44	74.84 %
Small-Ap	0.05	20.05 %
Total	6.48	27.33 %

Branch *	MTD Sales L	Brand Share %
SLM2	0.28	18.89 %
KAM1	0.18	17.76 %
KRI1	0.13	10.35 %
SGI1	0.09	19.23 %
TRM1	0.08	14.66 %
DPR2	0.08	18.49 %
APN1	0.04	3.61 %
NKL2	0.03	3.31 %
RSP1	0.03	6.31 %
CMI1		0.00 %
EPI1		0.00 %
WHKP		0.00 %
Total	6.48	27.33 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	1.68	19.55 %
Grinder	1.54	29.13 %
Gas-Stov	1.16	18.17 %
Cook-Pre	0.74	72.80 %
Chimney	0.72	55.80 %
Fan	0.35	2.99 %
Small-Ap	0.22	15.29 %
Total	6.41	17.96 %

Branch *	MTD Sales L	Brand Share %
KVT1	0.54	18.37 %
NGR1	0.52	18.66 %
TVL1	0.35	11.59 %
TUT1	0.19	6.92 %
KGL1	0.13	16.16 %
MMT1	0.13	17.96 %
VLY1	0.13	14.94 %
SNL1	0.09	12.44 %
VNR1	0.08	12.41 %
VNR2	0.08	5.70 %
SDI1	0.07	14.00 %
APK2	0.07	14.69 %
COL1	0.06	11.15 %
APK1	0.06	15.81 %
TKS2	0.05	3.25 %
TKY1	0.05	8.38 %
SKD1	0.05	10.41 %
SVK1	0.04	7.05 %
PDI1	0.03	10.25 %
ARM1	0.03	7.46 %
SGT1	0.03	14.85 %
TUT2	0.03	2.39 %
KYR1	0.02	4.05 %
VKM1	0.02	4.08 %
UDN1	0.01	1.02 %
Total	6.41	17.96 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	1.85	20.30 %
Grinder	1.22	24.78 %
Gas-Stov	1.02	21.89 %
Chimney	0.69	48.28 %
Cook-Pre	0.28	42.73 %
Fan	0.25	3.47 %
Small-Ap	0.24	29.72 %
Total	5.56	19.26 %

Branch *	MTD Sales L	Brand Share %
TYR1	0.26	14.57 %
MDI1	0.18	11.02 %
TNJ2	0.15	7.10 %
TRY1	0.14	5.77 %
TNJ1	0.13	9.69 %
TRY3	0.10	11.66 %
NGT1	0.09	7.41 %
PDK1	0.08	16.19 %
TVR1	0.06	18.61 %
KIK1	0.05	11.26 %
MSI1	0.05	18.66 %
NMM1	0.02	2.95 %
APM1		0.00 %
TRY4		0.00 %
Total	5.56	19.26 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	1.95	29.28 %
Gas-Stov	1.38	35.80 %
Grinder	0.74	25.37 %
Fan	0.38	6.71 %
Cook-Pre	0.31	60.14 %
Chimney	0.13	16.57 %
Small-Ap	0.07	10.58 %
In-Stove	0.02	29.60 %
Total	4.97	23.62 %

Branch *	MTD Sales L	Brand Share %
SNR1	0.23	13.78 %
TPR1	0.18	13.15 %
PLI1	0.10	7.27 %
DPM2	0.07	17.36 %
UMP1	0.06	10.70 %
CBE1	0.06	4.51 %
TPR3	0.05	11.35 %
CBE4	0.04	3.14 %
CBE5	0.02	6.03 %
GDR1	0.02	6.21 %
GBM1	0.02	16.53 %
TPR4	0.01	4.03 %
ANR1	0.01	7.39 %
CBE3		0.00 %
KGI1		0.00 %
Total	4.97	23.62 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Grinder	0.96	23.48 %
Mixie	0.94	13.59 %
Cook-Pre	0.74	87.26 %
Gas-Stov	0.65	14.21 %
Chimney	0.38	23.03 %
Small-Ap	0.13	11.70 %
Fan	0.09	0.76 %
Total	3.89	12.40 %

Branch *	MTD Sales L	Brand Share %
MDU1	0.47	16.71 %
DGL1	0.26	10.62 %
TMM1	0.22	14.67 %
MPA1	0.17	7.93 %
MDU6	0.10	5.15 %
MDU7	0.08	9.26 %
PNI1	0.08	10.70 %
DKI1	0.07	12.42 %
NKI1	0.07	18.70 %
SVG1	0.06	12.39 %
MDU3	0.06	7.63 %
ATG1	0.05	7.61 %
CBM1	0.05	6.68 %
MDU2	0.04	1.83 %
MDU5	0.04	5.91 %
TPT1	0.04	4.04 %
PVI1	0.04	17.11 %
TDI1	0.03	6.98 %
TEN2	0.03	2.22 %
SGP1	0.02	12.13 %
KPT1		0.00 %
KRR1		0.00 %
KYK1		0.00 %
MDU4		0.00 %
MLR1		0.00 %
MNM1		0.00 %
NTM1		0.00 %
Total	3.89	12.40 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	0.91	22.53 %
Gas-Stov	0.86	24.53 %
Grinder	0.74	30.34 %
Fan	0.53	13.75 %
Cook-Pre	0.23	67.47 %
Small-Ap	0.05	7.24 %
In-Stove	0.04	3.80 %
Total	3.36	20.46 %

Branch *	MTD Sales L	Brand Share %
CH03	0.14	8.90 %
CH50	0.07	11.35 %
CH06	0.06	10.32 %
CH43	0.04	3.84 %
CH41	0.04	6.95 %
CH24	0.03	3.75 %
PON1	0.03	10.70 %
CH33	0.02	9.42 %
CH36	0.02	6.87 %
GPD1	0.02	12.34 %
CH46	0.01	8.12 %
CH01		0.00 %
CH21		0.00 %
CH23		0.00 %
CH32		0.00 %
CH51		0.00 %
Total	3.36	20.46 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	1.26	34.25 %
Grinder	1.06	38.10 %
Gas-Stov	0.59	33.52 %
Cook-Pre	0.15	63.10 %
Fan	0.13	3.73 %
Small-Ap	0.03	11.60 %
Total	3.22	25.37 %

Branch *	MTD Sales L	Brand Share %
POY2	0.17	14.69 %
PRT1	0.10	16.98 %
TDM1	0.05	14.02 %
ULP1	0.02	3.18 %
NVL2		0.00 %
Total	3.22	25.37 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mixie	1.03	18.15 %
Gas-Stov	0.66	16.31 %
Cook-Pre	0.57	89.92 %
Grinder	0.50	11.21 %
Chimney	0.16	16.83 %
Fan	0.14	3.33 %
Small-Ap	0.07	10.22 %
Total	3.14	14.56 %

Branch *	MTD Sales L	Brand Share %
CH05	0.23	15.28 %
CH07	0.18	17.14 %
CH48	0.13	17.27 %
CH30	0.08	7.67 %
CH38	0.07	8.05 %
CH14	0.07	9.04 %
CH35	0.06	13.44 %
TKM1	0.05	9.16 %
CGL1	0.04	14.47 %
GUD2	0.03	4.65 %
CH39	0.02	4.99 %
GUD1	0.02	2.86 %
SKL1	0.02	11.43 %
CH25	0.01	2.01 %
AVD1		0.00 %
CH16		0.00 %
CH29		0.00 %
CH37		0.00 %
CH40		0.00 %
CH47		0.00 %
CH49		0.00 %
CZWH		0.00 %
WCHN		0.00 %
WHC3		0.00 %
Total	3.14	14.56 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	0.92	27.07 %
Gas-Stov	0.43	20.84 %
Grinder	0.35	33.48 %
Fan	0.29	7.37 %
Cook-Pre	0.27	71.76 %
Chimney	0.20	17.14 %
In-Stove	0.06	17.32 %
Small-Ap	0.05	15.31 %
Total	2.59	20.30 %

Branch *	MTD Sales L	Brand Share %
TRR1	0.14	16.37 %
ABR1	0.14	13.77 %
VNB1	0.10	16.82 %
AKM1	0.10	16.14 %
KPM2	0.07	10.30 %
WJD1	0.06	15.90 %
TRL1	0.05	7.11 %
CGM1	0.05	10.91 %
BGR1	0.04	13.25 %
ARC2	0.02	5.33 %
KPM1	0.02	6.30 %
ANI1	0.01	7.08 %
TRT1		0.00 %
UGI1		0.00 %
Total	2.59	20.30 %