



TN : BUTERFLY Sales Performance 04/05/2026 9:27 AM

MTD Sales
51.58 L

Brand Share %
20.88 %

Information:

MTD : 01-05-2026 To 03-05-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **20.88 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	15.86	24.97 %
Gas-Stov	10.67	25.06 %
Fan	10.43	13.64 %
Grinder	8.03	25.11 %
Chimney	3.75	20.68 %
Cook-Pre	2.32	55.73 %
Small-Ap	0.42	6.52 %
In-Stove	0.07	1.98 %
Flask	0.01	100.00 %
Total	51.58	20.88 %

Sales Zone	MTD Sales L	Brand Share %
WEST-02	8.71	36.14 %
TRICHY-01	7.59	25.29 %
SOUTH-01	7.39	20.87 %
WEST-01	5.69	22.84 %
SOUTH-03	5.09	16.25 %
CHENNAI-02	4.82	20.49 %
CHENNAI-01	4.64	9.70 %
NORTH ARCOT	4.00	26.97 %
SOUTH ARCOT	3.66	24.18 %
Total	51.58	20.88 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	3.40	37.51 %
Gas-Stov	1.92	32.66 %
Chimney	1.24	40.25 %
Grinder	1.00	-132.97 %
Fan	0.86	14.19 %
Cook-Pre	0.25	66.12 %
Small-Ap	0.04	20.20 %
Total	8.71	36.14 %

Branch *	MTD Sales L	Brand Share %
HSR2	0.26	15.96 %
KRI1	0.20	13.00 %
ATU1	0.19	19.72 %
HSR1	0.17	15.99 %
KAM1	0.16	17.33 %
SLM3	0.12	9.88 %
ERD1	0.12	17.93 %
NKL2	0.11	13.71 %
KMM1	0.09	14.84 %
SLM2	0.07	6.04 %
APN1	0.05	6.60 %
DPR2	0.04	6.31 %
DPR1		0.00 %
TCG1		0.00 %
WHPD		0.00 %
Total	8.71	36.14 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fan	2.29	19.08 %
Mixie	1.99	26.28 %
Gas-Stov	1.59	30.88 %
Grinder	1.05	37.45 %
Chimney	0.37	25.15 %
Cook-Pre	0.25	71.00 %
Small-Ap	0.05	6.87 %
Total	7.59	25.29 %

Branch *	MTD Sales L	Brand Share %
TRY1	0.69	18.25 %
TNJ2	0.52	19.63 %
TVR2	0.46	18.86 %
TYR1	0.25	14.00 %
TRY3	0.13	10.50 %
PBR2	0.08	5.43 %
TVR1	0.08	14.73 %
TTP1	0.08	15.30 %
MSI1	0.07	15.40 %
ORU1	0.06	7.58 %
APM1	0.06	7.77 %
TRY4	0.03	4.13 %
NMM1	0.02	6.18 %
KIK1	0.02	2.30 %
NGT1		0.00 %
WTRZ		0.00 %
Total	7.59	25.29 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	2.44	24.64 %
Grinder	1.54	37.12 %
Gas-Stov	1.38	22.08 %
Fan	0.68	6.14 %
Chimney	0.65	35.66 %
Cook-Pre	0.64	57.64 %
Small-Ap	0.06	5.12 %
Total	7.39	20.87 %

Branch *	MTD Sales L	Brand Share %
TVL1	0.46	13.23 %
RPM1	0.28	17.52 %
TUT1	0.25	9.21 %
TKY1	0.11	19.59 %
VKM1	0.10	12.92 %
APK2	0.09	11.82 %
KYR1	0.09	10.71 %
SKD1	0.09	18.38 %
APK1	0.08	12.99 %
MAR1	0.07	4.89 %
SNL1	0.07	7.12 %
ASM1	0.07	13.69 %
SVK1	0.07	5.12 %
TKS2	0.04	2.13 %
COL1	0.03	14.95 %
VNR1	0.03	4.66 %
TUT2	0.02	1.86 %
PDI1		0.00 %
SGT1		0.00 %
UDN1		0.00 %
WHTV		0.00 %
Total	7.39	20.87 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	1.53	19.99 %
Gas-Stov	1.36	32.93 %
Grinder	1.10	32.18 %
Fan	0.89	15.82 %
Chimney	0.45	16.37 %
Cook-Pre	0.27	62.40 %
In-Stove	0.04	17.69 %
Small-Ap	0.03	5.12 %
Total	5.69	22.84 %

Branch *	MTD Sales L	Brand Share %
CBE1	0.23	13.03 %
KMR1	0.18	9.90 %
GBM1	0.09	17.00 %
CNR1	0.09	17.49 %
SUL1	0.08	5.02 %
CBE5	0.08	10.38 %
DPM2	0.04	10.41 %
TPR4	0.04	11.82 %
KGI1	0.03	5.85 %
KMD1	0.02	4.47 %
PLI1		0.00 %
TPR3		0.00 %
Total	5.69	22.84 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	1.57	22.27 %
Gas-Stov	1.40	25.20 %
Grinder	0.79	25.27 %
Fan	0.61	5.99 %
Chimney	0.44	12.31 %
Cook-Pre	0.23	59.57 %
Small-Ap	0.04	2.88 %
Flask	0.01	100.00 %
Total	5.09	16.25 %

Branch *	MTD Sales L	Brand Share %
DGL1	0.37	9.93 %
MDU6	0.19	14.84 %
MDU1	0.18	5.19 %
TEN1	0.17	14.94 %
MDU5	0.13	12.16 %
KRR1	0.13	15.95 %
NKI1	0.10	13.66 %
CBM1	0.09	12.18 %
MPA1	0.08	11.30 %
SGP1	0.08	15.15 %
TMM1	0.06	4.77 %
PNI1	0.06	7.95 %
KYK1	0.04	5.54 %
MDU2	0.04	1.83 %
PKM1	0.04	13.81 %
DKI1	0.04	4.95 %
TPT1	0.03	4.41 %
CMR1	0.02	5.01 %
PVI1	0.02	5.58 %
ATG1		0.00 %
MDU4		0.00 %
MLR1		0.00 %
NTM1		0.00 %
SVG1		0.00 %
WHMD		0.00 %
Total	5.09	16.25 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fan	1.53	19.83 %
Mixie	1.51	24.73 %
Gas-Stov	0.86	19.72 %
Grinder	0.58	24.37 %
Cook-Pre	0.14	41.38 %
Chimney	0.14	10.35 %
Small-Ap	0.06	10.36 %
Total	4.82	20.49 %

Branch *	MTD Sales L	Brand Share %
CH18	0.20	15.34 %
CH17	0.18	17.71 %
CH20	0.17	13.08 %
CH27	0.11	15.63 %
CH46	0.11	16.67 %
PON1	0.11	15.87 %
CH21	0.11	8.26 %
GPD1	0.09	15.05 %
CH23	0.08	9.91 %
CH43	0.07	5.45 %
CH24	0.01	0.70 %
CH31	0.01	10.58 %
CH01		0.00 %
CH06		0.00 %
CH12		0.00 %
CH41		0.00 %
CH51		0.00 %
MC05		0.00 %
Total	4.82	20.49 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fan	1.81	15.68 %
Mixie	0.97	12.23 %
Grinder	0.84	5.17 %
Gas-Stov	0.53	8.68 %
Chimney	0.24	9.73 %
Cook-Pre	0.21	33.74 %
Small-Ap	0.05	4.19 %
Total	4.64	9.70 %

Branch *	MTD Sales L	Brand Share %
CH25	0.28	17.94 %
CH42	0.28	10.97 %
CH07	0.26	9.88 %
CH28	0.23	14.30 %
CH39	0.23	18.48 %
CH05	0.22	9.97 %
CH47	0.19	8.54 %
CH49	0.14	6.87 %
CH48	0.09	4.67 %
CH30	0.08	9.57 %
GUD2	0.08	11.76 %
CH45	0.07	4.43 %
CH38	0.07	9.08 %
CGL1	0.06	15.07 %
CH22	0.05	7.48 %
CH14	0.05	4.22 %
CH16	0.04	2.44 %
AVD1	0.01	2.24 %
CH29		0.00 %
CZWH		0.00 %
GUD1		0.00 %
MRM1		0.00 %
WCHN		0.00 %
Total	4.64	9.70 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fan	1.15	17.63 %
Mixie	1.10	26.68 %
Gas-Stov	0.88	30.72 %
Grinder	0.47	-94.27 %
Cook-Pre	0.25	72.10 %
Chimney	0.08	9.15 %
Small-Ap	0.08	24.07 %
Total	4.00	26.97 %

Branch *	MTD Sales L	Brand Share %
VEL1	0.24	16.13 %
VNB1	0.14	18.44 %
TRL1	0.12	6.72 %
SBR1	0.10	19.76 %
CGM1	0.08	15.43 %
AKM1	0.07	13.58 %
PTU1	0.04	14.94 %
KPM1	0.03	6.04 %
WHVL		0.00 %
Total	4.00	26.97 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	1.36	32.68 %
Gas-Stov	0.75	32.63 %
Grinder	0.66	57.48 %
Fan	0.61	10.66 %
Chimney	0.14	18.42 %
Cook-Pre	0.07	39.23 %
In-Stove	0.04	9.03 %
Small-Ap	0.02	4.28 %
Total	3.66	24.18 %

Branch *	MTD Sales L	Brand Share %
PRT1	0.14	19.65 %
POY1	0.13	10.14 %
POY2	0.12	8.70 %
NVL2	0.07	5.03 %
STP1	0.07	15.16 %
TDM1	0.07	12.39 %
ULP1	0.06	8.59 %
TRK1	0.03	6.29 %
TVM2	0.02	19.12 %
TVM1	0.02	9.07 %
VCM1		0.00 %
WHUT		0.00 %
Total	3.66	24.18 %