



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

MTD Sales
47.63 L

Brand Share %
18.59 %

Information:

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

* Branch where in Brand Share % is less than Overall State's Brand Share **18.59 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	15.31	22.97 %
Gas-Stov	9.75	22.74 %
Grinder	9.64	26.01 %
Cook-Pre	4.54	70.47 %
Fan	4.12	5.29 %
Chimney	3.09	24.63 %
Small-Ap	1.05	13.23 %
In-Stove	0.12	2.45 %
Flask	0.01	100.00 %
Total	47.63	18.59 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	7.80	17.03 %
WEST-02	7.26	25.62 %
TRICHY-01	6.46	18.80 %
WEST-01	6.03	23.59 %
SOUTH-03	5.10	12.65 %
CHENNAI-02	4.14	18.69 %
CHENNAI-01	3.97	13.96 %
SOUTH ARCOT	3.66	23.74 %
NORTH ARCOT	3.20	20.21 %
Total	47.63	18.59 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Grinder	1.98	29.81 %
Mixie	1.91	18.21 %
Gas-Stov	1.43	16.74 %
Cook-Pre	0.89	73.45 %
Chimney	0.72	39.23 %
Fan	0.60	3.99 %
Small-Ap	0.28	14.08 %
Total	7.80	17.03 %

Branch *	MTD Sales L	Brand Share %
KVT1	0.62	16.30 %
NGR1	0.56	18.47 %
TVL1	0.39	10.96 %
MAR1	0.31	16.27 %
TKS2	0.25	8.92 %
TUT1	0.23	6.60 %
VNR2	0.19	9.97 %
VLY1	0.14	12.97 %
MMT1	0.14	15.19 %
VNR1	0.12	13.16 %
TYI1	0.12	17.77 %
APK1	0.10	16.40 %
SNL1	0.09	10.43 %
TKY1	0.09	12.13 %
SDI1	0.07	12.72 %
APK2	0.07	11.27 %
TUT2	0.07	3.78 %
COL1	0.06	9.02 %
SKD1	0.05	7.21 %
SVK1	0.04	4.03 %
PDI1	0.03	7.32 %
ARM1	0.03	5.61 %
SGT1	0.03	13.82 %
VKM1	0.03	4.96 %
KYR1	0.02	3.47 %
UDN1	0.01	0.93 %
Total	7.80	17.03 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	3.07	33.80 %
Gas-Stov	1.60	36.92 %
Grinder	0.87	28.59 %
Fan	0.67	7.27 %
Cook-Pre	0.56	71.02 %
Chimney	0.45	32.79 %
Small-Ap	0.06	19.95 %
Total	7.26	25.62 %

Branch *	MTD Sales L	Brand Share %
SLM2	0.30	18.26 %
KAM1	0.18	17.76 %
KRI1	0.13	9.90 %
TRM1	0.10	16.64 %
SIG1	0.09	16.33 %
NKL2	0.09	7.61 %
DPR1	0.08	17.71 %
DPR2	0.08	16.89 %
APN1	0.06	5.38 %
RSP1	0.03	4.52 %
CMI1		0.00 %
EPI1		0.00 %
WHKP		0.00 %
WHPD		0.00 %
Total	7.26	25.62 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	2.26	21.17 %
Grinder	1.33	23.24 %
Gas-Stov	1.22	23.07 %
Chimney	0.69	42.44 %
Fan	0.40	4.32 %
Cook-Pre	0.30	37.50 %
Small-Ap	0.25	25.51 %
Flask	0.01	100.00 %
Total	6.46	18.80 %

Branch *	MTD Sales L	Brand Share %
TYR1	0.26	11.61 %
PTK1	0.24	18.36 %
PBR2	0.23	18.57 %
MDI1	0.22	12.63 %
TNJ1	0.21	12.17 %
TRY1	0.20	6.85 %
TNJ2	0.15	6.27 %
TRY3	0.10	11.46 %
NGT1	0.09	5.84 %
NMM1	0.08	10.39 %
PDK1	0.08	13.17 %
TVR1	0.06	13.82 %
KIK1	0.05	9.93 %
APM1	0.02	6.78 %
TRY4		0.00 %
Total	6.46	18.80 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	2.16	29.22 %
Gas-Stov	1.72	36.24 %
Grinder	0.97	28.95 %
Fan	0.58	7.93 %
Cook-Pre	0.36	64.02 %
Chimney	0.13	11.26 %
Small-Ap	0.07	8.76 %
In-Stove	0.02	16.82 %
Total	6.03	23.59 %

Branch *	MTD Sales L	Brand Share %
SNR1	0.37	17.39 %
TPR1	0.24	15.68 %
PLI1	0.10	6.70 %
CBE1	0.09	6.11 %
DPM2	0.07	17.36 %
UMP1	0.06	9.98 %
TPR3	0.05	8.84 %
TPR4	0.04	13.19 %
CBE4	0.04	3.07 %
CBE5	0.02	5.07 %
GDR1	0.02	6.21 %
GBM1	0.02	5.71 %
ANR1	0.01	7.39 %
CBE3		0.00 %
KGI1		0.00 %
Total	6.03	23.59 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Grinder	1.23	23.73 %
Mixie	1.14	13.48 %
Gas-Stov	0.92	16.08 %
Cook-Pre	0.88	80.74 %
Chimney	0.53	22.41 %
Fan	0.25	1.59 %
Small-Ap	0.15	11.27 %
Total	5.10	12.65 %

Branch *	MTD Sales L	Brand Share %
MDU1	0.47	14.75 %
DGL1	0.37	11.22 %
TMM1	0.24	11.55 %
MPA1	0.23	9.52 %
MDU7	0.16	14.46 %
USL1	0.14	16.65 %
MDU6	0.12	5.73 %
NKI1	0.08	13.76 %
MDU3	0.08	9.07 %
PNI1	0.08	9.49 %
DKI1	0.07	10.63 %
SVG1	0.06	10.10 %
BTU1	0.06	13.94 %
MNM1	0.06	15.42 %
KYK1	0.05	8.52 %
ATG1	0.05	5.11 %
MDU2	0.04	1.38 %
MDU5	0.04	3.71 %
TPT1	0.04	3.89 %
PVI1	0.04	17.11 %
KPT1	0.03	5.24 %
TDI1	0.03	5.92 %
TEN2	0.03	1.78 %
MDU4	0.02	2.18 %
SGP1	0.02	6.16 %
KRR1		0.00 %
MLR1		0.00 %
NTM1		0.00 %
Total	5.10	12.65 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Grinder	1.03	31.30 %
Mixie	1.02	20.07 %
Gas-Stov	0.99	21.68 %
Fan	0.69	13.03 %
Cook-Pre	0.30	72.62 %
Small-Ap	0.07	7.18 %
In-Stove	0.04	1.93 %
Total	4.14	18.69 %

Branch *	MTD Sales L	Brand Share %
CH17	0.23	17.91 %
CH50	0.16	15.53 %
CH03	0.14	6.85 %
CH27	0.10	18.56 %
CH43	0.08	4.73 %
PON1	0.06	12.47 %
CH06	0.06	9.57 %
CH41	0.06	9.45 %
CH24	0.03	2.71 %
CH36	0.02	4.49 %
GPD1	0.02	9.37 %
CH46	0.01	3.14 %
CH01		0.00 %
CH21		0.00 %
CH23		0.00 %
CH51		0.00 %
MC06		0.00 %
Total	4.14	18.69 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mixie	1.25	17.00 %
Gas-Stov	0.73	14.30 %
Grinder	0.65	12.38 %
Cook-Pre	0.63	87.17 %
Fan	0.33	5.13 %
Chimney	0.30	21.52 %
Small-Ap	0.09	9.91 %
Total	3.97	13.96 %

Branch *	MTD Sales L	Brand Share %
CH05	0.23	12.94 %
CH07	0.18	12.85 %
CH48	0.13	10.45 %
CH14	0.12	11.54 %
CH39	0.10	12.58 %
CH38	0.09	8.43 %
CH35	0.09	15.42 %
CH30	0.08	6.20 %
CH49	0.07	4.71 %
TKM1	0.05	8.69 %
GUD2	0.04	3.09 %
CGL1	0.04	12.60 %
CH22	0.03	6.24 %
GUD1	0.02	2.51 %
CH47	0.02	1.35 %
CH25	0.01	1.78 %
AVD1		0.00 %
CH16		0.00 %
CH29		0.00 %
CH40		0.00 %
CZWH		0.00 %
WCHN		0.00 %
WHC3		0.00 %
Total	3.97	13.96 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	1.32	32.31 %
Grinder	1.23	37.52 %
Gas-Stov	0.63	31.39 %
Cook-Pre	0.24	65.71 %
Fan	0.20	4.42 %
Small-Ap	0.03	10.03 %
Total	3.66	23.74 %

Branch *	MTD Sales L	Brand Share %
KKI2	0.19	15.72 %
POY2	0.17	12.62 %
PRT1	0.14	14.79 %
TRK1	0.10	17.48 %
NVL2	0.02	1.61 %
ULP1	0.02	2.70 %
Total	3.66	23.74 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	1.17	29.35 %
Gas-Stov	0.51	19.70 %
Fan	0.39	7.96 %
Cook-Pre	0.38	77.80 %
Grinder	0.35	26.57 %
Chimney	0.28	17.02 %
Small-Ap	0.06	14.08 %
In-Stove	0.06	13.14 %
Total	3.20	20.21 %

Branch *	MTD Sales L	Brand Share %
TRR1	0.22	15.33 %
ABR1	0.14	11.30 %
VNB1	0.12	18.53 %
KPM1	0.11	17.95 %
AKM1	0.10	13.16 %
TRL1	0.09	8.07 %
KPM2	0.07	9.95 %
WJD1	0.06	13.77 %
CGM1	0.05	12.42 %
BGR1	0.04	13.25 %
ARC2	0.02	5.33 %
CYR1		0.00 %
TRT1		0.00 %
UGI1		0.00 %
Total	3.20	20.21 %