



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

MTD Sales
57.70 L

Brand Share %
20.77 %

Information:

MTD : 01-05-2026 To 04-05-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **20.77 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	17.67	25.04 %
Gas-Stov	11.94	25.05 %
Fan	11.71	13.45 %
Grinder	9.35	25.33 %
Chimney	3.90	20.04 %
Cook-Pre	2.52	55.23 %
Small-Ap	0.53	7.36 %
In-Stove	0.07	1.72 %
Flask	0.01	100.00 %
Total	57.70	20.77 %

Sales Zone	MTD Sales L	Brand Share %
WEST-02	9.22	35.43 %
TRICHY-01	8.47	25.31 %
SOUTH-01	8.33	19.89 %
WEST-01	6.58	24.02 %
SOUTH-03	5.88	16.63 %
CHENNAI-01	5.48	10.37 %
CHENNAI-02	5.19	19.82 %
NORTH ARCOT	4.43	25.78 %
SOUTH ARCOT	4.12	23.55 %
Total	57.70	20.77 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	3.64	37.99 %
Gas-Stov	2.11	33.73 %
Chimney	1.24	37.86 %
Grinder	1.00	-179.68 %
Fan	0.93	13.96 %
Cook-Pre	0.25	66.12 %
Small-Ap	0.04	19.66 %
Total	9.22	35.43 %

Branch *	MTD Sales L	Brand Share %
HSR2	0.29	16.82 %
HSR1	0.20	18.88 %
KRI1	0.20	13.00 %
ATU1	0.19	17.77 %
SLM3	0.18	12.88 %
KAM1	0.16	17.33 %
NKL2	0.15	16.11 %
ERD1	0.12	15.09 %
KMM1	0.09	14.84 %
SLM2	0.07	5.67 %
DPR1	0.05	7.51 %
APN1	0.05	6.12 %
DPR2	0.04	6.03 %
WHPD		0.00 %
Total	9.22	35.43 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fan	2.68	20.08 %
Mixie	2.23	27.00 %
Gas-Stov	1.59	27.47 %
Grinder	1.23	36.53 %
Chimney	0.37	25.15 %
Cook-Pre	0.30	62.71 %
Small-Ap	0.07	9.30 %
Total	8.47	25.31 %

Branch *	MTD Sales L	Brand Share %
TRY1	0.69	16.75 %
TNJ2	0.55	19.84 %
TVR2	0.55	20.34 %
TYR1	0.25	13.75 %
PBR2	0.21	9.66 %
TRY3	0.15	11.73 %
ORU1	0.09	10.80 %
TTP1	0.09	17.04 %
TVR1	0.08	13.06 %
MSI1	0.07	14.33 %
KIK1	0.07	8.72 %
APM1	0.06	6.71 %
NGT1	0.05	6.63 %
TRY4	0.05	7.39 %
NMM1	0.03	6.71 %
WTRZ		0.00 %
Total	8.47	25.31 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	2.70	23.57 %
Grinder	1.84	35.45 %
Gas-Stov	1.51	20.69 %
Chimney	0.80	36.98 %
Fan	0.75	5.63 %
Cook-Pre	0.64	54.87 %
Small-Ap	0.09	6.75 %
Total	8.33	19.89 %

Branch *	MTD Sales L	Brand Share %
TVL1	0.47	12.32 %
TUT1	0.25	7.49 %
APK1	0.13	18.00 %
SKD1	0.12	19.08 %
TKY1	0.11	17.06 %
VKM1	0.10	10.20 %
APK2	0.09	11.30 %
KYR1	0.09	9.17 %
SNL1	0.09	8.39 %
MAR1	0.07	4.23 %
ASM1	0.07	13.69 %
SVK1	0.07	4.51 %
KSM1	0.05	20.01 %
UDN1	0.04	8.75 %
TKS2	0.04	1.89 %
SGT1	0.03	6.00 %
COL1	0.03	14.95 %
VNR1	0.03	4.66 %
TUT2	0.02	1.62 %
PDI1		0.00 %
WHTV		0.00 %
Total	8.33	19.89 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	1.73	21.28 %
Gas-Stov	1.71	35.41 %
Grinder	1.40	36.23 %
Fan	0.93	15.11 %
Chimney	0.45	15.32 %
Cook-Pre	0.30	64.82 %
In-Stove	0.04	12.97 %
Small-Ap	0.03	4.04 %
Total	6.58	24.02 %

Branch *	MTD Sales L	Brand Share %
KMR1	0.31	14.24 %
CBE1	0.23	12.88 %
SUL1	0.21	10.97 %
CBE5	0.09	12.39 %
GBM1	0.09	17.00 %
DPM2	0.04	10.41 %
TPR4	0.04	11.82 %
PLI1	0.04	2.53 %
KGI1	0.03	5.85 %
KMD1	0.03	7.11 %
Total	6.58	24.02 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	1.92	23.76 %
Gas-Stov	1.63	25.30 %
Grinder	0.94	25.98 %
Fan	0.65	5.67 %
Chimney	0.44	11.62 %
Cook-Pre	0.26	62.49 %
Small-Ap	0.04	2.54 %
Flask	0.01	100.00 %
Total	5.88	16.63 %

Branch *	MTD Sales L	Brand Share %
DGL1	0.43	10.89 %
TEN2	0.25	20.69 %
MDU1	0.22	5.56 %
MDU6	0.19	12.63 %
MDU5	0.19	16.11 %
KRR1	0.13	15.95 %
NKI1	0.10	13.20 %
CBM1	0.09	8.59 %
TMM1	0.08	5.76 %
MPA1	0.08	10.48 %
SGP1	0.08	15.15 %
DKI1	0.06	6.36 %
PNI1	0.06	7.95 %
MDU4	0.05	11.19 %
ADP1	0.04	13.98 %
KYK1	0.04	4.43 %
MDU2	0.04	1.70 %
TPT1	0.03	3.70 %
CMR1	0.02	5.01 %
PVI1	0.02	5.58 %
ATG1		0.00 %
MLR1		0.00 %
NTM1		0.00 %
SVG1		0.00 %
WHMD		0.00 %
Total	5.88	16.63 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fan	2.21	16.53 %
Mixie	1.07	12.04 %
Grinder	1.00	5.82 %
Gas-Stov	0.64	9.63 %
Chimney	0.24	9.04 %
Cook-Pre	0.23	34.43 %
Small-Ap	0.09	7.15 %
Total	5.48	10.37 %

Branch *	MTD Sales L	Brand Share %
CH42	0.40	14.37 %
CH07	0.34	11.22 %
CH05	0.29	10.41 %
CH25	0.28	17.03 %
CH28	0.23	13.12 %
CH39	0.23	18.09 %
CH49	0.21	9.62 %
CH47	0.16	5.88 %
CH14	0.12	9.52 %
CH48	0.12	5.61 %
SKL1	0.11	16.84 %
CH45	0.10	6.28 %
CH22	0.09	9.04 %
CH30	0.08	9.45 %
GUD2	0.08	9.45 %
CH38	0.07	7.35 %
MRM1	0.06	5.04 %
CGL1	0.06	11.74 %
AVD1	0.05	7.83 %
CH16	0.04	2.36 %
CH29		0.00 %
CZWH		0.00 %
GUD1		0.00 %
MC09		0.00 %
WCHN		0.00 %
Total	5.48	10.37 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fan	1.67	19.17 %
Mixie	1.57	23.56 %
Gas-Stov	0.88	18.96 %
Grinder	0.66	21.54 %
Cook-Pre	0.18	47.08 %
Chimney	0.14	10.35 %
Small-Ap	0.08	12.41 %
Total	5.19	19.82 %

Branch *	MTD Sales L	Brand Share %
CH18	0.27	16.78 %
CH50	0.25	20.38 %
CH03	0.23	19.72 %
CH17	0.22	19.95 %
CH20	0.17	12.31 %
CH27	0.15	18.77 %
PON1	0.13	16.91 %
GPD1	0.12	19.61 %
CH46	0.11	16.67 %
CH21	0.11	8.01 %
CH43	0.10	6.80 %
CH23	0.08	9.48 %
CH24	0.06	3.62 %
CH31	0.01	10.58 %
CH01		0.00 %
CH06		0.00 %
CH12		0.00 %
CH41		0.00 %
CH51		0.00 %
MC05		0.00 %
Total	5.19	19.82 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	1.23	25.04 %
Fan	1.22	16.28 %
Gas-Stov	1.02	31.83 %
Grinder	0.54	-140.73 %
Cook-Pre	0.28	71.20 %
Chimney	0.08	9.15 %
Small-Ap	0.08	22.04 %
Total	4.43	25.78 %

Branch *	MTD Sales L	Brand Share %
VEL1	0.26	16.74 %
TRL1	0.16	8.39 %
SBR1	0.14	19.92 %
KPM1	0.10	15.59 %
ARC2	0.08	20.48 %
CGM1	0.08	15.43 %
AKM1	0.07	10.78 %
PTU1	0.04	9.54 %
WHVL		0.00 %
Total	4.43	25.78 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	1.57	34.25 %
Gas-Stov	0.84	33.90 %
Grinder	0.74	46.68 %
Fan	0.68	10.25 %
Chimney	0.14	14.86 %
Cook-Pre	0.07	36.34 %
In-Stove	0.04	7.04 %
Small-Ap	0.02	3.76 %
Total	4.12	23.55 %

Branch *	MTD Sales L	Brand Share %
POY1	0.22	13.78 %
KKI2	0.17	17.69 %
PRT1	0.14	18.42 %
NVL2	0.14	8.19 %
POY2	0.12	8.41 %
TDM1	0.11	18.54 %
STP1	0.07	15.16 %
ULP1	0.06	8.21 %
TRK1	0.03	4.61 %
TVM2	0.02	11.91 %
VCM1		0.00 %
WHUT		0.00 %
Total	4.12	23.55 %