



TN : BUTERFLY Sales Performance 05/09/2025 9:27 AM

MTD Sales
25.25 L

Brand Share %
14.16 %

Information:
MTD : 01-09-2025 To 04-09-2025
* Branch where in Brand Share % is less than Overall State's Brand Share **14.16 %** are only listed below

Property	MTD Sales L	Brand Share %
Gas-Stov	7.76	17.17 %
Mixie	5.86	12.10 %
Cook-Pre	3.57	46.52 %
Grinder	3.13	10.68 %
Small-Ap	1.86	29.95 %
In-Stove	1.84	23.32 %
Fan	1.23	3.65 %
Total	25.25	14.16 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	3.84	10.54 %
SOUTH-03	3.47	11.30 %
WEST-02	3.09	20.40 %
WEST-01	3.08	15.44 %
TRICHY-01	2.71	13.52 %
CHENNAI-02	2.02	20.06 %
NORTH ARCOT	2.00	22.74 %
SOUTH ARCOT	1.97	19.56 %
CHENNAI-01	1.73	8.94 %
KL-SOUTH	1.35	17.26 %
Total	25.25	14.16 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Gas-Stov	1.29	14.66 %
Mixie	0.76	7.47 %
Cook-Pre	0.49	41.95 %
Grinder	0.38	6.04 %
Small-Ap	0.34	24.98 %
In-Stove	0.32	19.93 %
Fan	0.27	3.81 %
Total	3.84	10.54 %

Branch *	MTD Sales L	Brand Share %
NGR1	0.26	12.88 %
SDI1	0.23	10.22 %
VNR2	0.20	13.43 %
SNL1	0.17	13.91 %
KVT1	0.14	5.33 %
TVL1	0.12	6.63 %
TKS1	0.12	6.98 %
RPM1	0.11	11.28 %
APK1	0.11	13.82 %
TUT2	0.10	7.98 %
MMT1	0.10	11.54 %
STU2	0.09	11.30 %
TYI1	0.09	9.99 %
VKM1	0.08	12.01 %
SVK1	0.08	10.40 %
SKD1	0.06	6.44 %
UDN1	0.06	11.19 %
TKY1	0.04	13.74 %
PKD1	0.04	8.76 %
KYR1	0.03	3.83 %
TUT1	0.03	1.42 %
VNR1	0.03	9.43 %
ASM1	0.03	6.26 %
VLY1	0.03	2.68 %
TKS2	0.03	2.24 %
KGL1	0.03	9.73 %
TVL2	0.01	5.60 %
PDI1	0.01	0.94 %
Total	3.84	10.54 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Gas-Stov	0.98	12.20 %
Mixie	0.70	9.59 %
Cook-Pre	0.60	46.07 %
Grinder	0.53	10.72 %
Fan	0.27	3.78 %
In-Stove	0.21	19.87 %
Small-Ap	0.19	18.90 %
Total	3.47	11.30 %

Branch *	MTD Sales L	Brand Share %
MDU1	0.47	11.80 %
DGL1	0.30	11.30 %
KYK1	0.14	10.48 %
MDU5	0.13	9.85 %
KPT1	0.12	13.63 %
MDU6	0.12	5.80 %
TPT1	0.11	11.83 %
PVI1	0.11	8.81 %
KKD2	0.10	6.84 %
CBM1	0.09	13.10 %
NTM1	0.07	12.59 %
MLR1	0.07	13.16 %
TEN2	0.06	8.24 %
DGL2	0.06	9.13 %
DKI1	0.05	9.37 %
MDU2	0.04	3.04 %
BNR1	0.03	7.63 %
ATG1	0.03	2.88 %
MPA1	0.03	4.33 %
SGP1	0.02	8.36 %
KRR1	0.02	3.85 %
TMM1	0.02	1.27 %
TDI1	0.01	2.41 %
PNI1		0.00 %
USL1	-0.01	-3.68 %
Total	3.47	11.30 %

WEST-02

Property	MTD Sales L	Brand Share %
Gas-Stov	0.92	27.01 %
Mixie	0.91	18.32 %
Cook-Pre	0.34	48.94 %
Small-Ap	0.31	45.74 %
In-Stove	0.27	23.44 %
Grinder	0.20	13.17 %
Fan	0.15	5.40 %
Total	3.09	20.40 %

Branch *	MTD Sales L	Brand Share %
ERD2	0.14	12.39 %
SLM1	0.12	11.81 %
HSR1	0.07	7.83 %
RSP1	0.04	9.43 %
HSR2	0.03	8.88 %
SGI1	0.02	4.26 %
SGG1	0.02	9.61 %
TCG1	0.02	13.32 %
SLM2	0.02	5.71 %
MTR1	0.01	3.57 %
KRI1	0.01	3.80 %
HRR1	0.01	5.03 %
PDR1	0.01	4.66 %
CMI1		0.00 %
NKL2		0.00 %
SLM3		0.00 %
Total	3.09	20.40 %

WEST-01

Property	MTD Sales L	Brand Share %
Gas-Stov	0.96	15.90 %
Mixie	0.86	15.21 %
Cook-Pre	0.53	46.45 %
In-Stove	0.35	31.35 %
Grinder	0.25	8.28 %
Small-Ap	0.13	27.58 %
Total	3.08	15.44 %

Branch *	MTD Sales L	Brand Share %
CBE6	0.16	12.61 %
KMR1	0.15	9.39 %
CBE5	0.10	9.43 %
PPI1	0.07	12.46 %
TPR1	0.05	6.12 %
SNR1	0.04	4.09 %
UMP1	0.04	8.56 %
TPR2	0.04	8.94 %
CBE1	0.03	3.44 %
GDR1	0.01	10.12 %
ANR1		0.00 %
CBE3		0.00 %
GBM1		0.00 %
PLI1		0.00 %
Total	3.08	15.44 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Gas-Stov	0.80	17.72 %
Mixie	0.57	11.80 %
Cook-Pre	0.56	54.24 %
Grinder	0.32	7.93 %
Small-Ap	0.28	28.83 %
In-Stove	0.16	22.40 %
Total	2.71	13.52 %

Branch *	MTD Sales L	Brand Share %
NGT1	0.14	9.63 %
TNJ2	0.07	6.56 %
TRY1	0.06	2.78 %
TRY3	0.05	10.95 %
PBR2	0.04	3.34 %
TYR1	0.02	4.26 %
TVR1	0.02	6.01 %
PTK1	0.02	2.94 %
APM1	0.02	5.32 %
NMM1	0.01	2.61 %
TRY2	0.01	6.26 %
AYR1		0.00 %
KIK1		0.00 %
PBR1		0.00 %
Total	2.71	13.52 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Gas-Stov	0.50	22.73 %
Mixie	0.46	16.07 %
Grinder	0.35	19.98 %
Fan	0.24	12.26 %
In-Stove	0.21	34.35 %
Small-Ap	0.17	36.27 %
Cook-Pre	0.09	37.10 %
Total	2.02	20.06 %

Branch *	MTD Sales L	Brand Share %
CH43	0.09	11.31 %
CH41	0.03	8.66 %
CH27	0.03	11.17 %
CH21	0.02	3.60 %
CH46	0.02	8.44 %
GPD1	0.02	12.58 %
CH06	0.01	4.61 %
UKI1	0.01	7.04 %
CH09		0.00 %
CH12		0.00 %
CH15		0.00 %
CH17		0.00 %
CH24		0.00 %
CH31		0.00 %
Total	2.02	20.06 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Gas-Stov	0.94	34.90 %
Mixie	0.34	12.60 %
Cook-Pre	0.25	58.61 %
Small-Ap	0.18	58.03 %
In-Stove	0.11	24.05 %
Grinder	0.09	10.99 %
Fan	0.09	6.48 %
Total	2.00	22.74 %

Branch *	MTD Sales L	Brand Share %
KPM1	0.06	13.05 %
TRR1	0.05	7.49 %
SBR1	0.05	10.81 %
CPT1	0.02	7.83 %
VSI1	0.02	6.00 %
ANI1		0.00 %
CYR1		0.00 %
VEL1		0.00 %
WJP1		0.00 %
Total	2.00	22.74 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	0.58	22.12 %
Grinder	0.49	24.64 %
Gas-Stov	0.36	16.91 %
Cook-Pre	0.28	45.47 %
Fan	0.12	5.53 %
Small-Ap	0.11	46.19 %
In-Stove	0.02	7.18 %
Total	1.97	19.56 %

Branch *	MTD Sales L	Brand Share %
POY1	0.09	6.93 %
POY2	0.04	6.30 %
VCM1	0.04	13.19 %
KLM1	0.04	8.54 %
NVL2		0.00 %
STP1		0.00 %
TRK1		0.00 %
TVM2		0.00 %
Total	1.97	19.56 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Gas-Stov	0.50	8.93 %
Cook-Pre	0.33	57.69 %
Mixie	0.32	6.80 %
Grinder	0.30	8.71 %
Small-Ap	0.11	19.83 %
Fan	0.09	2.33 %
In-Stove	0.08	14.28 %
Total	1.73	8.94 %

Branch *	MTD Sales L	Brand Share %
CH42	0.13	10.67 %
CH16	0.12	7.22 %
CH19	0.08	9.09 %
GUD2	0.08	10.30 %
CH28	0.08	8.85 %
CH05	0.07	7.27 %
CH35	0.06	10.69 %
CH26	0.05	13.27 %
CH07	0.04	6.61 %
CH11	0.03	4.46 %
CH45	0.02	6.27 %
CH37	0.02	5.85 %
CH29	0.02	5.43 %
CH14	0.02	1.68 %
CH08	0.01	0.72 %
CH30	0.01	3.64 %
CH22		0.00 %
CH38		0.00 %
CH40		0.00 %
MRM1		0.00 %
WHC3		0.00 %
Total	1.73	8.94 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Gas-Stov	0.52	28.31 %
Mixie	0.36	13.81 %
Grinder	0.22	14.95 %
In-Stove	0.10	33.10 %
Cook-Pre	0.09	19.84 %
Small-Ap	0.05	25.27 %
Total	1.35	17.26 %

Branch *	MTD Sales L	Brand Share %
Total	1.35	17.26 %