



TN : BUTERFLY Sales Performance 06/04/2026 9:27 AM

MTD Sales
59.01 L

Brand Share %
18.36 %

Information:

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

* Branch where in Brand Share % is less than Overall State's Brand Share **18.36 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	18.53	22.68 %
Gas-Stov	12.01	22.93 %
Grinder	11.41	25.55 %
Fan	6.35	6.22 %
Cook-Pre	5.62	68.97 %
Chimney	3.65	23.82 %
Small-Ap	1.33	13.67 %
In-Stove	0.12	1.59 %
Flask	0.01	100.00 %
Total	59.01	18.36 %

Sales Zone	MTD Sales L	Brand Share %
WEST-02	9.21	26.18 %
SOUTH-01	8.87	15.75 %
WEST-01	7.89	23.71 %
TRICHY-01	7.82	19.20 %
SOUTH-03	7.03	13.91 %
CHENNAI-02	5.45	18.90 %
CHENNAI-01	5.02	13.08 %
SOUTH ARCOT	4.12	21.48 %
NORTH ARCOT	3.60	19.02 %
Total	59.01	18.36 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	3.77	34.43 %
Gas-Stov	1.98	38.47 %
Grinder	1.04	29.99 %
Fan	0.82	6.76 %
Cook-Pre	0.78	71.90 %
Chimney	0.73	39.06 %
Small-Ap	0.10	28.40 %
Total	9.21	26.18 %

Branch *	MTD Sales L	Brand Share %
SLM2	0.30	16.04 %
KRI1	0.17	10.54 %
TRM1	0.13	13.13 %
SGI1	0.09	14.25 %
NKL2	0.09	7.01 %
BMD1	0.09	13.69 %
APN1	0.08	6.52 %
EPI1	0.04	3.95 %
RSP1	0.03	4.14 %
WHKP		0.00 %
WHPD		0.00 %
Total	9.21	26.18 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	2.29	18.21 %
Grinder	2.11	26.30 %
Gas-Stov	1.68	15.90 %
Cook-Pre	0.98	70.14 %
Fan	0.78	4.09 %
Chimney	0.72	36.02 %
Small-Ap	0.31	13.93 %
Total	8.87	15.75 %

Branch *	MTD Sales L	Brand Share %
KVT1	0.76	16.07 %
NGR1	0.62	17.60 %
TVL1	0.42	9.18 %
MAR1	0.31	14.51 %
TKS2	0.27	8.38 %
VNR2	0.25	10.07 %
TUT1	0.23	5.39 %
VNR1	0.20	15.05 %
MMT1	0.16	14.61 %
VLV1	0.14	9.43 %
TYI1	0.14	18.29 %
SVK1	0.12	6.89 %
APK1	0.10	15.01 %
SNL1	0.09	8.68 %
SKD1	0.09	12.06 %
TUT2	0.08	3.54 %
SDI1	0.07	11.15 %
APK2	0.07	9.86 %
PDI1	0.07	9.78 %
COL1	0.06	8.49 %
ARM1	0.06	9.02 %
SGT1	0.05	15.53 %
KYR1	0.04	3.60 %
VKM1	0.03	3.10 %
UDN1	0.01	0.82 %
Total	8.87	15.75 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	2.80	30.76 %
Gas-Stov	2.03	36.97 %
Grinder	1.24	28.43 %
Fan	1.01	9.86 %
Cook-Pre	0.41	56.54 %
Chimney	0.28	14.82 %
Small-Ap	0.10	9.18 %
In-Stove	0.02	4.84 %
Total	7.89	23.71 %

Branch *	MTD Sales L	Brand Share %
SNR1	0.37	15.56 %
CBE6	0.33	17.70 %
PLI1	0.30	13.29 %
TPR1	0.27	14.24 %
CBE1	0.16	8.42 %
TPR3	0.11	14.46 %
CBE5	0.08	10.81 %
GBM1	0.08	17.65 %
DPM2	0.07	14.94 %
UMP1	0.06	8.14 %
TPR4	0.05	13.37 %
ANR1	0.03	14.05 %
GDR1	0.02	6.21 %
CBE3		0.00 %
KGI1		0.00 %
Total	7.89	23.71 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	2.58	21.10 %
Grinder	1.72	25.36 %
Gas-Stov	1.42	23.10 %
Chimney	0.69	42.44 %
Fan	0.69	5.81 %
Cook-Pre	0.42	43.55 %
Small-Ap	0.30	26.80 %
Flask	0.01	100.00 %
Total	7.82	19.20 %

Branch *	MTD Sales L	Brand Share %
TNJ1	0.33	16.68 %
TYR1	0.30	12.03 %
TRY1	0.29	7.61 %
MDI1	0.22	12.13 %
TNJ2	0.19	7.12 %
TRY3	0.14	12.59 %
PBR1	0.12	17.52 %
KIK1	0.09	9.79 %
NGT1	0.09	4.92 %
NMM1	0.08	9.26 %
PDK1	0.08	12.73 %
TVR1	0.06	12.16 %
TRY4	0.04	2.91 %
APM1	0.03	8.48 %
Total	7.82	19.20 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	1.70	14.92 %
Grinder	1.47	23.39 %
Cook-Pre	1.18	82.11 %
Gas-Stov	1.13	16.66 %
Fan	0.72	3.66 %
Chimney	0.66	22.14 %
Small-Ap	0.19	12.46 %
Total	7.03	13.91 %

Branch *	MTD Sales L	Brand Share %
MDU1	0.63	14.03 %
DGL1	0.40	9.95 %
TMM1	0.32	12.50 %
MDU6	0.29	11.60 %
MPA1	0.28	8.98 %
MDU7	0.16	12.90 %
PNI1	0.14	13.06 %
USL1	0.14	15.44 %
KPT1	0.13	13.08 %
KYK1	0.11	14.68 %
NKI1	0.08	12.75 %
PNV2	0.08	18.28 %
MDU3	0.08	8.58 %
MDU5	0.08	4.75 %
DKI1	0.07	7.06 %
SVG1	0.06	9.24 %
PVI1	0.06	17.82 %
ATG1	0.05	4.19 %
TEN2	0.05	2.54 %
MDU2	0.04	1.15 %
TPT1	0.04	3.89 %
MDU4	0.04	3.20 %
KRR1	0.04	6.73 %
TDI1	0.03	4.82 %
SGP1	0.02	4.77 %
MLR1		0.00 %
NTM1		0.00 %
Total	7.03	13.91 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Gas-Stov	1.47	25.78 %
Mixie	1.33	19.44 %
Grinder	1.15	29.25 %
Fan	1.05	13.42 %
Cook-Pre	0.31	61.78 %
Small-Ap	0.09	8.19 %
In-Stove	0.04	1.82 %
Total	5.45	18.90 %

Branch *	MTD Sales L	Brand Share %
CH50	0.16	10.38 %
CH03	0.14	5.89 %
CH43	0.10	5.38 %
CH06	0.10	13.02 %
CH27	0.10	16.78 %
CH24	0.09	5.71 %
PON1	0.06	12.36 %
CH41	0.06	6.53 %
CH36	0.02	4.23 %
GPD1	0.02	4.98 %
CH46	0.01	2.03 %
CH01		0.00 %
CH21		0.00 %
CH23		0.00 %
CH51		0.00 %
MC06		0.00 %
Total	5.45	18.90 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mixie	1.51	15.94 %
Grinder	0.91	14.41 %
Gas-Stov	0.86	12.28 %
Cook-Pre	0.75	77.96 %
Fan	0.55	5.98 %
Chimney	0.30	18.07 %
Small-Ap	0.14	9.80 %
Total	5.02	13.08 %

Branch *	MTD Sales L	Brand Share %
CH05	0.29	8.45 %
CH48	0.25	14.76 %
CH07	0.25	13.26 %
TKM1	0.14	15.65 %
CH39	0.14	12.42 %
CH14	0.12	8.40 %
CH38	0.10	8.89 %
CH35	0.09	12.22 %
CH22	0.09	15.19 %
CH30	0.08	5.82 %
CH49	0.07	3.65 %
CH47	0.07	4.13 %
GUD2	0.04	2.76 %
CGL1	0.04	8.57 %
CH37	0.04	15.73 %
GUD1	0.02	1.84 %
CH25	0.01	1.19 %
AVD1		0.00 %
CH16		0.00 %
CH29		0.00 %
CH40		0.00 %
CZWH		0.00 %
WCHN		0.00 %
WHC3		0.00 %
Total	5.02	13.08 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	1.34	28.07 %
Grinder	1.31	34.55 %
Gas-Stov	0.85	33.71 %
Cook-Pre	0.30	63.45 %
Fan	0.27	4.49 %
Small-Ap	0.05	9.95 %
Total	4.12	21.48 %

Branch *	MTD Sales L	Brand Share %
KKI2	0.19	14.91 %
POY2	0.17	10.76 %
TRK1	0.14	17.39 %
PRT1	0.14	11.93 %
TDM1	0.09	18.02 %
ULP1	0.06	6.01 %
STP1	0.04	18.28 %
NVL2	0.03	2.19 %
Total	4.12	21.48 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	1.21	27.65 %
Gas-Stov	0.59	19.45 %
Cook-Pre	0.48	81.66 %
Fan	0.47	7.38 %
Grinder	0.46	27.24 %
Chimney	0.28	14.11 %
Small-Ap	0.07	13.43 %
In-Stove	0.06	11.57 %
Total	3.60	19.02 %

Branch *	MTD Sales L	Brand Share %
TRR1	0.22	10.80 %
ABR1	0.14	11.30 %
AKM1	0.13	15.33 %
KPM2	0.13	13.05 %
VNB1	0.12	17.17 %
KPM1	0.11	14.72 %
TRL1	0.09	6.79 %
WJD1	0.08	13.79 %
CGM1	0.05	11.87 %
BGR1	0.04	11.26 %
ARC2	0.03	7.10 %
CYR1	0.02	18.29 %
TRT1		0.00 %
UGI1		0.00 %
Total	3.60	19.02 %