



TN : BUTERFLY Sales Performance 06/05/2026 9:27 AM

MTD Sales
63.39 L

Brand Share %
20.17 %

Information:

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

* Branch where in Brand Share % is less than Overall State's Brand Share **20.17 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	19.56	24.43 %
Gas-Stov	13.02	24.35 %
Fan	12.36	12.54 %
Grinder	10.25	24.13 %
Chimney	4.53	21.29 %
Cook-Pre	2.94	54.62 %
Small-Ap	0.64	7.79 %
In-Stove	0.07	1.54 %
Flask	0.01	100.00 %
Total	63.39	20.17 %

Sales Zone	MTD Sales L	Brand Share %
WEST-02	9.77	34.70 %
SOUTH-01	9.24	18.61 %
TRICHY-01	9.20	24.30 %
WEST-01	7.06	23.60 %
SOUTH-03	6.36	15.80 %
CHENNAI-01	5.99	10.24 %
CHENNAI-02	5.86	19.88 %
SOUTH ARCOT	5.15	24.97 %
NORTH ARCOT	4.76	23.95 %
Total	63.39	20.17 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	3.89	37.90 %
Gas-Stov	2.17	33.31 %
Chimney	1.40	40.69 %
Grinder	1.00	-217.32 %
Fan	0.93	12.64 %
Cook-Pre	0.34	62.45 %
Small-Ap	0.04	16.69 %
Total	9.77	34.70 %

Branch *	MTD Sales L	Brand Share %
HSR2	0.29	15.74 %
SLM3	0.26	16.07 %
HSR1	0.20	18.88 %
KRI1	0.20	13.00 %
KAM1	0.16	17.33 %
NKL2	0.15	15.72 %
ERD1	0.14	13.00 %
KMM1	0.09	14.84 %
SLM2	0.07	5.32 %
DPR2	0.06	9.22 %
DPR1	0.05	7.33 %
APN1	0.05	5.47 %
WHPD		0.00 %
Total	9.77	34.70 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	3.05	22.96 %
Grinder	2.03	30.95 %
Gas-Stov	1.64	18.67 %
Chimney	0.95	41.02 %
Fan	0.82	5.15 %
Cook-Pre	0.65	52.15 %
Small-Ap	0.11	7.21 %
Total	9.24	18.61 %

Branch *	MTD Sales L	Brand Share %
TVL1	0.54	11.89 %
TUT1	0.30	7.32 %
APK2	0.17	17.31 %
APK1	0.13	16.06 %
SNL1	0.13	9.70 %
SKD1	0.12	16.31 %
TKY1	0.11	14.46 %
VKM1	0.10	8.90 %
KYR1	0.09	9.17 %
SVK1	0.08	4.18 %
MAR1	0.07	3.30 %
ASM1	0.07	9.66 %
KSM1	0.06	19.37 %
UDN1	0.04	7.40 %
TKS2	0.04	1.65 %
SGT1	0.03	5.83 %
VNR1	0.03	3.63 %
TUT2	0.02	1.36 %
PDI1	0.02	3.27 %
WHTV		0.00 %
Total	9.24	18.61 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fan	2.82	19.13 %
Mixie	2.49	26.71 %
Gas-Stov	1.70	26.50 %
Grinder	1.40	32.95 %
Chimney	0.37	22.30 %
Cook-Pre	0.34	62.67 %
Small-Ap	0.08	8.65 %
Total	9.20	24.30 %

Branch *	MTD Sales L	Brand Share %
TRY1	0.75	15.46 %
TNJ2	0.55	19.27 %
TVR2	0.55	19.29 %
PBR2	0.29	12.17 %
TYR1	0.25	12.08 %
TRY3	0.18	13.77 %
TVR1	0.14	18.70 %
ORU1	0.09	10.36 %
TTP1	0.09	17.04 %
MSI1	0.07	14.33 %
KIK1	0.07	7.77 %
NGT1	0.06	4.74 %
APM1	0.06	6.56 %
TRY4	0.05	6.98 %
NMM1	0.03	4.99 %
WTRZ		0.00 %
Total	9.20	24.30 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	1.81	20.62 %
Gas-Stov	1.80	34.86 %
Grinder	1.44	34.66 %
Fan	0.96	13.92 %
Chimney	0.62	18.80 %
Cook-Pre	0.37	69.00 %
In-Stove	0.04	12.97 %
Small-Ap	0.03	3.85 %
Total	7.06	23.60 %

Branch *	MTD Sales L	Brand Share %
CBE1	0.23	12.34 %
SUL1	0.21	10.52 %
CNR1	0.11	19.30 %
CBE5	0.09	11.01 %
GBM1	0.09	17.00 %
KMD1	0.05	9.29 %
DPM2	0.04	9.53 %
TPR4	0.04	11.82 %
PLI1	0.04	1.96 %
KGI1	0.03	5.12 %
WZSD		0.00 %
Total	7.06	23.60 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	1.99	21.25 %
Gas-Stov	1.71	24.93 %
Grinder	1.06	22.90 %
Fan	0.75	5.77 %
Chimney	0.44	10.69 %
Cook-Pre	0.34	59.41 %
Small-Ap	0.05	3.26 %
Flask	0.01	100.00 %
Total	6.36	15.80 %

Branch *	MTD Sales L	Brand Share %
MDU1	0.31	6.73 %
DGL1	0.31	7.33 %
MDU6	0.25	13.22 %
TEN2	0.25	18.85 %
MDU5	0.21	13.81 %
DGL2	0.17	18.74 %
TPT1	0.14	13.06 %
MPA1	0.14	16.78 %
TMM1	0.14	7.93 %
KRR1	0.13	13.66 %
NKI1	0.10	12.03 %
CBM1	0.09	6.96 %
SGP1	0.08	15.15 %
PNI1	0.07	7.93 %
DKI1	0.06	6.04 %
MDU4	0.05	10.34 %
ADP1	0.04	13.98 %
KYK1	0.04	4.33 %
MDU2	0.04	1.58 %
CMR1	0.02	5.01 %
PVI1	0.02	4.99 %
ATG1		0.00 %
MLR1		0.00 %
NTM1		0.00 %
SVG1		0.00 %
WHMD		0.00 %
Total	6.36	15.80 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fan	2.36	15.65 %
Mixie	1.26	12.18 %
Grinder	1.04	5.82 %
Gas-Stov	0.72	9.44 %
Cook-Pre	0.27	34.04 %
Chimney	0.24	8.04 %
Small-Ap	0.10	7.49 %
Total	5.99	10.24 %

Branch *	MTD Sales L	Brand Share %
CH42	0.42	13.71 %
CH07	0.34	10.35 %
CH05	0.29	9.31 %
CH25	0.28	15.74 %
CH49	0.25	9.18 %
CH47	0.24	7.25 %
TKM1	0.24	19.69 %
CH28	0.23	11.68 %
CH39	0.23	17.09 %
CH14	0.18	10.33 %
CH48	0.12	5.21 %
SKL1	0.11	16.84 %
CH45	0.10	5.98 %
CH38	0.10	10.51 %
MRM1	0.10	6.39 %
CH22	0.09	7.85 %
CH30	0.08	7.34 %
GUD2	0.08	6.93 %
CGL1	0.06	11.74 %
AVD1	0.05	7.64 %
CH16	0.04	2.11 %
GUD1	0.04	1.93 %
CH29		0.00 %
CZWH		0.00 %
MC09		0.00 %
WCHN		0.00 %
Total	5.99	10.24 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	1.89	25.04 %
Fan	1.77	18.26 %
Gas-Stov	1.06	19.93 %
Grinder	0.70	20.02 %
Cook-Pre	0.18	47.08 %
Chimney	0.14	9.09 %
Small-Ap	0.11	14.08 %
Total	5.86	19.88 %

Branch *	MTD Sales L	Brand Share %
CH18	0.36	15.87 %
CH50	0.29	19.46 %
CH03	0.27	17.24 %
CH20	0.20	13.73 %
CH27	0.15	18.06 %
PON1	0.13	15.97 %
GPD1	0.12	17.93 %
CH46	0.11	13.25 %
CH21	0.11	7.39 %
CH43	0.10	6.28 %
CH23	0.08	9.17 %
CH24	0.06	3.45 %
CH32	0.03	15.55 %
CH31	0.01	8.09 %
CH01		0.00 %
CH06		0.00 %
CH12		0.00 %
CH41		0.00 %
CH51		0.00 %
MC05		0.00 %
MC06		0.00 %
Total	5.86	19.88 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	1.84	33.79 %
Gas-Stov	1.10	36.89 %
Grinder	1.00	44.25 %
Fan	0.68	9.37 %
Chimney	0.30	26.91 %
Cook-Pre	0.15	44.23 %
In-Stove	0.04	6.07 %
Small-Ap	0.03	4.86 %
Total	5.15	24.97 %

Branch *	MTD Sales L	Brand Share %
POY1	0.23	14.07 %
POY2	0.19	12.50 %
PRT1	0.14	16.16 %
NVL2	0.14	7.48 %
TDM1	0.11	18.54 %
ULP1	0.10	12.99 %
STP1	0.07	12.80 %
TRK1	0.03	3.87 %
VCM1		0.00 %
WHUT		0.00 %
Total	5.15	24.97 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	1.34	23.40 %
Fan	1.25	14.80 %
Gas-Stov	1.12	29.67 %
Grinder	0.58	-231.54 %
Cook-Pre	0.31	69.51 %
Small-Ap	0.08	22.76 %
Chimney	0.08	9.15 %
Total	4.76	23.95 %

Branch *	MTD Sales L	Brand Share %
KPM2	0.38	19.85 %
VEL1	0.30	17.70 %
TRL1	0.16	6.89 %
KPM1	0.10	13.40 %
ARC2	0.10	19.24 %
CGM1	0.09	13.88 %
AKM1	0.08	12.84 %
TRT1	0.08	17.83 %
PTU1	0.04	8.82 %
WHVL		0.00 %
Total	4.76	23.95 %