



TN : BUTERFLY Sales Performance 07/04/2026 9:27 AM

MTD Sales
68.14 L

Brand Share %
18.14 %

Information:

MTD : 01-04-2026 To 06-04-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **18.14 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	20.54	22.27 %
Gas-Stov	14.36	24.10 %
Grinder	12.81	25.12 %
Fan	8.04	6.56 %
Cook-Pre	6.42	69.24 %
Chimney	4.21	23.37 %
Small-Ap	1.59	13.88 %
In-Stove	0.16	1.40 %
Flask	0.01	100.00 %
Total	68.14	18.14 %

Sales Zone	MTD Sales L	Brand Share %
WEST-02	10.98	25.90 %
SOUTH-01	10.26	15.74 %
TRICHY-01	9.26	20.26 %
WEST-01	8.96	23.25 %
SOUTH-03	8.06	13.89 %
CHENNAI-02	6.15	18.34 %
CHENNAI-01	5.80	12.36 %
SOUTH ARCOT	4.56	20.59 %
NORTH ARCOT	4.11	17.78 %
Total	68.14	18.14 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	4.43	34.96 %
Gas-Stov	2.42	40.34 %
Grinder	1.34	33.17 %
Fan	1.03	6.83 %
Cook-Pre	0.87	71.35 %
Chimney	0.73	35.45 %
Small-Ap	0.12	13.19 %
In-Stove	0.04	10.23 %
Total	10.98	25.90 %

Branch *	MTD Sales L	Brand Share %
SLM2	0.33	15.93 %
KRI1	0.27	12.38 %
TRM1	0.15	13.52 %
SGI1	0.12	13.87 %
APN1	0.11	7.92 %
PMP1	0.11	16.85 %
NKL2	0.09	7.01 %
BMD1	0.09	9.85 %
EPI1	0.04	3.19 %
RSP1	0.03	3.16 %
WHKP		0.00 %
WHPD		0.00 %
Total	10.98	25.90 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Grinder	2.52	26.47 %
Mixie	2.41	16.93 %
Gas-Stov	1.86	16.43 %
Cook-Pre	1.15	73.06 %
Fan	1.07	4.76 %
Chimney	0.88	32.32 %
Small-Ap	0.38	15.49 %
Total	10.26	15.74 %

Branch *	MTD Sales L	Brand Share %
KVT1	0.80	15.74 %
TVL1	0.64	11.93 %
NGR1	0.62	15.79 %
TUT1	0.50	9.23 %
TKS1	0.43	17.82 %
MAR1	0.31	12.88 %
TKS2	0.28	7.59 %
VNR2	0.27	9.14 %
VNR1	0.21	15.08 %
MMT1	0.20	16.07 %
SNL1	0.17	12.13 %
SVK1	0.16	7.81 %
VLV1	0.14	7.79 %
TYI1	0.14	17.92 %
SKD1	0.09	11.32 %
ARM1	0.08	11.34 %
TUT2	0.08	3.36 %
SDI1	0.07	9.82 %
APK2	0.07	8.09 %
VKM1	0.07	5.90 %
PDI1	0.07	7.71 %
COL1	0.06	8.04 %
SGT1	0.05	11.44 %
KYR1	0.04	3.16 %
UDN1	0.01	0.79 %
Total	10.26	15.74 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	2.83	21.44 %
Grinder	1.96	26.83 %
Gas-Stov	1.74	24.89 %
Fan	0.97	7.05 %
Chimney	0.92	49.44 %
Cook-Pre	0.52	42.63 %
Small-Ap	0.31	25.82 %
Flask	0.01	100.00 %
Total	9.26	20.26 %

Branch *	MTD Sales L	Brand Share %
TYR1	0.44	16.56 %
TRY1	0.37	8.17 %
TNJ2	0.23	8.34 %
MDI1	0.22	13.17 %
TRY3	0.18	13.55 %
PBR1	0.15	17.53 %
KIK1	0.14	11.08 %
NMM1	0.12	10.53 %
TVR1	0.10	15.24 %
NGT1	0.09	4.41 %
PDK1	0.08	11.16 %
TRY4	0.06	4.64 %
APM1	0.05	13.51 %
Total	9.26	20.26 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	2.99	29.16 %
Gas-Stov	2.43	40.16 %
Grinder	1.28	26.47 %
Fan	1.22	10.05 %
Cook-Pre	0.46	57.79 %
Chimney	0.44	17.19 %
Small-Ap	0.11	9.38 %
In-Stove	0.02	2.78 %
Total	8.96	23.25 %

Branch *	MTD Sales L	Brand Share %
SNR1	0.37	11.72 %
PLI1	0.30	12.10 %
TPR1	0.27	11.64 %
SUL1	0.25	16.43 %
CBE1	0.16	7.60 %
TPR3	0.11	13.08 %
UMP1	0.10	11.71 %
CBE5	0.08	9.99 %
GBM1	0.08	14.95 %
DPM2	0.07	13.73 %
TPR4	0.05	12.36 %
GDR1	0.04	10.57 %
CBE3		0.00 %
KGI1		0.00 %
Total	8.96	23.25 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	1.91	15.04 %
Grinder	1.57	20.28 %
Gas-Stov	1.46	18.69 %
Cook-Pre	1.28	81.76 %
Fan	0.93	4.17 %
Chimney	0.66	19.17 %
Small-Ap	0.25	14.68 %
Total	8.06	13.89 %

Branch *	MTD Sales L	Brand Share %
MDU1	0.73	13.35 %
DGL1	0.47	10.60 %
TMM1	0.34	11.63 %
MPA1	0.31	9.27 %
MDU6	0.29	10.56 %
MDU7	0.18	11.49 %
KPT1	0.17	12.71 %
PNI1	0.15	13.18 %
MDU5	0.14	7.04 %
USL1	0.14	13.54 %
KYK1	0.11	11.98 %
DKI1	0.09	7.33 %
MDU4	0.09	6.70 %
NKI1	0.08	11.30 %
PNV2	0.08	15.87 %
MDU3	0.08	8.37 %
SVG1	0.06	8.20 %
PVI1	0.06	12.81 %
TPT1	0.05	4.50 %
ATG1	0.05	3.32 %
TEN2	0.05	2.14 %
MDU2	0.04	1.09 %
KRR1	0.04	5.73 %
TDI1	0.03	3.80 %
MLR1	0.03	4.92 %
SGP1	0.02	3.96 %
NTM1		0.00 %
Total	8.06	13.89 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	1.54	19.16 %
Gas-Stov	1.51	25.56 %
Fan	1.27	13.51 %
Grinder	1.27	29.37 %
Cook-Pre	0.40	67.26 %
Small-Ap	0.12	9.74 %
In-Stove	0.04	1.19 %
Total	6.15	18.34 %

Branch *	MTD Sales L	Brand Share %
CH03	0.22	6.65 %
CH50	0.17	10.10 %
CH43	0.10	5.00 %
CH06	0.10	8.02 %
CH27	0.10	13.54 %
CH24	0.09	4.67 %
PON1	0.06	10.22 %
CH41	0.06	6.53 %
CH36	0.02	3.08 %
GPD1	0.02	3.47 %
CH46	0.01	1.81 %
CH01		0.00 %
CH21		0.00 %
CH23		0.00 %
CH51		0.00 %
MC06		0.00 %
Total	6.15	18.34 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mixie	1.59	14.23 %
Gas-Stov	1.17	13.59 %
Grinder	1.02	13.91 %
Cook-Pre	0.88	75.82 %
Fan	0.66	5.77 %
Chimney	0.30	16.34 %
Small-Ap	0.19	10.18 %
Total	5.80	12.36 %

Branch *	MTD Sales L	Brand Share %
CH07	0.36	16.37 %
CH05	0.29	6.78 %
CH48	0.25	12.21 %
CH47	0.23	7.62 %
MRM1	0.21	12.26 %
CH35	0.15	16.30 %
TKM1	0.14	12.97 %
CH39	0.14	10.90 %
CH14	0.12	7.74 %
CH30	0.12	7.76 %
CH38	0.10	8.42 %
SKL1	0.10	16.67 %
CH49	0.09	3.27 %
CH22	0.09	13.66 %
GUD2	0.04	2.58 %
CH25	0.04	3.28 %
CGL1	0.04	7.89 %
CH29	0.04	14.90 %
CH37	0.04	14.15 %
GUD1	0.03	2.29 %
AVD1		0.00 %
CH16		0.00 %
CZWH		0.00 %
WCHN		0.00 %
WHC3		0.00 %
Total	5.80	12.36 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	1.50	28.22 %
Grinder	1.39	34.35 %
Gas-Stov	0.96	32.57 %
Fan	0.35	4.59 %
Cook-Pre	0.32	64.81 %
Small-Ap	0.06	11.55 %
Total	4.56	20.59 %

Branch *	MTD Sales L	Brand Share %
POY2	0.25	14.86 %
KKI2	0.19	14.45 %
TRK1	0.17	16.07 %
PRT1	0.16	11.13 %
TDM1	0.09	15.70 %
ULP1	0.06	4.77 %
STP1	0.04	11.28 %
NVL2	0.03	2.00 %
Total	4.56	20.59 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	1.35	28.77 %
Gas-Stov	0.81	20.52 %
Cook-Pre	0.54	83.52 %
Fan	0.54	6.39 %
Grinder	0.46	25.19 %
Chimney	0.28	12.93 %
Small-Ap	0.07	12.46 %
In-Stove	0.06	6.72 %
Total	4.11	17.78 %

Branch *	MTD Sales L	Brand Share %
TRR1	0.24	8.49 %
ABR1	0.16	12.05 %
AKM1	0.16	17.42 %
KPM2	0.15	14.44 %
VNB1	0.14	16.02 %
SBR1	0.14	15.77 %
TRL1	0.12	8.48 %
KPM1	0.11	14.13 %
WJD1	0.08	8.88 %
BGR1	0.08	16.06 %
CGM1	0.05	10.09 %
ARC2	0.03	5.35 %
CYR1	0.02	8.38 %
TRT1		0.00 %
UGI1		0.00 %
Total	4.11	17.78 %