



TN : BUTERFLY Sales Performance 07/05/2026 9:27 AM

MTD Sales
70.76 L

Brand Share %
19.90 %

Information:

MTD : 01-05-2026 To 06-05-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **19.90 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	21.82	24.25 %
Gas-Stov	14.65	24.16 %
Fan	13.72	12.29 %
Grinder	11.48	23.70 %
Chimney	4.93	20.71 %
Cook-Pre	3.35	54.22 %
Small-Ap	0.72	7.79 %
In-Stove	0.07	1.32 %
Flask	0.01	100.00 %
Total	70.76	19.90 %

Sales Zone	MTD Sales L	Brand Share %
WEST-02	11.22	34.17 %
SOUTH-01	10.30	17.66 %
TRICHY-01	9.79	23.30 %
WEST-01	7.83	23.89 %
SOUTH-03	7.57	15.88 %
CHENNAI-01	6.61	10.32 %
CHENNAI-02	6.37	19.29 %
SOUTH ARCOT	5.73	25.38 %
NORTH ARCOT	5.34	23.97 %
Total	70.76	19.90 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	4.50	38.53 %
Gas-Stov	2.50	33.89 %
Chimney	1.47	39.76 %
Fan	1.15	13.01 %
Grinder	1.13	-2449.34 %
Cook-Pre	0.42	61.66 %
Small-Ap	0.05	17.79 %
Total	11.22	34.17 %

Branch *	MTD Sales L	Brand Share %
HSR2	0.39	18.02 %
SLM3	0.28	16.42 %
KRI1	0.23	13.45 %
KAM1	0.20	16.12 %
NKL2	0.15	11.76 %
SLM2	0.11	7.25 %
DPR2	0.10	13.00 %
KMM1	0.09	13.82 %
DPR1	0.08	7.75 %
APN1	0.05	4.88 %
TCG1	0.03	10.49 %
WHPD		0.00 %
Total	11.22	34.17 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	3.42	22.28 %
Grinder	2.15	27.84 %
Gas-Stov	1.88	17.71 %
Fan	1.00	5.40 %
Chimney	0.95	33.85 %
Cook-Pre	0.78	53.35 %
Small-Ap	0.13	7.54 %
Total	10.30	17.66 %

Branch *	MTD Sales L	Brand Share %
TVL1	0.57	10.98 %
TUT1	0.30	6.61 %
TKS1	0.28	17.11 %
VKM1	0.25	15.76 %
APK1	0.17	18.87 %
APK2	0.17	13.63 %
MAR1	0.13	5.12 %
SNL1	0.13	9.26 %
SKD1	0.12	15.39 %
TKY1	0.11	12.71 %
PDI1	0.09	11.80 %
KYR1	0.09	8.09 %
UDN1	0.09	15.20 %
SVK1	0.08	3.99 %
ASM1	0.07	8.78 %
SGT1	0.06	8.13 %
TKS2	0.04	1.47 %
VNR1	0.03	3.33 %
TUT2	0.02	1.11 %
WHTV		0.00 %
Total	10.30	17.66 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fan	3.04	18.43 %
Mixie	2.61	25.59 %
Gas-Stov	1.82	26.22 %
Grinder	1.48	30.02 %
Cook-Pre	0.39	65.69 %
Chimney	0.37	19.80 %
Small-Ap	0.09	8.76 %
Total	9.79	23.30 %

Branch *	MTD Sales L	Brand Share %
TRY1	0.75	14.74 %
TNJ2	0.62	19.75 %
TVR2	0.55	18.35 %
TYR1	0.35	16.04 %
PBR2	0.29	11.30 %
TRY3	0.18	12.92 %
TVR1	0.14	16.79 %
ORU1	0.09	8.63 %
KIK1	0.09	6.95 %
TTP1	0.09	16.49 %
TRY4	0.07	9.08 %
MSI1	0.07	14.33 %
APM1	0.07	7.07 %
NMM1	0.07	8.29 %
NGT1	0.06	4.03 %
WTRZ		0.00 %
Total	9.79	23.30 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	1.96	20.61 %
Gas-Stov	1.96	35.47 %
Grinder	1.56	32.68 %
Fan	0.96	13.21 %
Chimney	0.95	25.01 %
Cook-Pre	0.38	69.97 %
In-Stove	0.04	9.70 %
Small-Ap	0.02	2.39 %
Total	7.83	23.89 %

Branch *	MTD Sales L	Brand Share %
CBE2	0.64	18.76 %
CBE1	0.23	12.19 %
SUL1	0.21	10.22 %
CBE5	0.19	19.35 %
PDM1	0.15	19.64 %
CNR1	0.11	17.68 %
GBM1	0.09	17.00 %
PLI1	0.05	2.73 %
KMD1	0.05	7.97 %
TPR3	0.04	17.70 %
DPM2	0.04	8.57 %
TPR4	0.04	11.82 %
KGI1	0.03	5.12 %
WHCB		0.00 %
WZSD		0.00 %
Total	7.83	23.89 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	2.43	21.90 %
Gas-Stov	1.96	24.52 %
Grinder	1.38	23.50 %
Fan	0.90	5.82 %
Chimney	0.44	9.21 %
Cook-Pre	0.38	54.60 %
Small-Ap	0.08	4.40 %
Flask	0.01	100.00 %
Total	7.57	15.88 %

Branch *	MTD Sales L	Brand Share %
DGL1	0.47	8.54 %
MDU1	0.35	6.14 %
MDU6	0.29	12.78 %
MDU5	0.26	14.23 %
TEN2	0.25	18.62 %
KRR1	0.17	14.99 %
DGL2	0.17	16.00 %
TPT1	0.16	14.41 %
TMM1	0.16	8.12 %
NKI1	0.16	14.76 %
MPA1	0.14	14.24 %
CMR1	0.10	17.95 %
CBM1	0.09	6.36 %
SGP1	0.08	15.15 %
SVG1	0.08	13.97 %
PNI1	0.07	7.93 %
DKI1	0.06	4.80 %
MDU4	0.05	8.81 %
MDU2	0.05	1.83 %
ADP1	0.04	13.98 %
KYK1	0.04	4.08 %
MLR1	0.04	3.24 %
ATG1	0.04	3.77 %
PVI1	0.02	4.75 %
NTM1		0.00 %
WHMD		0.00 %
Total	7.57	15.88 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fan	2.65	15.66 %
Mixie	1.37	12.18 %
Grinder	1.12	5.88 %
Gas-Stov	0.79	9.34 %
Cook-Pre	0.33	34.79 %
Chimney	0.24	7.59 %
Small-Ap	0.10	6.49 %
Total	6.61	10.32 %

Branch *	MTD Sales L	Brand Share %
CH42	0.46	13.41 %
CH07	0.35	9.83 %
CH25	0.34	16.43 %
CH47	0.34	8.80 %
CH05	0.29	7.89 %
CH49	0.29	9.06 %
CH28	0.23	10.26 %
CH39	0.23	15.45 %
CH14	0.21	11.38 %
MRM1	0.17	9.29 %
CH48	0.12	4.93 %
SKL1	0.11	15.00 %
CH45	0.10	5.68 %
CH38	0.10	8.96 %
CH22	0.09	7.68 %
CH30	0.08	6.78 %
GUD2	0.08	6.39 %
CH16	0.07	4.03 %
CGL1	0.06	11.74 %
AVD1	0.05	7.64 %
GUD1	0.04	1.64 %
CH29		0.00 %
CZWH		0.00 %
MC09		0.00 %
WCHN		0.00 %
WHC3		0.00 %
Total	6.61	10.32 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	2.07	24.17 %
Fan	1.85	16.84 %
Gas-Stov	1.22	20.42 %
Grinder	0.78	20.86 %
Cook-Pre	0.19	48.80 %
Chimney	0.14	7.83 %
Small-Ap	0.11	13.32 %
Total	6.37	19.29 %

Branch *	MTD Sales L	Brand Share %
CH18	0.36	14.54 %
CH50	0.29	16.69 %
CH20	0.28	17.47 %
CH27	0.18	19.70 %
CH43	0.13	7.86 %
PON1	0.13	15.97 %
CH46	0.13	13.81 %
GPD1	0.12	16.85 %
CH21	0.11	6.61 %
CH24	0.10	5.33 %
CH23	0.08	7.94 %
CH12	0.04	2.68 %
CH31	0.01	6.29 %
CH01		0.00 %
CH06		0.00 %
CH41		0.00 %
CH51		0.00 %
MC05		0.00 %
MC06		0.00 %
Total	6.37	19.29 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	1.96	32.83 %
Grinder	1.27	48.42 %
Gas-Stov	1.21	36.00 %
Fan	0.76	9.60 %
Chimney	0.30	26.91 %
Cook-Pre	0.15	39.60 %
In-Stove	0.04	5.90 %
Small-Ap	0.04	6.12 %
Total	5.73	25.38 %

Branch *	MTD Sales L	Brand Share %
POY1	0.23	12.48 %
PRT1	0.20	18.34 %
POY2	0.19	12.50 %
NVL2	0.14	6.82 %
ULP1	0.12	14.34 %
TRK1	0.08	8.55 %
STP1	0.07	12.20 %
VCM1	0.04	9.63 %
WHUT		0.00 %
Total	5.73	25.38 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	1.49	23.59 %
Fan	1.43	15.20 %
Gas-Stov	1.31	29.97 %
Grinder	0.61	-377.27 %
Cook-Pre	0.33	67.90 %
Small-Ap	0.09	23.89 %
Chimney	0.08	9.15 %
Total	5.34	23.97 %

Branch *	MTD Sales L	Brand Share %
SBR1	0.21	19.08 %
TRL1	0.16	6.35 %
KPM1	0.10	11.81 %
CGM1	0.09	13.88 %
AKM1	0.08	10.80 %
TRT1	0.08	17.83 %
PTU1	0.04	8.82 %
WHVL		0.00 %
Total	5.34	23.97 %