



TN : BUTERFLY Sales Performance 08/05/2026 9:27 AM

MTD Sales
78.78 L

Brand Share %
19.84 %

Information:

MTD : 01-05-2026 To 07-05-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **19.84 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	24.51	24.15 %
Gas-Stov	16.58	24.68 %
Fan	15.02	12.22 %
Grinder	12.73	23.11 %
Chimney	5.09	19.30 %
Cook-Pre	3.91	55.96 %
Small-Ap	0.87	8.40 %
In-Stove	0.07	1.09 %
Flask	0.01	100.00 %
Total	78.78	19.84 %

Sales Zone	MTD Sales L	Brand Share %
WEST-02	12.55	33.56 %
SOUTH-01	11.57	17.26 %
TRICHY-01	10.41	22.30 %
WEST-01	8.96	24.94 %
SOUTH-03	8.63	15.93 %
CHENNAI-01	7.28	10.44 %
CHENNAI-02	6.95	19.46 %
SOUTH ARCOT	6.58	25.81 %
NORTH ARCOT	5.84	23.55 %
Total	78.78	19.84 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	5.14	38.54 %
Gas-Stov	2.91	35.50 %
Chimney	1.47	38.19 %
Fan	1.29	12.83 %
Grinder	1.26	238.18 %
Cook-Pre	0.44	62.09 %
Small-Ap	0.05	16.52 %
Total	12.55	33.56 %

Branch *	MTD Sales L	Brand Share %
HSR2	0.39	16.09 %
HSR1	0.30	19.71 %
KAM1	0.29	19.31 %
SLM3	0.28	15.92 %
KRI1	0.26	13.07 %
NKL2	0.15	10.75 %
DPR1	0.13	11.53 %
SLM2	0.13	8.39 %
DPR2	0.10	11.12 %
KMM1	0.09	12.90 %
APN1	0.05	4.77 %
TCG1	0.03	9.95 %
WHPD		0.00 %
Total	12.55	33.56 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	3.66	21.07 %
Grinder	2.45	26.36 %
Gas-Stov	2.10	17.32 %
Fan	1.14	5.47 %
Chimney	1.11	33.44 %
Cook-Pre	0.92	55.19 %
Small-Ap	0.20	9.31 %
Total	11.57	17.26 %

Branch *	MTD Sales L	Brand Share %
TVL1	0.65	11.84 %
VLY1	0.40	18.87 %
TUT1	0.36	6.31 %
TKS1	0.30	16.36 %
MMT1	0.26	19.45 %
VKM1	0.25	14.50 %
SNL1	0.20	13.66 %
APK2	0.19	12.04 %
TKY1	0.17	15.61 %
MAR1	0.13	4.82 %
SVK1	0.11	5.52 %
PDI1	0.09	11.44 %
KYR1	0.09	6.35 %
UDN1	0.09	12.25 %
SKD1	0.08	11.51 %
ASM1	0.07	8.78 %
TUT2	0.06	2.24 %
SGT1	0.06	7.93 %
VNR1	0.05	6.02 %
TKS2	0.04	1.19 %
WHTV		0.00 %
Total	11.57	17.26 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fan	3.11	17.45 %
Mixie	2.83	25.40 %
Gas-Stov	1.92	24.84 %
Grinder	1.70	28.94 %
Cook-Pre	0.39	63.52 %
Chimney	0.37	15.36 %
Small-Ap	0.10	8.78 %
Total	10.41	22.30 %

Branch *	MTD Sales L	Brand Share %
TRY1	0.75	13.80 %
TNJ2	0.62	18.01 %
TVR2	0.59	18.48 %
TYR1	0.40	16.58 %
PBR2	0.29	9.08 %
TRY3	0.18	11.55 %
TRY4	0.15	16.49 %
TVR1	0.14	16.31 %
ORU1	0.13	11.74 %
KIK1	0.09	6.04 %
TTP1	0.09	16.49 %
APM1	0.07	6.32 %
NMM1	0.07	7.28 %
NGT1	0.06	3.70 %
WTRZ		0.00 %
Total	10.41	22.30 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	2.51	23.27 %
Gas-Stov	2.27	38.99 %
Grinder	1.72	32.96 %
Fan	0.96	12.33 %
Chimney	0.95	23.92 %
Cook-Pre	0.47	67.10 %
In-Stove	0.04	7.79 %
Small-Ap	0.03	2.76 %
Total	8.96	24.94 %

Branch *	MTD Sales L	Brand Share %
CBE2	0.75	18.32 %
CBE1	0.23	10.03 %
SUL1	0.21	9.43 %
PDM1	0.15	19.64 %
CNR1	0.11	17.68 %
GBM1	0.09	17.00 %
DPM2	0.08	15.04 %
PLI1	0.05	2.63 %
KMD1	0.05	7.97 %
TPR3	0.04	17.70 %
TPR4	0.04	11.82 %
KGI1	0.03	5.00 %
WHCB		0.00 %
WZSD		0.00 %
Total	8.96	24.94 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	2.77	20.80 %
Gas-Stov	2.39	26.86 %
Grinder	1.52	21.25 %
Fan	0.93	5.51 %
Cook-Pre	0.49	57.20 %
Chimney	0.44	8.86 %
Small-Ap	0.09	4.59 %
Flask	0.01	100.00 %
Total	8.63	15.93 %

Branch *	MTD Sales L	Brand Share %
MDU1	0.48	7.51 %
DGL1	0.48	7.34 %
MDU6	0.38	15.72 %
MDU5	0.28	14.65 %
TEN2	0.25	18.19 %
DGL2	0.22	17.49 %
MPA1	0.20	17.97 %
KRR1	0.17	14.99 %
CBM1	0.17	10.20 %
TPT1	0.16	12.22 %
TMM1	0.16	7.33 %
CMR1	0.10	17.95 %
SVG1	0.10	17.35 %
DKI1	0.08	6.20 %
PNI1	0.07	6.98 %
ADP1	0.07	14.10 %
MDU4	0.05	6.46 %
MDU2	0.05	1.63 %
KYK1	0.04	3.90 %
MLR1	0.04	2.58 %
ATG1	0.04	3.58 %
PVI1	0.02	4.09 %
NTM1		0.00 %
WHMD		0.00 %
Total	8.63	15.93 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fan	3.08	16.41 %
Mixie	1.54	12.33 %
Grinder	1.12	5.61 %
Gas-Stov	0.82	8.72 %
Cook-Pre	0.37	37.07 %
Chimney	0.24	6.96 %
Small-Ap	0.11	6.63 %
Total	7.28	10.44 %

Branch *	MTD Sales L	Brand Share %
CH42	0.61	16.18 %
CH47	0.41	10.00 %
CH49	0.40	10.66 %
CH07	0.35	9.24 %
CH25	0.34	14.87 %
CH05	0.34	8.24 %
TKM1	0.26	19.21 %
CH28	0.23	9.09 %
CH39	0.23	14.24 %
CH14	0.21	10.52 %
MRM1	0.20	10.79 %
CH48	0.15	5.80 %
GUD2	0.12	8.24 %
SKL1	0.11	14.14 %
CH45	0.10	5.16 %
CH38	0.10	8.84 %
CH22	0.09	6.97 %
CH30	0.08	6.56 %
CH16	0.07	3.65 %
CGL1	0.06	10.08 %
AVD1	0.05	7.04 %
GUD1	0.04	1.47 %
CH29		0.00 %
CZWH		0.00 %
MC09		0.00 %
WCHN		0.00 %
WHC3		0.00 %
Total	7.28	10.44 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	2.15	23.11 %
Fan	2.06	17.45 %
Gas-Stov	1.36	21.55 %
Grinder	0.86	21.74 %
Cook-Pre	0.24	51.80 %
Chimney	0.14	6.32 %
Small-Ap	0.14	15.07 %
Total	6.95	19.46 %

Branch *	MTD Sales L	Brand Share %
CH18	0.40	15.14 %
CH03	0.39	18.57 %
CH20	0.35	19.53 %
CH50	0.29	15.92 %
CH43	0.13	7.22 %
PON1	0.13	15.06 %
CH46	0.13	13.07 %
GPD1	0.12	16.00 %
CH23	0.12	11.30 %
CH21	0.11	6.36 %
CH24	0.10	4.89 %
CH12	0.06	3.62 %
CH32	0.05	18.92 %
CH31	0.01	4.34 %
CH01		0.00 %
CH06		0.00 %
CH41		0.00 %
CH51		0.00 %
MC05		0.00 %
MC06		0.00 %
Total	6.95	19.46 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	2.25	32.63 %
Grinder	1.50	45.52 %
Gas-Stov	1.34	36.08 %
Fan	0.90	10.48 %
Chimney	0.30	23.85 %
Cook-Pre	0.21	47.20 %
Small-Ap	0.05	7.67 %
In-Stove	0.04	5.27 %
Total	6.58	25.81 %

Branch *	MTD Sales L	Brand Share %
POY1	0.35	17.91 %
PRT1	0.21	17.87 %
NVL2	0.20	8.53 %
POY2	0.19	10.93 %
ULP1	0.14	15.23 %
TRK1	0.08	7.14 %
STP1	0.07	12.20 %
VCM1	0.04	9.63 %
WHUT		0.00 %
Total	6.58	25.81 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	1.66	24.31 %
Fan	1.54	15.03 %
Gas-Stov	1.47	29.39 %
Grinder	0.61	-667.92 %
Cook-Pre	0.38	71.16 %
Small-Ap	0.10	23.90 %
Chimney	0.08	7.84 %
Total	5.84	23.55 %

Branch *	MTD Sales L	Brand Share %
SBR1	0.22	17.30 %
TRL1	0.19	7.14 %
KPM1	0.12	13.42 %
TRT1	0.11	17.03 %
AKM1	0.09	10.51 %
PTU1	0.09	14.62 %
CGM1	0.09	11.83 %
WHVL		0.00 %
Total	5.84	23.55 %