



TN : BUTERFLY Sales Performance 10/05/2026 9:27 AM

MTD Sales
92.93 L

Brand Share %
19.57 %

Information:

MTD : 01-05-2026 To 09-05-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **19.57 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	29.60	24.29 %
Gas-Stov	19.90	24.15 %
Fan	16.36	11.57 %
Grinder	15.77	23.62 %
Chimney	5.41	17.55 %
Cook-Pre	4.75	54.05 %
Small-Ap	1.12	8.29 %
In-Stove	0.02	0.17 %
Flask	0.01	100.00 %
Total	92.93	19.57 %

Sales Zone	MTD Sales L	Brand Share %
WEST-02	14.68	31.56 %
SOUTH-01	13.59	16.56 %
TRICHY-01	11.90	21.39 %
SOUTH-03	10.75	16.37 %
WEST-01	10.21	24.24 %
CHENNAI-01	8.58	10.62 %
CHENNAI-02	8.25	19.37 %
SOUTH ARCOT	8.12	26.53 %
NORTH ARCOT	6.83	23.76 %
Total	92.93	19.57 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	5.90	37.58 %
Gas-Stov	3.56	34.33 %
Chimney	1.64	30.89 %
Grinder	1.49	118.64 %
Fan	1.40	12.07 %
Cook-Pre	0.61	62.32 %
Small-Ap	0.08	13.51 %
Total	14.68	31.56 %

Branch *	MTD Sales L	Brand Share %
HSR2	0.43	12.87 %
KRI1	0.30	13.39 %
SLM3	0.28	11.41 %
NKL2	0.20	11.85 %
KMM1	0.18	19.56 %
DPR1	0.15	8.82 %
SLM2	0.13	7.34 %
APN1	0.05	4.04 %
TCG1	0.03	9.95 %
WHPD		0.00 %
Total	14.68	31.56 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	4.19	19.23 %
Grinder	2.92	24.88 %
Gas-Stov	2.78	18.97 %
Fan	1.32	5.28 %
Chimney	1.11	31.53 %
Cook-Pre	1.09	51.95 %
Small-Ap	0.22	8.41 %
In-Stove	-0.04	-6.70 %
Total	13.59	16.56 %

Branch *	MTD Sales L	Brand Share %
TVL1	0.79	11.66 %
RND1	0.74	17.77 %
VLY1	0.50	19.36 %
TUT1	0.40	5.63 %
TKS1	0.34	14.23 %
MMT1	0.31	18.02 %
VKM1	0.25	12.77 %
APK2	0.25	11.49 %
TKY1	0.20	15.31 %
SNL1	0.20	11.78 %
SDI1	0.14	18.43 %
MAR1	0.13	3.77 %
SGT1	0.12	11.92 %
ASM1	0.12	13.55 %
SVK1	0.11	5.16 %
PDI1	0.09	8.90 %
KYR1	0.09	5.26 %
UDN1	0.09	10.63 %
SKD1	0.08	9.37 %
VNR1	0.08	9.42 %
TUT2	0.06	2.07 %
TKS2	0.05	1.40 %
WHTV		0.00 %
Total	13.59	16.56 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	3.28	23.85 %
Fan	3.24	16.44 %
Gas-Stov	2.29	23.99 %
Grinder	2.04	27.91 %
Chimney	0.44	14.72 %
Cook-Pre	0.44	55.16 %
Small-Ap	0.17	12.03 %
Total	11.90	21.39 %

Branch *	MTD Sales L	Brand Share %
TRY1	0.84	13.81 %
TNJ2	0.62	14.80 %
TYR1	0.47	16.77 %
PBR2	0.32	8.23 %
ORU1	0.19	14.79 %
TRY3	0.18	11.05 %
TVR1	0.17	19.22 %
TRY4	0.15	12.61 %
KIK1	0.14	7.91 %
TTP1	0.13	17.89 %
NGT1	0.10	5.19 %
NMM1	0.09	8.34 %
APM1	0.07	3.98 %
WTRZ		0.00 %
Total	11.90	21.39 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	3.74	23.32 %
Gas-Stov	2.61	23.66 %
Grinder	2.08	22.56 %
Fan	1.07	5.52 %
Cook-Pre	0.68	58.52 %
Chimney	0.44	7.34 %
Small-Ap	0.13	5.19 %
Flask	0.01	100.00 %
Total	10.75	16.37 %

Branch *	MTD Sales L	Brand Share %
MDU1	0.59	7.75 %
DGL1	0.49	6.14 %
MDU6	0.49	14.64 %
DGL2	0.27	18.64 %
TEN2	0.27	17.72 %
MPA1	0.24	15.91 %
TMM1	0.21	8.34 %
CBM1	0.17	9.46 %
TPT1	0.16	9.53 %
SGP1	0.13	17.73 %
DKI1	0.08	5.87 %
PNI1	0.07	5.57 %
MLR1	0.07	4.03 %
MDU4	0.05	4.95 %
MDU2	0.05	1.50 %
PVI1	0.05	5.20 %
KYK1	0.04	3.39 %
ATG1	0.04	2.67 %
NTM1	0.03	7.47 %
WHMD		0.00 %
Total	10.75	16.37 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	3.11	25.18 %
Gas-Stov	2.62	37.12 %
Grinder	1.92	30.72 %
Fan	1.00	11.27 %
Chimney	0.95	20.81 %
Cook-Pre	0.52	66.15 %
Small-Ap	0.04	3.31 %
In-Stove	0.04	4.07 %
Total	10.21	24.24 %

Branch *	MTD Sales L	Brand Share %
CBE2	0.92	19.08 %
CBE1	0.28	10.80 %
CBE5	0.28	17.24 %
SUL1	0.27	10.50 %
KMD1	0.12	17.32 %
GBM1	0.12	18.07 %
CNR1	0.11	13.96 %
TPR3	0.08	17.59 %
DPM2	0.08	12.26 %
TPR4	0.06	11.28 %
PLI1	0.05	2.50 %
KGI1	0.03	4.63 %
WHCB		0.00 %
WZSD		0.00 %
Total	10.21	24.24 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fan	3.51	16.08 %
Mixie	1.95	12.90 %
Grinder	1.36	6.28 %
Gas-Stov	0.90	7.93 %
Cook-Pre	0.43	37.62 %
Chimney	0.31	8.41 %
Small-Ap	0.13	5.27 %
Total	8.58	10.62 %

Branch *	MTD Sales L	Brand Share %
CH42	0.76	17.51 %
CH49	0.57	11.68 %
CH47	0.55	10.68 %
CH07	0.35	8.28 %
CH25	0.34	12.71 %
CH05	0.34	7.77 %
CH48	0.28	8.37 %
CH28	0.23	8.42 %
CH14	0.21	8.93 %
MRM1	0.20	9.56 %
CH39	0.19	11.01 %
GUD2	0.16	9.62 %
CH38	0.15	8.81 %
CH22	0.12	7.32 %
CGL1	0.12	15.65 %
SKL1	0.11	11.70 %
CH45	0.10	5.02 %
CH30	0.08	6.08 %
CH16	0.07	2.97 %
AVD1	0.05	4.42 %
GUD1	0.04	1.30 %
CH29	0.03	5.84 %
CZWH		0.00 %
MC09		0.00 %
WCHN		0.00 %
WHC3		0.00 %
Total	8.58	10.62 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	2.73	24.94 %
Fan	2.25	16.15 %
Gas-Stov	1.57	20.77 %
Grinder	1.11	22.10 %
Cook-Pre	0.29	48.44 %
Small-Ap	0.17	14.15 %
Chimney	0.14	5.86 %
Total	8.25	19.37 %

Branch *	MTD Sales L	Brand Share %
CH18	0.47	14.36 %
CH50	0.46	17.09 %
CH03	0.44	16.90 %
CH27	0.20	17.76 %
PON1	0.14	14.01 %
CH43	0.13	5.92 %
CH46	0.13	10.89 %
GPD1	0.12	14.44 %
CH23	0.12	10.54 %
CH24	0.11	5.05 %
CH21	0.11	6.02 %
CH12	0.10	4.52 %
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	8.25	19.37 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	2.74	33.58 %
Grinder	2.11	51.85 %
Gas-Stov	1.61	33.60 %
Fan	0.97	9.61 %
Chimney	0.30	21.30 %
Cook-Pre	0.29	48.17 %
Small-Ap	0.06	7.71 %
In-Stove	0.04	5.13 %
Total	8.12	26.53 %

Branch *	MTD Sales L	Brand Share %
POY1	0.36	15.40 %
NVL2	0.21	8.15 %
POY2	0.19	8.25 %
ULP1	0.14	12.48 %
STP1	0.07	11.86 %
TRK1	0.07	5.68 %
VCM1	0.06	12.05 %
WHUT		0.00 %
Total	8.12	26.53 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Gas-Stov	1.96	32.47 %
Mixie	1.95	24.51 %
Fan	1.61	14.51 %
Grinder	0.75	264.28 %
Cook-Pre	0.40	64.07 %
Small-Ap	0.11	20.10 %
Chimney	0.08	7.84 %
In-Stove	-0.02	-1.53 %
Total	6.83	23.76 %

Branch *	MTD Sales L	Brand Share %
SBR1	0.28	18.26 %
WJD1	0.26	16.60 %
TRL1	0.23	7.61 %
BGR1	0.14	19.07 %
KPM1	0.12	11.75 %
PTU1	0.11	17.70 %
CGM1	0.09	10.49 %
AKM1	0.07	7.69 %
WHVL		0.00 %
Total	6.83	23.76 %