



TN : BUTERFLY Sales Performance 11/05/2026 9:28 AM

MTD Sales
103.31 L

Brand Share %
19.80 %

Information:

MTD : 01-05-2026 To 10-05-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **19.80 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	33.07	24.60 %
Gas-Stov	22.15	24.32 %
Grinder	17.88	23.70 %
Fan	17.19	11.34 %
Chimney	6.32	19.22 %
Cook-Pre	5.40	54.78 %
Small-Ap	1.29	8.29 %
In-Stove	0.02	0.14 %
Flask	0.01	100.00 %
Total	103.31	19.80 %

Sales Zone	MTD Sales L	Brand Share %
WEST-02	15.95	31.15 %
SOUTH-01	15.12	16.79 %
TRICHY-01	12.79	21.46 %
SOUTH-03	12.51	17.28 %
WEST-01	11.66	24.24 %
CHENNAI-01	9.74	10.94 %
CHENNAI-02	9.42	20.11 %
SOUTH ARCOT	8.48	25.95 %
NORTH ARCOT	7.63	23.96 %
Total	103.31	19.80 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	6.59	37.88 %
Gas-Stov	3.72	33.93 %
Chimney	1.87	30.02 %
Grinder	1.61	99.62 %
Fan	1.40	11.41 %
Cook-Pre	0.67	62.13 %
Small-Ap	0.09	14.63 %
Total	15.95	31.15 %

Branch *	MTD Sales L	Brand Share %
HSR2	0.47	12.80 %
SLM3	0.36	12.23 %
KRI1	0.30	13.39 %
NKL2	0.20	11.43 %
SLM2	0.19	9.46 %
DPR1	0.15	8.82 %
TCG1	0.07	18.86 %
APN1	0.05	3.11 %
WHPD		0.00 %
Total	15.95	31.15 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	4.58	19.02 %
Grinder	3.37	25.06 %
Gas-Stov	3.19	20.10 %
Fan	1.47	5.42 %
Cook-Pre	1.21	52.63 %
Chimney	1.11	31.53 %
Small-Ap	0.24	8.38 %
In-Stove	-0.04	-4.27 %
Total	15.12	16.79 %

Branch *	MTD Sales L	Brand Share %
TVL1	0.92	12.52 %
RND1	0.74	17.62 %
VLY1	0.52	17.67 %
TKS1	0.46	16.84 %
TUT1	0.42	5.41 %
MMT1	0.34	18.80 %
APK2	0.27	11.78 %
VKM1	0.25	12.15 %
SNL1	0.22	11.00 %
TKY1	0.20	14.81 %
SGT1	0.17	14.67 %
UDN1	0.16	15.15 %
ASM1	0.15	14.66 %
SDI1	0.14	17.70 %
PDI1	0.13	9.47 %
MAR1	0.13	3.58 %
SVK1	0.11	4.66 %
KYR1	0.09	4.77 %
SKD1	0.08	8.29 %
VNR1	0.08	8.30 %
TKS2	0.06	1.53 %
TUT2	0.06	1.91 %
WHTV		0.00 %
Total	15.12	16.79 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	3.41	23.44 %
Fan	3.36	16.00 %
Gas-Stov	2.51	24.08 %
Grinder	2.21	27.60 %
Chimney	0.60	19.04 %
Cook-Pre	0.50	58.48 %
Small-Ap	0.21	13.84 %
Total	12.79	21.46 %

Branch *	MTD Sales L	Brand Share %
TRY1	0.90	14.26 %
TNJ2	0.60	13.44 %
TYR1	0.50	17.01 %
PBR2	0.32	7.51 %
ORU1	0.22	16.52 %
TRY3	0.18	10.65 %
TVR1	0.17	17.60 %
TTP1	0.17	19.03 %
TRY4	0.15	12.00 %
KIK1	0.14	7.66 %
MSI1	0.13	19.47 %
NMM1	0.12	10.45 %
NGT1	0.11	5.46 %
APM1	0.07	3.92 %
WTRZ		0.00 %
Total	12.79	21.46 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	4.39	24.89 %
Gas-Stov	3.04	24.51 %
Grinder	2.46	22.37 %
Fan	1.24	5.97 %
Cook-Pre	0.78	59.37 %
Chimney	0.44	7.57 %
Small-Ap	0.15	4.96 %
Flask	0.01	100.00 %
Total	12.51	17.28 %

Branch *	MTD Sales L	Brand Share %
MDU1	0.85	10.00 %
DGL1	0.70	8.09 %
MDU6	0.49	13.91 %
TEN2	0.27	15.18 %
MPA1	0.25	13.56 %
KRR1	0.25	18.10 %
CBM1	0.25	13.54 %
DKI1	0.25	14.48 %
TMM1	0.23	8.61 %
TPT1	0.16	8.71 %
SGP1	0.13	16.02 %
PVI1	0.12	12.02 %
MDU4	0.09	6.60 %
PNI1	0.07	5.43 %
MLR1	0.07	4.03 %
MDU2	0.05	1.41 %
KYK1	0.04	2.90 %
ATG1	0.04	2.67 %
NTM1	0.03	7.47 %
WHMD		0.00 %
Total	12.51	17.28 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	3.59	25.13 %
Gas-Stov	2.88	35.32 %
Grinder	2.16	29.67 %
Chimney	1.25	25.07 %
Fan	1.04	10.59 %
Cook-Pre	0.60	64.11 %
Small-Ap	0.10	6.66 %
In-Stove	0.04	3.08 %
Total	11.66	24.24 %

Branch *	MTD Sales L	Brand Share %
CBE2	1.04	19.22 %
CBE1	0.32	11.55 %
CBE5	0.30	16.83 %
SUL1	0.28	9.98 %
KMD1	0.12	16.56 %
GBM1	0.12	18.07 %
CNR1	0.11	12.47 %
TPR4	0.10	17.91 %
DPM2	0.08	10.50 %
PLI1	0.05	2.30 %
KGI1	0.03	4.58 %
WHCB		0.00 %
WZSD		0.00 %
Total	11.66	24.24 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fan	3.69	15.84 %
Mixie	2.20	12.93 %
Grinder	1.62	7.11 %
Gas-Stov	1.09	8.10 %
Chimney	0.53	12.01 %
Cook-Pre	0.48	37.91 %
Small-Ap	0.14	4.59 %
Total	9.74	10.94 %

Branch *	MTD Sales L	Brand Share %
CH19	0.91	18.84 %
CH42	0.84	18.74 %
CH49	0.59	10.95 %
CH47	0.58	9.77 %
CH07	0.39	8.28 %
CH05	0.36	7.74 %
CH48	0.36	8.17 %
CH25	0.34	11.71 %
CH28	0.29	9.40 %
MRM1	0.26	12.01 %
CH14	0.25	9.51 %
CH22	0.20	10.39 %
CH39	0.19	8.94 %
GUD2	0.19	11.44 %
CH38	0.15	8.03 %
CH30	0.13	8.14 %
CGL1	0.12	14.76 %
SKL1	0.11	11.41 %
CH45	0.10	4.68 %
GUD1	0.10	3.14 %
CH16	0.07	2.65 %
AVD1	0.05	4.42 %
CH29	0.03	4.76 %
CZWH		0.00 %
MC09		0.00 %
WCHN		0.00 %
WHC3		0.00 %
Total	9.74	10.94 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	3.14	26.64 %
Fan	2.28	15.48 %
Gas-Stov	1.90	22.91 %
Grinder	1.39	22.42 %
Cook-Pre	0.38	52.49 %
Small-Ap	0.19	12.57 %
Chimney	0.14	5.86 %
Total	9.42	20.11 %

Branch *	MTD Sales L	Brand Share %
CH18	0.54	15.11 %
CH03	0.45	15.47 %
CH12	0.25	10.62 %
CH27	0.20	16.92 %
PON1	0.16	14.33 %
CH24	0.13	5.52 %
CH43	0.13	5.78 %
CH46	0.13	10.74 %
CH23	0.12	10.38 %
CH21	0.11	5.69 %
CH32	0.05	18.92 %
CH31	0.02	4.28 %
CH01		0.00 %
CH06		0.00 %
CH41		0.00 %
CH51		0.00 %
MC05		0.00 %
MC06		0.00 %
Total	9.42	20.11 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	2.93	33.79 %
Grinder	2.23	50.13 %
Gas-Stov	1.64	31.79 %
Fan	0.97	9.06 %
Cook-Pre	0.31	47.39 %
Chimney	0.30	21.30 %
Small-Ap	0.06	6.57 %
In-Stove	0.04	5.01 %
Total	8.48	25.95 %

Branch *	MTD Sales L	Brand Share %
POY1	0.44	15.99 %
NVL2	0.30	11.44 %
POY2	0.19	7.76 %
ULP1	0.14	12.20 %
STP1	0.07	10.69 %
TRK1	0.07	5.48 %
VCM1	0.06	12.05 %
WHUT		0.00 %
Total	8.48	25.95 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	2.23	24.83 %
Gas-Stov	2.17	34.28 %
Fan	1.75	14.74 %
Grinder	0.83	127.32 %
Cook-Pre	0.47	64.05 %
Small-Ap	0.12	16.26 %
Chimney	0.08	7.84 %
In-Stove	-0.02	-1.23 %
Total	7.63	23.96 %

Branch *	MTD Sales L	Brand Share %
WJD1	0.35	19.17 %
TRL1	0.23	7.16 %
BGR1	0.14	19.07 %
KPM1	0.12	10.85 %
PTU1	0.11	17.70 %
CGM1	0.10	12.32 %
AKM1	0.09	7.35 %
WHVL		0.00 %
Total	7.63	23.96 %