



TN : BUTERFLY Sales Performance 12/05/2026 9:27 AM

MTD Sales
111.01 L

Brand Share %
19.55 %

Information:

MTD : 01-05-2026 To 11-05-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **19.55 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	35.12	23.28 %
Gas-Stov	24.28	24.92 %
Grinder	19.56	23.73 %
Fan	17.80	11.13 %
Chimney	6.63	18.62 %
Cook-Pre	6.17	55.36 %
Small-Ap	1.43	7.96 %
In-Stove	0.02	0.13 %
Flask	0.01	100.00 %
Total	111.01	19.55 %

Sales Zone	MTD Sales L	Brand Share %
WEST-02	16.65	29.55 %
SOUTH-01	16.35	16.28 %
TRICHY-01	13.90	21.53 %
SOUTH-03	13.72	17.46 %
WEST-01	12.57	24.20 %
CHENNAI-01	10.28	10.64 %
CHENNAI-02	10.16	20.30 %
SOUTH ARCOT	9.06	26.08 %
NORTH ARCOT	8.32	24.04 %
Total	111.01	19.55 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	6.75	34.91 %
Gas-Stov	3.97	33.93 %
Chimney	1.87	28.38 %
Grinder	1.73	71.23 %
Fan	1.40	10.69 %
Cook-Pre	0.83	66.09 %
Small-Ap	0.10	13.47 %
Total	16.65	29.55 %

Branch *	MTD Sales L	Brand Share %
HSR2	0.55	13.22 %
HSR1	0.43	17.53 %
SLM3	0.36	11.28 %
KRI1	0.35	12.70 %
NKL2	0.20	10.62 %
SLM2	0.20	9.74 %
DPR1	0.15	8.60 %
APN1	0.09	5.61 %
TCG1	0.07	16.82 %
WHPD		0.00 %
WZWH		0.00 %
Total	16.65	29.55 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	4.87	17.81 %
Grinder	3.78	24.58 %
Gas-Stov	3.45	20.29 %
Fan	1.47	5.06 %
Cook-Pre	1.37	52.94 %
Chimney	1.18	26.62 %
Small-Ap	0.27	8.32 %
In-Stove	-0.04	-2.79 %
Total	16.35	16.28 %

Branch *	MTD Sales L	Brand Share %
KVT1	1.60	19.17 %
TVL1	1.12	14.11 %
VLY1	0.54	17.78 %
TKS1	0.48	15.13 %
TUT1	0.47	5.67 %
MMT1	0.34	16.24 %
APK2	0.27	11.75 %
VKM1	0.25	11.49 %
TKY1	0.22	12.18 %
SNL1	0.22	9.93 %
SGT1	0.18	15.35 %
UDN1	0.16	14.15 %
ASM1	0.15	13.38 %
MAR1	0.15	3.44 %
SDI1	0.14	16.64 %
PDI1	0.13	9.15 %
SVK1	0.11	4.21 %
KYR1	0.10	4.55 %
TKS2	0.09	1.89 %
SKD1	0.08	7.52 %
VNR1	0.08	7.35 %
TUT2	0.06	1.80 %
S2SD		0.00 %
WHTV		0.00 %
Total	16.35	16.28 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	3.83	23.25 %
Fan	3.50	16.07 %
Gas-Stov	2.77	25.11 %
Grinder	2.42	27.93 %
Chimney	0.60	17.15 %
Cook-Pre	0.57	56.22 %
Small-Ap	0.23	12.22 %
Total	13.90	21.53 %

Branch *	MTD Sales L	Brand Share %
TRY1	0.98	13.99 %
TNJ2	0.63	12.81 %
TYR1	0.50	16.58 %
PBR2	0.32	7.08 %
ORU1	0.26	17.06 %
TTP1	0.20	19.04 %
TVR1	0.20	19.39 %
TRY3	0.18	10.28 %
TRY4	0.17	12.41 %
NGT1	0.15	7.13 %
KIK1	0.14	7.55 %
MSI1	0.13	18.24 %
NMM1	0.12	10.45 %
APM1	0.07	3.88 %
TZSD		0.00 %
WTRZ		0.00 %
Total	13.90	21.53 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	4.60	24.13 %
Gas-Stov	3.30	24.97 %
Grinder	2.74	22.65 %
Fan	1.31	5.87 %
Cook-Pre	0.98	63.74 %
Chimney	0.60	9.16 %
Small-Ap	0.18	5.70 %
Flask	0.01	100.00 %
Total	13.72	17.46 %

Branch *	MTD Sales L	Brand Share %
MDU1	0.98	10.21 %
DGL1	0.73	8.31 %
MDU6	0.57	14.97 %
TEN2	0.30	14.36 %
TMM1	0.27	9.05 %
MPA1	0.25	12.82 %
KRR1	0.25	15.91 %
CBM1	0.25	13.05 %
DKI1	0.25	14.20 %
SVG1	0.21	17.13 %
TPT1	0.16	8.23 %
SGP1	0.15	17.75 %
PVI1	0.12	10.88 %
USL1	0.12	14.54 %
PNI1	0.09	7.11 %
MDU4	0.09	6.40 %
MDU2	0.07	1.89 %
MLR1	0.07	3.86 %
KYK1	0.04	2.25 %
ATG1	0.04	2.63 %
NTM1	0.03	7.47 %
SZSD		0.00 %
WHMD		0.00 %
Total	13.72	17.46 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	3.96	25.09 %
Gas-Stov	3.23	36.52 %
Grinder	2.28	29.35 %
Chimney	1.25	23.64 %
Fan	1.04	10.05 %
Cook-Pre	0.65	63.74 %
Small-Ap	0.11	7.02 %
In-Stove	0.04	2.71 %
Total	12.57	24.20 %

Branch *	MTD Sales L	Brand Share %
CBE2	1.14	18.76 %
CBE1	0.32	11.21 %
CBE5	0.31	17.15 %
SUL1	0.28	9.98 %
GBM1	0.12	18.07 %
CNR1	0.11	10.40 %
DPM2	0.10	12.33 %
TPR4	0.10	17.91 %
PLI1	0.05	2.25 %
KGI1	0.03	4.58 %
WHCB		0.00 %
WZSD		0.00 %
Total	12.57	24.20 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fan	3.76	15.68 %
Mixie	2.31	10.87 %
Grinder	1.76	7.50 %
Gas-Stov	1.22	8.63 %
Cook-Pre	0.55	38.92 %
Chimney	0.53	12.56 %
Small-Ap	0.15	3.53 %
Total	10.28	10.64 %

Branch *	MTD Sales L	Brand Share %
CH19	0.98	19.24 %
CH42	0.84	17.61 %
CH49	0.59	10.41 %
CH47	0.58	9.64 %
CH05	0.44	9.20 %
CH07	0.41	8.51 %
CH48	0.39	8.31 %
CH25	0.38	12.89 %
CH28	0.33	10.05 %
MRM1	0.31	13.67 %
CH14	0.25	8.39 %
CH22	0.22	11.25 %
GUD2	0.21	12.72 %
CH38	0.21	10.63 %
CH39	0.19	8.69 %
CH30	0.19	10.80 %
CGL1	0.12	14.42 %
SKL1	0.11	11.41 %
CH45	0.10	4.23 %
GUD1	0.10	3.00 %
CH16	0.07	2.46 %
AVD1	0.05	4.34 %
CH29	0.03	4.53 %
CZWH		0.00 %
MC09		0.00 %
WCHN		0.00 %
WHC3		0.00 %
Total	10.28	10.64 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	3.26	26.30 %
Fan	2.46	15.91 %
Gas-Stov	2.19	23.76 %
Grinder	1.43	20.88 %
Cook-Pre	0.38	47.63 %
Small-Ap	0.22	13.82 %
Chimney	0.22	8.84 %
Total	10.16	20.30 %

Branch *	MTD Sales L	Brand Share %
CH18	0.62	15.58 %
CH03	0.47	15.27 %
CH12	0.35	13.58 %
PON1	0.22	17.87 %
CH27	0.20	15.76 %
CH46	0.16	12.36 %
CH23	0.15	11.86 %
CH24	0.13	5.21 %
CH43	0.13	5.34 %
CH21	0.11	5.32 %
CH31	0.02	3.69 %
CH01		0.00 %
CH06		0.00 %
CH41		0.00 %
CH51		0.00 %
MC05		0.00 %
MC06		0.00 %
Total	10.16	20.30 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	3.11	33.11 %
Grinder	2.44	49.77 %
Gas-Stov	1.75	32.30 %
Fan	1.01	8.98 %
Cook-Pre	0.36	47.89 %
Chimney	0.30	21.30 %
Small-Ap	0.06	6.46 %
In-Stove	0.04	4.89 %
Total	9.06	26.08 %

Branch *	MTD Sales L	Brand Share %
POY1	0.44	15.70 %
NVL2	0.30	11.17 %
POY2	0.19	7.61 %
ULP1	0.18	12.72 %
TRK1	0.12	8.29 %
STP1	0.07	9.32 %
VCM1	0.06	10.61 %
WHUT		0.00 %
Total	9.06	26.08 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	2.43	24.82 %
Gas-Stov	2.39	35.08 %
Fan	1.86	14.62 %
Grinder	0.97	122.67 %
Cook-Pre	0.49	62.03 %
Small-Ap	0.12	15.17 %
Chimney	0.08	6.80 %
In-Stove	-0.02	-1.07 %
Total	8.32	24.04 %

Branch *	MTD Sales L	Brand Share %
VEL2	0.68	19.09 %
TRL1	0.23	6.64 %
AKM1	0.18	13.83 %
BGR1	0.14	17.98 %
CGM1	0.14	15.89 %
KPM1	0.12	10.48 %
PTU1	0.11	17.70 %
WHVL		0.00 %
Total	8.32	24.04 %