



# TN : BUTERFLY Sales Performance 14/05/2026 9:27 AM

MTD Sales  
126.84 L

Brand Share %  
19.64 %

Information:

MTD : 01-05-2026 To 13-05-2026

\* Branch where in Brand Share % is less than Overall State's Brand Share **19.64 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	40.12	23.52 %
Gas-Stov	28.12	25.21 %
Grinder	23.10	24.37 %
Fan	19.16	10.66 %
Chimney	7.40	18.89 %
Cook-Pre	7.22	55.75 %
Small-Ap	1.68	8.53 %
In-Stove	0.03	0.20 %
Flask	0.01	100.00 %
<b>Total</b>	<b>126.84</b>	<b>19.64 %</b>

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	19.80	16.92 %
WEST-02	18.63	29.06 %
SOUTH-03	16.18	17.78 %
TRICHY-01	15.31	20.97 %
WEST-01	14.67	24.58 %
CHENNAI-02	11.44	20.32 %
CHENNAI-01	11.21	10.62 %
SOUTH ARCOT	10.75	26.72 %
NORTH ARCOT	8.86	22.79 %
<b>Total</b>	<b>126.84</b>	<b>19.64 %</b>

## SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	6.05	19.10 %
Grinder	4.79	26.45 %
Gas-Stov	4.10	20.63 %
Fan	1.72	5.16 %
Cook-Pre	1.69	55.53 %
Chimney	1.18	22.97 %
Small-Ap	0.31	8.47 %
In-Stove	-0.04	-1.76 %
<b>Total</b>	<b>19.80</b>	<b>16.92 %</b>

Branch *	MTD Sales L	Brand Share %
KVT1	1.68	18.55 %
TVL1	1.45	15.06 %
TCN1	0.72	18.27 %
TKS1	0.63	16.83 %
TUT1	0.47	4.87 %
MMT1	0.38	15.53 %
STU2	0.37	19.51 %
APK2	0.27	10.29 %
VKM1	0.25	9.01 %
SDI1	0.22	19.25 %
TKY1	0.22	11.11 %
SNL1	0.22	9.37 %
MAR1	0.19	3.73 %
SGT1	0.18	15.08 %
SVK1	0.18	6.15 %
UDN1	0.16	13.65 %
KYR1	0.16	5.96 %
ASM1	0.15	10.81 %
VNR1	0.15	11.44 %
PDI1	0.15	9.34 %
TKS2	0.13	2.54 %
SKD1	0.13	9.05 %
TUT2	0.06	1.66 %
S2SD		0.00 %
WHTV		0.00 %
<b>Total</b>	<b>19.80</b>	<b>16.92 %</b>

**WEST-02**

Property	MTD Sales L	Brand Share %
Mixie	7.44	34.67 %
Gas-Stov	4.57	34.88 %
Grinder	1.98	64.95 %
Chimney	1.94	28.33 %
Fan	1.58	10.01 %
Cook-Pre	0.98	68.99 %
Small-Ap	0.14	16.14 %
<b>Total</b>	<b>18.63</b>	<b>29.06 %</b>

Branch *	MTD Sales L	Brand Share %
HSR2	0.66	14.42 %
SLM3	0.53	15.54 %
HSR1	0.47	17.52 %
KRI1	0.37	11.46 %
SLM2	0.25	10.74 %
NKL2	0.23	10.33 %
DPR1	0.16	8.11 %
APN1	0.09	4.91 %
WHPD		0.00 %
WZWH		0.00 %
<b>Total</b>	<b>18.63</b>	<b>29.06 %</b>

**SOUTH-03**

Property	MTD Sales L	Brand Share %
Mixie	5.38	24.51 %
Gas-Stov	4.02	26.18 %
Grinder	3.12	21.07 %
Fan	1.59	6.21 %
Cook-Pre	1.25	62.70 %
Chimney	0.60	8.52 %
Small-Ap	0.19	5.68 %
In-Stove	0.02	2.31 %
Flask	0.01	100.00 %
<b>Total</b>	<b>16.18</b>	<b>17.78 %</b>

Branch *	MTD Sales L	Brand Share %
MDU1	1.15	10.96 %
DGL1	0.85	8.61 %
MDU6	0.70	15.96 %
TEN2	0.36	14.76 %
MPA1	0.36	13.75 %
TMM1	0.34	9.51 %
CBM1	0.30	12.43 %
KRR1	0.29	17.58 %
DKI1	0.26	14.21 %
SVG1	0.26	16.26 %
TPT1	0.16	6.70 %
PVI1	0.16	10.01 %
PNI1	0.16	10.79 %
MDU4	0.14	8.84 %
USL1	0.12	14.54 %
MDU2	0.09	1.99 %
MLR1	0.07	3.18 %
KYK1	0.04	2.07 %
ATG1	0.04	2.07 %
NTM1	0.03	6.77 %
SZSD		0.00 %
WHMD		0.00 %
<b>Total</b>	<b>16.18</b>	<b>17.78 %</b>

**TRICHY-01**

Property	MTD Sales L	Brand Share %
Mixie	4.25	22.58 %
Fan	3.57	15.09 %
Gas-Stov	3.07	24.46 %
Grinder	2.79	27.16 %
Cook-Pre	0.68	55.08 %
Chimney	0.67	18.82 %
Small-Ap	0.28	13.98 %
<b>Total</b>	<b>15.31</b>	<b>20.97 %</b>

Branch *	MTD Sales L	Brand Share %
TRY1	0.98	13.26 %
TNJ1	0.76	18.82 %
TNJ2	0.65	12.50 %
TYR1	0.50	14.53 %
PBR2	0.36	7.12 %
KUM2	0.33	19.30 %
ORU1	0.26	15.79 %
TVR1	0.20	16.79 %
TRY3	0.18	8.13 %
TRY4	0.17	11.20 %
NGT1	0.17	6.86 %
KIK1	0.16	8.33 %
NMM1	0.12	9.11 %
APM1	0.11	5.27 %
TZSD		0.00 %
WTRZ		0.00 %
<b>Total</b>	<b>15.31</b>	<b>20.97 %</b>

**WEST-01**

Property	MTD Sales L	Brand Share %
Mixie	4.54	25.99 %
Gas-Stov	3.76	36.52 %
Grinder	2.62	29.86 %
Chimney	1.74	28.66 %
Fan	1.15	9.71 %
Cook-Pre	0.70	59.75 %
Small-Ap	0.12	7.08 %
In-Stove	0.04	1.53 %
<b>Total</b>	<b>14.67</b>	<b>24.58 %</b>

Branch *	MTD Sales L	Brand Share %
CBE5	0.39	19.63 %
CBE1	0.32	10.49 %
SUL1	0.28	8.85 %
PDM1	0.23	18.60 %
CNR1	0.19	15.68 %
GBM1	0.12	15.87 %
KGI1	0.11	12.02 %
DPM2	0.10	11.21 %
TPR4	0.10	16.52 %
PLI1	0.05	2.11 %
WHCB		0.00 %
WZSD		0.00 %
<b>Total</b>	<b>14.67</b>	<b>24.58 %</b>

## CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	3.66	25.86 %
Gas-Stov	2.61	24.65 %
Fan	2.57	15.16 %
Grinder	1.75	22.62 %
Cook-Pre	0.38	45.57 %
Small-Ap	0.25	14.56 %
Chimney	0.22	7.96 %
<b>Total</b>	<b>11.44</b>	<b>20.32 %</b>

Branch *	MTD Sales L	Brand Share %
CH18	0.70	15.34 %
CH03	0.67	18.52 %
CH12	0.48	15.45 %
CH46	0.25	17.00 %
PON1	0.22	16.83 %
CH27	0.20	13.49 %
CH23	0.15	9.72 %
CH24	0.13	4.84 %
CH43	0.13	4.54 %
CH21	0.11	4.48 %
CH31	0.02	3.69 %
CH01		0.00 %
CH06		0.00 %
CH41		0.00 %
CH51		0.00 %
MC05		0.00 %
MC06		0.00 %
<b>Total</b>	<b>11.44</b>	<b>20.32 %</b>

## CHENNAI-01

Property	MTD Sales L	Brand Share %
Fan	3.94	15.02 %
Mixie	2.59	10.89 %
Grinder	1.90	7.76 %
Gas-Stov	1.32	8.38 %
Chimney	0.66	14.05 %
Cook-Pre	0.64	40.71 %
Small-Ap	0.17	3.75 %
<b>Total</b>	<b>11.21</b>	<b>10.62 %</b>

Branch *	MTD Sales L	Brand Share %
CH42	0.98	17.29 %
CH47	0.67	10.06 %
CH49	0.59	9.86 %
CH05	0.53	8.99 %
CH07	0.45	8.98 %
CH48	0.39	7.44 %
CH25	0.38	11.44 %
CH28	0.36	10.17 %
MRM1	0.31	13.44 %
CH14	0.28	8.67 %
CH30	0.28	12.33 %
CH38	0.25	11.51 %
CH22	0.23	11.46 %
GUD2	0.21	11.59 %
CH39	0.19	7.14 %
CH45	0.14	5.52 %
CH16	0.13	3.93 %
CGL1	0.12	12.11 %
SKL1	0.11	11.41 %
GUD1	0.10	2.89 %
AVD1	0.05	4.18 %
CH29	0.03	4.18 %
CZWH		0.00 %
MC09		0.00 %
WCHN		0.00 %
WHC3		0.00 %
<b>Total</b>	<b>11.21</b>	<b>10.62 %</b>

## SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	3.54	33.47 %
Grinder	3.10	47.73 %
Gas-Stov	2.10	32.88 %
Fan	1.19	9.43 %
Cook-Pre	0.42	48.38 %
Chimney	0.30	21.30 %
Small-Ap	0.06	6.25 %
In-Stove	0.04	4.30 %
<b>Total</b>	<b>10.75</b>	<b>26.72 %</b>

Branch *	MTD Sales L	Brand Share %
POY1	0.60	18.43 %
NVL2	0.37	13.00 %
ULP1	0.23	14.14 %
POY2	0.22	8.41 %
TRK1	0.13	6.72 %
VCM1	0.10	15.55 %
STP1	0.07	8.26 %
WHUT		0.00 %
<b>Total</b>	<b>10.75</b>	<b>26.72 %</b>

## NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	2.66	24.87 %
Gas-Stov	2.59	33.56 %
Fan	1.86	13.37 %
Grinder	1.05	101.30 %
Cook-Pre	0.49	58.79 %
Small-Ap	0.15	17.92 %
Chimney	0.08	4.81 %
In-Stove	-0.02	-0.86 %
<b>Total</b>	<b>8.86</b>	<b>22.79 %</b>

Branch *	MTD Sales L	Brand Share %
VEL2	0.68	18.17 %
WJD1	0.39	17.56 %
TRL1	0.23	6.46 %
AKM1	0.21	13.76 %
BGR1	0.18	18.38 %
CGM1	0.14	13.54 %
KPM1	0.12	9.34 %
WHVL		0.00 %
<b>Total</b>	<b>8.86</b>	<b>22.79 %</b>