



# TN : BUTERFLY Sales Performance 15/05/2026 9:27 AM

MTD Sales  
133.89 L

Brand Share %  
19.53 %

Information:

MTD : 01-05-2026 To 14-05-2026

\* Branch where in Brand Share % is less than Overall State's Brand Share **19.53 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	42.49	23.53 %
Gas-Stov	29.88	25.16 %
Grinder	24.68	24.44 %
Fan	19.82	10.41 %
Cook-Pre	7.77	55.89 %
Chimney	7.40	18.22 %
Small-Ap	1.81	8.77 %
In-Stove	0.03	0.17 %
Flask	0.01	100.00 %
<b>Total</b>	<b>133.89</b>	<b>19.53 %</b>

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	20.96	16.75 %
WEST-02	19.41	28.92 %
SOUTH-03	17.10	17.72 %
TRICHY-01	16.53	21.10 %
WEST-01	15.82	23.99 %
CHENNAI-01	11.81	10.67 %
CHENNAI-02	11.69	19.91 %
SOUTH ARCOT	11.29	26.45 %
NORTH ARCOT	9.29	22.84 %
<b>Total</b>	<b>133.89</b>	<b>19.53 %</b>

## SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	6.37	19.11 %
Grinder	5.17	26.66 %
Gas-Stov	4.28	19.69 %
Cook-Pre	1.85	55.72 %
Fan	1.82	5.12 %
Chimney	1.18	22.17 %
Small-Ap	0.32	8.61 %
In-Stove	-0.04	-1.46 %
<b>Total</b>	<b>20.96</b>	<b>16.75 %</b>

Branch *	MTD Sales L	Brand Share %
KVT1	1.71	17.75 %
TVL1	1.49	14.80 %
TCN1	0.74	18.17 %
TKS1	0.70	17.56 %
TUT1	0.57	5.28 %
MMT1	0.38	14.42 %
STU2	0.37	19.33 %
APK2	0.27	9.25 %
VKM1	0.22	7.89 %
SDI1	0.22	18.18 %
TKY1	0.22	10.34 %
SNL1	0.22	9.04 %
MAR1	0.21	3.80 %
VNR1	0.19	13.90 %
SGT1	0.18	15.08 %
SVK1	0.18	5.66 %
UDN1	0.16	13.44 %
KYR1	0.16	5.82 %
TKS2	0.16	2.78 %
ASM1	0.15	9.49 %
PDI1	0.15	8.63 %
SKD1	0.13	7.19 %
TUT2	0.06	1.53 %
S2SD		0.00 %
WHTV		0.00 %
<b>Total</b>	<b>20.96</b>	<b>16.75 %</b>

## WEST-02

Property	MTD Sales L	Brand Share %
Mixie	7.77	34.63 %
Gas-Stov	4.78	35.24 %
Grinder	2.10	66.29 %
Chimney	1.94	27.62 %
Fan	1.61	9.65 %
Cook-Pre	1.06	69.70 %
Small-Ap	0.14	15.64 %
<b>Total</b>	<b>19.41</b>	<b>28.92 %</b>

Branch *	MTD Sales L	Brand Share %
HSR2	0.66	13.57 %
ERD1	0.53	18.13 %
SLM3	0.53	15.44 %
HSR1	0.47	17.52 %
KRI1	0.37	11.29 %
SLM2	0.31	12.63 %
NKL2	0.26	11.12 %
DPR1	0.18	9.04 %
APN1	0.09	4.68 %
WHPD		0.00 %
WZWH		0.00 %
<b>Total</b>	<b>19.41</b>	<b>28.92 %</b>

## SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	5.84	25.39 %
Gas-Stov	4.38	26.70 %
Grinder	3.16	20.20 %
Fan	1.59	5.80 %
Cook-Pre	1.30	62.85 %
Chimney	0.60	8.16 %
Small-Ap	0.20	5.72 %
In-Stove	0.02	1.84 %
Flask	0.01	100.00 %
<b>Total</b>	<b>17.10</b>	<b>17.72 %</b>

Branch *	MTD Sales L	Brand Share %
MDU1	1.15	10.41 %
DGL1	0.85	8.15 %
MDU6	0.80	16.86 %
TMM1	0.37	9.89 %
TEN2	0.36	14.04 %
MPA1	0.36	13.39 %
KPT1	0.32	19.37 %
SVG1	0.31	18.15 %
CBM1	0.30	12.09 %
KRR1	0.29	17.58 %
DKI1	0.26	13.54 %
PNI1	0.24	15.65 %
TPT1	0.18	6.62 %
PVI1	0.16	8.82 %
MDU4	0.14	8.01 %
USL1	0.12	14.54 %
MDU2	0.09	1.93 %
MLR1	0.07	3.52 %
KYK1	0.04	1.96 %
ATG1	0.04	2.05 %
NTM1	0.03	6.28 %
SZSD		0.00 %
WHMD		0.00 %
<b>Total</b>	<b>17.10</b>	<b>17.72 %</b>

**TRICHY-01**

Property	MTD Sales L	Brand Share %
Mixie	4.65	22.96 %
Fan	3.67	14.77 %
Gas-Stov	3.33	25.00 %
Grinder	3.15	28.07 %
Cook-Pre	0.72	54.02 %
Chimney	0.67	17.97 %
Small-Ap	0.33	15.90 %
<b>Total</b>	<b>16.53</b>	<b>21.10 %</b>

Branch *	MTD Sales L	Brand Share %
TRY1	1.08	13.75 %
TNJ1	0.76	17.88 %
TNJ2	0.75	14.01 %
TYR1	0.58	16.21 %
PBR2	0.41	7.72 %
ORU1	0.33	18.69 %
TRY4	0.20	11.62 %
TRY3	0.19	7.43 %
MSI1	0.17	19.24 %
NGT1	0.17	6.55 %
KIK1	0.16	7.84 %
NMM1	0.12	8.47 %
APM1	0.11	4.99 %
TZSD		0.00 %
WTRZ		0.00 %
<b>Total</b>	<b>16.53</b>	<b>21.10 %</b>

**WEST-01**

Property	MTD Sales L	Brand Share %
Mixie	4.87	25.64 %
Gas-Stov	4.07	36.82 %
Grinder	2.82	28.07 %
Chimney	1.74	27.15 %
Fan	1.34	10.19 %
Cook-Pre	0.79	60.07 %
Small-Ap	0.15	7.17 %
In-Stove	0.04	1.24 %
<b>Total</b>	<b>15.82</b>	<b>23.99 %</b>

Branch *	MTD Sales L	Brand Share %
CBE5	0.42	18.54 %
CBE1	0.35	9.36 %
SUL1	0.28	8.30 %
PDM1	0.23	17.15 %
KGI1	0.22	19.23 %
CNR1	0.19	13.08 %
DPM2	0.14	14.28 %
PLI1	0.12	4.48 %
WHCB		0.00 %
WZSD		0.00 %
<b>Total</b>	<b>15.82</b>	<b>23.99 %</b>

## CHENNAI-01

Property	MTD Sales L	Brand Share %
Fan	4.09	14.92 %
Mixie	2.72	10.85 %
Grinder	1.99	7.89 %
Gas-Stov	1.46	8.79 %
Cook-Pre	0.70	41.77 %
Chimney	0.66	13.34 %
Small-Ap	0.18	3.92 %
<b>Total</b>	<b>11.81</b>	<b>10.67 %</b>

Branch *	MTD Sales L	Brand Share %
CH42	1.19	19.25 %
CH47	0.67	9.52 %
CH49	0.59	9.76 %
CH05	0.55	8.90 %
CH07	0.49	9.46 %
CH25	0.48	12.95 %
CH48	0.43	7.74 %
CH28	0.38	10.30 %
CH30	0.32	13.24 %
MRM1	0.31	11.25 %
CH14	0.28	8.37 %
CH38	0.25	10.88 %
CH22	0.23	10.81 %
GUD2	0.21	10.87 %
CH39	0.19	6.81 %
CH45	0.14	5.01 %
CH16	0.13	3.79 %
CGL1	0.12	10.30 %
SKL1	0.11	11.41 %
GUD1	0.10	2.77 %
AVD1	0.05	4.08 %
CH29	0.03	3.37 %
CZWH		0.00 %
MC09		0.00 %
WCHN		0.00 %
WHC3		0.00 %
<b>Total</b>	<b>11.81</b>	<b>10.67 %</b>

## CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	3.72	24.81 %
Gas-Stov	2.69	24.20 %
Fan	2.61	14.74 %
Grinder	1.84	23.08 %
Cook-Pre	0.38	44.12 %
Small-Ap	0.25	14.23 %
Chimney	0.22	7.96 %
<b>Total</b>	<b>11.69</b>	<b>19.91 %</b>

Branch *	MTD Sales L	Brand Share %
CH18	0.70	14.80 %
CH03	0.67	17.67 %
CH12	0.57	17.15 %
CH46	0.25	16.24 %
PON1	0.22	16.27 %
CH27	0.20	13.49 %
GPD1	0.20	18.94 %
CH23	0.15	9.72 %
CH24	0.13	4.55 %
CH43	0.13	4.33 %
CH21	0.11	4.15 %
CH31	0.02	3.52 %
CH01		0.00 %
CH06		0.00 %
CH41		0.00 %
CH51		0.00 %
MC05		0.00 %
MC06		0.00 %
<b>Total</b>	<b>11.69</b>	<b>19.91 %</b>

## SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	3.74	32.68 %
Grinder	3.32	46.89 %
Gas-Stov	2.18	33.11 %
Fan	1.19	9.00 %
Cook-Pre	0.44	48.37 %
Chimney	0.30	21.30 %
Small-Ap	0.08	7.29 %
In-Stove	0.04	4.10 %
<b>Total</b>	<b>11.29</b>	<b>26.45 %</b>

Branch *	MTD Sales L	Brand Share %
POY1	0.65	18.76 %
NVL2	0.37	12.10 %
POY2	0.28	10.23 %
ULP1	0.23	13.67 %
TRK1	0.13	6.33 %
VCM1	0.11	14.75 %
STP1	0.10	9.96 %
WHUT		0.00 %
<b>Total</b>	<b>11.29</b>	<b>26.45 %</b>

## NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	2.81	25.25 %
Gas-Stov	2.71	32.41 %
Fan	1.89	13.30 %
Grinder	1.13	96.67 %
Cook-Pre	0.54	59.14 %
Small-Ap	0.15	17.66 %
Chimney	0.08	4.81 %
In-Stove	-0.02	-0.80 %
<b>Total</b>	<b>9.29</b>	<b>22.84 %</b>

Branch *	MTD Sales L	Brand Share %
VEL2	0.68	17.06 %
WJD1	0.42	17.36 %
TRL1	0.27	6.93 %
AKM1	0.21	13.56 %
KPM1	0.12	9.34 %
WHVL		0.00 %
<b>Total</b>	<b>9.29</b>	<b>22.84 %</b>