



TN : BUTERFLY Sales Performance 16/04/2026 9:27 AM

MTD Sales
168.97 L

Brand Share %
17.17 %

Information:

MTD : 01-04-2026 To 15-04-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **17.17 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	48.40	21.45 %
Gas-Stov	35.08	24.12 %
Fan	31.13	8.48 %
Grinder	28.57	21.77 %
Cook-Pre	11.90	65.31 %
Chimney	10.43	21.60 %
Small-Ap	3.22	11.70 %
In-Stove	0.23	1.13 %
Flask	0.01	100.00 %
Total	168.97	17.17 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	26.32	15.32 %
WEST-02	25.05	22.62 %
SOUTH-03	21.15	14.39 %
TRICHY-01	19.95	18.17 %
WEST-01	19.78	22.42 %
CHENNAI-01	15.80	11.29 %
CHENNAI-02	14.69	17.15 %
SOUTH ARCOT	13.69	21.47 %
NORTH ARCOT	12.55	18.65 %
Total	168.97	17.17 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	6.83	18.04 %
Grinder	5.79	24.19 %
Gas-Stov	4.74	18.28 %
Fan	4.50	6.64 %
Cook-Pre	2.12	68.36 %
Chimney	1.65	25.65 %
Small-Ap	0.68	12.40 %
In-Stove	0.02	1.39 %
Total	26.32	15.32 %

Branch *	MTD Sales L	Brand Share %
KVT1	2.05	16.15 %
TVL1	1.55	12.74 %
VNR2	1.12	14.40 %
TUT1	0.98	7.19 %
TKS1	0.96	15.14 %
TKS2	0.84	7.93 %
MAR1	0.60	9.42 %
MMT1	0.48	15.15 %
SNL1	0.47	11.75 %
SDI1	0.42	15.26 %
VLV1	0.42	8.60 %
APK2	0.39	14.38 %
KYR1	0.31	7.86 %
SKD1	0.29	9.31 %
PDI1	0.28	11.03 %
VKM1	0.27	10.70 %
SGT1	0.23	13.27 %
SVK1	0.23	3.76 %
TUT2	0.23	3.83 %
COL1	0.22	13.65 %
UDN1	0.17	7.66 %
S2SD		0.00 %
WHTV		0.00 %
Total	26.32	15.32 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	9.14	32.85 %
Gas-Stov	5.53	38.71 %
Fan	3.06	6.51 %
Grinder	2.99	34.69 %
Chimney	2.60	33.99 %
Cook-Pre	1.50	71.65 %
Small-Ap	0.18	12.41 %
In-Stove	0.04	2.44 %
Total	25.05	22.62 %

Branch *	MTD Sales L	Brand Share %
HSR1	0.74	16.20 %
KRI1	0.59	10.60 %
SLM2	0.55	13.35 %
KAM1	0.39	14.01 %
NKL2	0.39	9.97 %
RSP1	0.38	12.77 %
SGI1	0.28	12.34 %
SGG1	0.27	15.25 %
APN1	0.24	7.52 %
EPI1	0.24	7.59 %
BMD1	0.20	10.79 %
WHKP		0.00 %
WHPD		0.00 %
WZWH		0.00 %
Total	25.05	22.62 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	4.83	16.82 %
Gas-Stov	4.41	21.74 %
Fan	4.26	6.81 %
Grinder	3.45	17.56 %
Cook-Pre	2.46	80.56 %
Chimney	1.24	17.42 %
Small-Ap	0.49	11.14 %
Total	21.15	14.39 %

Branch *	MTD Sales L	Brand Share %
MDU1	1.96	13.64 %
DGL1	1.05	9.26 %
MDU6	0.79	11.60 %
TMM1	0.66	9.38 %
MPA1	0.64	11.85 %
KPT1	0.49	12.63 %
TPT1	0.46	9.33 %
MDU4	0.45	12.54 %
NKI1	0.40	13.36 %
MDU3	0.36	11.61 %
MDU5	0.34	6.68 %
PNI1	0.32	10.54 %
TEN2	0.30	5.52 %
SVG1	0.22	11.14 %
USL1	0.21	9.29 %
KRR1	0.20	10.77 %
SGP1	0.18	12.47 %
KYK1	0.18	8.34 %
MLR1	0.14	6.23 %
MDU2	0.10	1.04 %
NTM1	0.09	5.11 %
ATG1	0.08	2.96 %
SZSD		5.11 %
Total	21.15	14.39 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	5.85	20.94 %
Fan	4.29	10.10 %
Grinder	3.75	25.60 %
Gas-Stov	3.58	23.36 %
Chimney	1.08	34.47 %
Cook-Pre	0.86	40.35 %
Small-Ap	0.53	18.82 %
Flask	0.01	100.00 %
Total	19.95	18.17 %

Branch *	MTD Sales L	Brand Share %
TRY1	1.20	10.75 %
TYR1	1.04	15.67 %
TNJ1	1.00	17.13 %
PBR2	0.64	11.91 %
TNJ2	0.64	11.51 %
MDI1	0.61	16.36 %
ORU1	0.48	15.06 %
TRY3	0.40	14.53 %
NMM1	0.36	11.93 %
MSI1	0.31	13.84 %
KIK1	0.30	7.27 %
PDK1	0.27	15.91 %
TRY4	0.22	6.32 %
NGT1	0.17	4.09 %
APM1	0.10	6.88 %
TZSD		0.00 %
WTRZ		0.00 %
Total	19.95	18.17 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	5.92	27.07 %
Gas-Stov	4.81	33.03 %
Fan	3.59	12.19 %
Grinder	2.93	28.45 %
Chimney	1.46	21.15 %
Cook-Pre	0.76	45.83 %
Small-Ap	0.30	12.60 %
In-Stove	0.02	1.66 %
Total	19.78	22.42 %

Branch *	MTD Sales L	Brand Share %
TPR1	0.71	16.10 %
PLI1	0.62	12.96 %
SUL1	0.47	12.21 %
CBE5	0.30	11.48 %
CBE1	0.27	6.56 %
CBE3	0.20	14.18 %
ANR1	0.20	16.06 %
DPM2	0.16	11.59 %
TPR4	0.11	8.63 %
GDR1	0.05	7.95 %
KGI1		0.00 %
WHCB		0.00 %
WZSD		0.00 %
Total	19.78	22.42 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mixie	3.88	12.98 %
Gas-Stov	3.09	14.02 %
Fan	3.03	8.25 %
Grinder	2.96	9.65 %
Cook-Pre	1.69	65.85 %
Chimney	0.76	11.07 %
Small-Ap	0.36	6.31 %
In-Stove	0.02	0.36 %
Total	15.80	11.29 %

Branch *	MTD Sales L	Brand Share %
CH47	1.12	9.82 %
CH07	0.91	13.70 %
CH39	0.50	13.83 %
CH05	0.50	4.91 %
CH49	0.46	6.14 %
CH14	0.43	8.35 %
CH48	0.43	9.03 %
CGL1	0.41	14.80 %
MRM1	0.41	11.63 %
CH25	0.34	7.77 %
GUD2	0.31	8.49 %
CH38	0.27	9.42 %
CH30	0.24	6.40 %
CZWH	0.19	1.53 %
SKL1	0.18	11.18 %
CH22	0.13	5.25 %
CH37	0.11	13.50 %
KNR1	0.07	11.76 %
GUD1	0.07	1.86 %
AVD1	0.05	2.58 %
CH40	0.02	6.65 %
CH16		0.00 %
WCHN		0.00 %
WHC3		0.00 %
Total	15.80	11.29 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Gas-Stov	3.89	25.35 %
Mixie	3.76	17.54 %
Fan	3.12	11.97 %
Grinder	2.43	24.32 %
Cook-Pre	0.96	70.82 %
Small-Ap	0.29	10.79 %
Chimney	0.16	4.50 %
In-Stove	0.08	1.46 %
Total	14.69	17.15 %

Branch *	MTD Sales L	Brand Share %
CH03	0.80	9.79 %
CH12	0.60	14.66 %
CH50	0.53	12.60 %
CH33	0.33	13.09 %
CH36	0.26	14.05 %
CH24	0.23	6.30 %
CH27	0.22	13.12 %
CH41	0.21	10.51 %
CH43	0.20	3.61 %
CH31	0.16	16.90 %
CH06	0.15	6.19 %
CH46	0.15	9.19 %
CH21	0.07	1.57 %
CH01		0.00 %
CH23		0.00 %
CH51		0.00 %
Total	14.69	17.15 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	4.65	31.40 %
Grinder	2.74	30.92 %
Gas-Stov	2.59	31.15 %
Fan	2.00	7.71 %
Chimney	0.86	42.14 %
Cook-Pre	0.71	58.94 %
Small-Ap	0.14	13.20 %
Total	13.69	21.47 %

Branch *	MTD Sales L	Brand Share %
POY1	1.26	16.88 %
ULP1	0.64	15.40 %
VPM1	0.24	15.54 %
PRT1	0.23	7.96 %
NVL2	0.15	3.76 %
STP1	0.09	6.65 %
Total	13.69	21.47 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	3.53	23.21 %
Fan	3.28	11.25 %
Gas-Stov	2.43	26.22 %
Grinder	1.53	33.97 %
Cook-Pre	0.85	79.16 %
Chimney	0.62	13.58 %
Small-Ap	0.25	16.20 %
In-Stove	0.06	3.00 %
Total	12.55	18.65 %

Branch *	MTD Sales L	Brand Share %
TRR1	1.09	16.11 %
VEL1	0.80	16.98 %
KPM2	0.73	14.58 %
TRL1	0.51	9.49 %
ABR1	0.36	12.11 %
ARC2	0.35	15.78 %
WJD1	0.34	16.18 %
KPM1	0.21	11.49 %
CYR1	0.11	11.86 %
UGI1	0.09	12.75 %
Total	12.55	18.65 %