



# TN : BUTERFLY Sales Performance 17/04/2026 9:27 AM

MTD Sales  
178.03 L

Brand Share %  
17.21 %

Information:

MTD : 01-04-2026 To 16-04-2026

\* Branch where in Brand Share % is less than Overall State's Brand Share **17.21 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	50.63	21.53 %
Gas-Stov	36.76	24.05 %
Fan	34.30	8.80 %
Grinder	29.50	21.59 %
Cook-Pre	12.25	64.32 %
Chimney	11.03	21.63 %
Small-Ap	3.32	11.54 %
In-Stove	0.23	1.11 %
Flask	0.01	100.00 %
<b>Total</b>	<b>178.03</b>	<b>17.21 %</b>

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	28.03	15.44 %
WEST-02	26.36	22.60 %
SOUTH-03	22.77	14.65 %
TRICHY-01	21.44	18.53 %
WEST-01	20.88	22.54 %
CHENNAI-01	16.12	11.03 %
CHENNAI-02	15.25	16.94 %
SOUTH ARCOT	14.16	21.32 %
NORTH ARCOT	13.02	18.62 %
<b>Total</b>	<b>178.03</b>	<b>17.21 %</b>

## SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	7.13	18.05 %
Grinder	5.96	23.52 %
Fan	5.19	7.13 %
Gas-Stov	5.09	18.82 %
Cook-Pre	2.14	67.74 %
Chimney	1.81	26.86 %
Small-Ap	0.70	12.51 %
In-Stove	0.02	1.35 %
<b>Total</b>	<b>28.03</b>	<b>15.44 %</b>

Branch *	MTD Sales L	Brand Share %
KVT1	2.12	15.86 %
TVL1	1.91	14.49 %
VNR2	1.12	13.57 %
TKS1	0.99	15.23 %
TUT1	0.98	6.89 %
TKS2	0.92	8.17 %
VNR1	0.63	17.04 %
MAR1	0.60	9.14 %
MMT1	0.50	14.77 %
SNL1	0.47	11.50 %
SDI1	0.42	14.32 %
VLY1	0.42	8.37 %
APK2	0.39	13.18 %
SKD1	0.34	10.17 %
PDI1	0.32	11.98 %
KYR1	0.31	7.72 %
VKM1	0.29	10.90 %
SVK1	0.26	4.18 %
SGT1	0.23	12.74 %
TUT2	0.23	3.60 %
COL1	0.22	12.54 %
UDN1	0.21	9.21 %
S2SD		0.00 %
WHTV		0.00 %
<b>Total</b>	<b>28.03</b>	<b>15.44 %</b>

## WEST-02

Property	MTD Sales L	Brand Share %
Mixie	9.52	32.95 %
Gas-Stov	5.90	38.88 %
Fan	3.35	6.75 %
Grinder	3.08	33.95 %
Chimney	2.74	33.03 %
Cook-Pre	1.52	70.48 %
Small-Ap	0.19	12.15 %
In-Stove	0.04	2.46 %
<b>Total</b>	<b>26.36</b>	<b>22.60 %</b>

Branch *	MTD Sales L	Brand Share %
HSR1	0.76	15.43 %
KRI1	0.62	10.60 %
SLM2	0.55	12.66 %
NKL2	0.44	10.74 %
KAM1	0.39	12.83 %
RSP1	0.38	12.52 %
SGI1	0.32	13.73 %
SGG1	0.31	16.95 %
APN1	0.24	6.98 %
EPI1	0.24	7.47 %
BMD1	0.20	10.34 %
WHKP		0.00 %
WHPD		0.00 %
WZWH		0.00 %
<b>Total</b>	<b>26.36</b>	<b>22.60 %</b>

## SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	5.17	17.19 %
Fan	4.90	7.35 %
Gas-Stov	4.66	21.74 %
Grinder	3.66	17.90 %
Cook-Pre	2.64	79.55 %
Chimney	1.24	16.14 %
Small-Ap	0.50	10.83 %
<b>Total</b>	<b>22.77</b>	<b>14.65 %</b>

Branch *	MTD Sales L	Brand Share %
MDU1	2.03	13.67 %
DGL1	1.11	9.54 %
MDU6	0.86	11.26 %
TMM1	0.69	9.50 %
MPA1	0.69	12.45 %
KPT1	0.52	13.08 %
TPT1	0.49	9.58 %
MDU3	0.46	13.80 %
MDU4	0.46	12.34 %
NKI1	0.42	13.64 %
PNI1	0.36	10.95 %
MDU5	0.34	6.21 %
TEN2	0.30	5.33 %
KRR1	0.23	11.52 %
SVG1	0.22	9.67 %
USL1	0.21	9.04 %
SGP1	0.18	11.48 %
KYK1	0.18	8.12 %
MLR1	0.14	6.13 %
MDU2	0.13	1.36 %
NTM1	0.09	4.85 %
ATG1	0.08	2.81 %
SZSD		3.17 %
<b>Total</b>	<b>22.77</b>	<b>14.65 %</b>

### TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	6.43	21.96 %
Fan	4.76	10.48 %
Grinder	3.93	25.87 %
Gas-Stov	3.66	22.77 %
Chimney	1.22	37.33 %
Cook-Pre	0.89	39.74 %
Small-Ap	0.54	18.46 %
Flask	0.01	100.00 %
<b>Total</b>	<b>21.44</b>	<b>18.53 %</b>

Branch *	MTD Sales L	Brand Share %
TRY1	1.33	11.39 %
TYR1	1.15	16.01 %
TNJ2	0.71	12.60 %
PBR2	0.68	11.70 %
MDI1	0.66	16.43 %
ORU1	0.48	14.50 %
TRY3	0.40	13.58 %
NMM1	0.40	12.77 %
MSI1	0.31	13.59 %
KIK1	0.30	7.16 %
PDK1	0.27	15.29 %
TRY4	0.22	6.16 %
NGT1	0.20	4.54 %
APM1	0.16	10.11 %
TZSD		0.00 %
WTRZ		0.00 %
<b>Total</b>	<b>21.44</b>	<b>18.53 %</b>

### WEST-01

Property	MTD Sales L	Brand Share %
Mixie	6.22	27.16 %
Gas-Stov	4.93	32.63 %
Fan	3.98	12.84 %
Grinder	3.04	27.90 %
Chimney	1.62	22.35 %
Cook-Pre	0.76	45.24 %
Small-Ap	0.31	11.87 %
In-Stove	0.02	1.64 %
<b>Total</b>	<b>20.88</b>	<b>22.54 %</b>

Branch *	MTD Sales L	Brand Share %
PLI1	0.65	13.63 %
SUL1	0.53	12.47 %
CBE5	0.34	11.72 %
CBE1	0.27	6.51 %
CBE3	0.20	13.45 %
ANR1	0.20	16.06 %
DPM2	0.16	11.59 %
TPR4	0.11	8.31 %
GDR1	0.05	7.95 %
KGI1		0.00 %
WHCB		0.00 %
WZSD		0.00 %
<b>Total</b>	<b>20.88</b>	<b>22.54 %</b>

### CHENNAI-01

Property	MTD Sales L	Brand Share %
Mixie	3.98	12.74 %
Fan	3.17	8.22 %
Gas-Stov	3.17	13.61 %
Grinder	2.96	9.48 %
Cook-Pre	1.69	63.01 %
Chimney	0.76	10.13 %
Small-Ap	0.37	6.26 %
In-Stove	0.02	0.35 %
<b>Total</b>	<b>16.12</b>	<b>11.03 %</b>

Branch *	MTD Sales L	Brand Share %
CH47	1.24	9.75 %
CH07	0.93	13.30 %
CH39	0.50	13.26 %
CH05	0.50	4.53 %
CH49	0.46	5.87 %
MRM1	0.44	12.46 %
CH14	0.43	7.94 %
CH48	0.43	8.48 %
CGL1	0.41	14.07 %
CH25	0.34	7.27 %
GUD2	0.31	8.36 %
CH38	0.27	9.49 %
CH30	0.24	6.40 %
CZWH	0.19	1.53 %
SKL1	0.18	11.18 %
CH22	0.13	5.24 %
CH37	0.11	13.50 %
KNR1	0.07	11.76 %
GUD1	0.07	1.75 %
AVD1	0.05	2.51 %
CH40	0.02	6.65 %
CH16		0.00 %
MC09		0.00 %
WCHN		0.00 %
WHC3		0.00 %
<b>Total</b>	<b>16.12</b>	<b>11.03 %</b>

### CHENNAI-02

Property	MTD Sales L	Brand Share %
Gas-Stov	4.01	24.78 %
Mixie	3.80	17.02 %
Fan	3.37	12.09 %
Grinder	2.55	23.88 %
Cook-Pre	1.00	70.43 %
Small-Ap	0.29	10.45 %
Chimney	0.16	4.50 %
In-Stove	0.08	1.45 %
<b>Total</b>	<b>15.25</b>	<b>16.94 %</b>

Branch *	MTD Sales L	Brand Share %
CH03	0.84	9.93 %
CH12	0.60	14.28 %
CH50	0.53	12.46 %
CH33	0.44	15.53 %
CH36	0.26	14.05 %
CH24	0.25	6.48 %
CH27	0.22	12.50 %
CH41	0.21	10.43 %
CH43	0.20	3.45 %
CH06	0.15	5.82 %
CH46	0.15	9.00 %
CH21	0.08	1.57 %
CH23	0.03	2.23 %
CH01		0.00 %
CH51		0.00 %
<b>Total</b>	<b>15.25</b>	<b>16.94 %</b>

## SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	4.77	31.06 %
Grinder	2.80	30.05 %
Gas-Stov	2.75	31.19 %
Fan	2.11	7.80 %
Chimney	0.86	42.14 %
Cook-Pre	0.73	58.43 %
Small-Ap	0.14	13.05 %
<b>Total</b>	<b>14.16</b>	<b>21.32 %</b>

Branch *	MTD Sales L	Brand Share %
POY1	1.26	16.10 %
ULP1	0.67	15.84 %
TRK1	0.42	17.18 %
VPM1	0.24	15.27 %
PRT1	0.23	7.96 %
NVL2	0.15	3.67 %
STP1	0.13	8.63 %
TVM2	0.12	14.57 %
<b>Total</b>	<b>14.16</b>	<b>21.32 %</b>

## NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	3.61	23.08 %
Fan	3.46	11.29 %
Gas-Stov	2.59	26.72 %
Grinder	1.53	33.97 %
Cook-Pre	0.88	77.59 %
Chimney	0.62	13.33 %
Small-Ap	0.28	16.55 %
In-Stove	0.06	2.87 %
<b>Total</b>	<b>13.02</b>	<b>18.62 %</b>

Branch *	MTD Sales L	Brand Share %
TRR1	1.10	16.17 %
VEL1	0.82	16.57 %
KPM2	0.73	14.34 %
TRL1	0.54	9.27 %
ABR1	0.36	11.85 %
ARC2	0.35	15.31 %
KPM1	0.21	10.85 %
CGM1	0.20	16.45 %
CYR1	0.14	14.18 %
UGI1	0.09	12.62 %
<b>Total</b>	<b>13.02</b>	<b>18.62 %</b>