



TN : BUTERFLY Sales Performance 17/05/2026 9:27 AM

MTD Sales
153.67 L

Brand Share %
19.39 %

Information:

MTD : 01-05-2026 To 16-05-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **19.39 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	49.26	23.47 %
Gas-Stov	34.74	24.70 %
Grinder	29.16	24.66 %
Fan	20.83	9.78 %
Cook-Pre	8.92	54.76 %
Chimney	8.54	18.46 %
Small-Ap	2.17	9.00 %
In-Stove	0.03	0.14 %
Flask	0.01	100.00 %
Total	153.67	19.39 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	25.30	16.96 %
WEST-02	21.90	27.90 %
SOUTH-03	19.80	17.56 %
TRICHY-01	19.65	21.40 %
WEST-01	18.21	24.18 %
CHENNAI-02	13.19	19.50 %
CHENNAI-01	12.83	10.41 %
SOUTH ARCOT	12.78	26.51 %
NORTH ARCOT	10.00	21.80 %
Total	153.67	19.39 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	7.38	18.56 %
Grinder	6.73	27.37 %
Gas-Stov	5.29	19.88 %
Cook-Pre	2.08	54.55 %
Fan	2.01	5.04 %
Chimney	1.48	22.54 %
Small-Ap	0.37	7.56 %
In-Stove	-0.04	-1.23 %
Total	25.30	16.96 %

Branch *	MTD Sales L	Brand Share %
TVL1	1.99	16.39 %
KVT1	1.81	15.85 %
TCN1	0.84	18.59 %
TUT1	0.58	4.59 %
MMT1	0.47	14.47 %
STU2	0.42	16.28 %
MAR1	0.34	5.42 %
SNL1	0.34	10.37 %
VKM1	0.32	9.88 %
PDI1	0.28	13.62 %
APK2	0.27	7.78 %
UDN1	0.25	16.35 %
TKY1	0.23	9.77 %
TKS2	0.21	3.15 %
TUT2	0.20	4.87 %
VNR1	0.19	10.74 %
SGT1	0.18	14.02 %
SVK1	0.18	5.15 %
SKD1	0.18	8.86 %
KYR1	0.16	4.73 %
ASM1	0.15	8.81 %
S2SD		0.00 %
WHTV		0.00 %
Total	25.30	16.96 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	9.24	34.65 %
Gas-Stov	5.25	33.11 %
Grinder	2.20	52.45 %
Chimney	2.08	26.68 %
Fan	1.72	9.07 %
Cook-Pre	1.16	66.69 %
Small-Ap	0.26	21.78 %
Total	21.90	27.90 %

Branch *	MTD Sales L	Brand Share %
HSR2	0.66	12.66 %
SLM3	0.59	16.11 %
ERD1	0.53	15.60 %
HSR1	0.49	14.01 %
KRI1	0.42	11.25 %
EPI1	0.40	16.94 %
SLM2	0.31	11.81 %
NKL2	0.28	9.42 %
DPR1	0.18	8.57 %
APN1	0.12	5.34 %
WHPD		0.00 %
WZWH		0.00 %
Total	21.90	27.90 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	6.51	24.48 %
Gas-Stov	4.98	25.15 %
Grinder	3.99	21.46 %
Fan	1.70	5.38 %
Cook-Pre	1.57	60.95 %
Chimney	0.75	8.88 %
Small-Ap	0.26	6.68 %
In-Stove	0.02	1.59 %
Flask	0.01	100.00 %
Total	19.80	17.56 %

Branch *	MTD Sales L	Brand Share %
MDU1	1.40	11.96 %
DGL1	0.91	7.35 %
MDU6	0.88	15.85 %
TMM1	0.67	14.28 %
MDU3	0.55	18.51 %
TEN2	0.39	13.65 %
MPA1	0.37	12.56 %
CBM1	0.37	12.09 %
KPT1	0.32	17.01 %
SVG1	0.31	15.46 %
DKI1	0.29	13.23 %
TPT1	0.29	8.33 %
PNI1	0.28	15.76 %
SGP1	0.22	16.33 %
PVI1	0.16	8.41 %
MDU2	0.15	2.61 %
MDU4	0.14	7.69 %
USL1	0.12	10.09 %
MLR1	0.10	3.77 %
KYK1	0.04	1.62 %
ATG1	0.04	1.74 %
NTM1	0.03	5.14 %
SZSD		0.00 %
WHMD		0.00 %
Total	19.80	17.56 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	5.81	23.99 %
Gas-Stov	3.94	24.83 %
Grinder	3.91	28.81 %
Fan	3.85	13.97 %
Chimney	0.90	22.55 %
Cook-Pre	0.85	54.30 %
Small-Ap	0.38	17.34 %
Total	19.65	21.40 %

Branch *	MTD Sales L	Brand Share %
TRY1	1.29	14.93 %
TVR2	1.04	19.35 %
TNJ2	0.92	15.80 %
TYR1	0.88	19.13 %
PBR2	0.43	7.46 %
ORU1	0.41	18.97 %
TRY4	0.22	9.45 %
NGT1	0.21	7.39 %
TRY3	0.21	7.21 %
MSI1	0.17	15.94 %
KIK1	0.16	6.88 %
NMM1	0.16	8.36 %
APM1	0.11	4.70 %
TZSD		0.00 %
WTRZ		0.00 %
Total	19.65	21.40 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	5.76	26.84 %
Gas-Stov	4.85	37.50 %
Grinder	2.98	26.99 %
Chimney	2.23	30.26 %
Fan	1.38	9.15 %
Cook-Pre	0.84	57.56 %
Small-Ap	0.15	5.95 %
In-Stove	0.04	1.01 %
Total	18.21	24.18 %

Branch *	MTD Sales L	Brand Share %
CBE5	0.46	17.13 %
CBE1	0.44	10.29 %
SUL1	0.28	7.64 %
PDM1	0.26	18.96 %
CNR1	0.24	16.14 %
DPM2	0.24	15.34 %
KMD1	0.20	17.67 %
PLI1	0.12	3.74 %
WHCB		0.00 %
WZSD		0.00 %
Total	18.21	24.18 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	4.32	25.07 %
Gas-Stov	3.10	23.60 %
Fan	2.72	13.32 %
Grinder	2.14	23.98 %
Cook-Pre	0.43	43.37 %
Small-Ap	0.27	13.40 %
Chimney	0.22	7.49 %
Total	13.19	19.50 %

Branch *	MTD Sales L	Brand Share %
CH18	0.77	14.43 %
CH03	0.67	15.83 %
CH46	0.25	14.21 %
CH27	0.25	12.80 %
CH23	0.23	13.65 %
PON1	0.22	14.98 %
CH43	0.20	6.28 %
GPD1	0.20	17.55 %
CH24	0.13	4.09 %
CH21	0.11	3.62 %
CH41	0.04	3.30 %
CH31	0.02	3.36 %
CH01		0.00 %
CH06		0.00 %
CH51		0.00 %
MC05		0.00 %
MC06		0.00 %
Total	13.19	19.50 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fan	4.27	14.27 %
Mixie	2.91	10.30 %
Grinder	2.24	8.11 %
Gas-Stov	1.83	9.48 %
Cook-Pre	0.85	44.53 %
Chimney	0.51	9.51 %
Small-Ap	0.22	4.17 %
Total	12.83	10.41 %

Branch *	MTD Sales L	Brand Share %
CH42	1.32	19.33 %
CH05	0.69	9.74 %
CH47	0.67	8.55 %
CH49	0.59	8.64 %
CH35	0.55	18.41 %
CH07	0.52	9.20 %
CH48	0.52	8.31 %
CH25	0.48	11.37 %
CH28	0.40	9.88 %
CH30	0.34	13.02 %
CH14	0.32	8.00 %
MRM1	0.31	9.36 %
CH38	0.28	10.57 %
CH22	0.23	9.70 %
GUD2	0.21	10.87 %
CH39	0.19	6.34 %
SKL1	0.17	14.43 %
CH45	0.16	4.89 %
CGL1	0.16	12.89 %
CH16	0.15	2.92 %
CH37	0.14	18.43 %
CH29	0.11	8.50 %
GUD1	0.10	2.48 %
AVD1	0.05	3.91 %
CZWH		0.00 %
MC09		0.00 %
WCHN		0.00 %
WHC3		0.00 %
Total	12.83	10.41 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	4.27	32.30 %
Grinder	3.77	46.31 %
Gas-Stov	2.63	33.73 %
Fan	1.19	8.45 %
Cook-Pre	0.47	42.14 %
Chimney	0.30	19.47 %
Small-Ap	0.11	8.73 %
In-Stove	0.04	3.65 %
Total	12.78	26.51 %

Branch *	MTD Sales L	Brand Share %
POY1	0.69	16.79 %
POY2	0.37	13.13 %
NVL2	0.37	10.63 %
PRT1	0.33	16.14 %
ULP1	0.29	14.36 %
TRK1	0.15	6.78 %
STP1	0.14	13.43 %
VCM1	0.12	13.80 %
WHUT		0.00 %
Total	12.78	26.51 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	3.07	24.52 %
Gas-Stov	2.86	30.78 %
Fan	2.00	12.80 %
Grinder	1.20	75.20 %
Cook-Pre	0.67	59.78 %
Small-Ap	0.15	16.35 %
Chimney	0.08	3.44 %
In-Stove	-0.02	-0.75 %
Total	10.00	21.80 %

Branch *	MTD Sales L	Brand Share %
VEL2	0.71	15.04 %
WJD1	0.44	17.53 %
TRL1	0.32	7.32 %
CGM1	0.24	18.79 %
AKM1	0.23	12.38 %
BGR1	0.22	19.00 %
KPM1	0.12	9.34 %
WHVL		0.00 %
Total	10.00	21.80 %