



# TN : BUTERFLY Sales Performance 20/05/2026 9:27 AM

MTD Sales  
181.08 L

Brand Share %  
18.93 %

Information:

MTD : 01-05-2026 To 19-05-2026

\* Branch where in Brand Share % is less than Overall State's Brand Share **18.93 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	58.76	23.37 %
Gas-Stov	41.58	23.90 %
Grinder	34.53	24.24 %
Fan	23.01	9.02 %
Cook-Pre	10.91	55.46 %
Chimney	9.62	17.36 %
Small-Ap	2.63	9.12 %
In-Stove	0.03	0.12 %
Flask	0.01	100.00 %
<b>Total</b>	<b>181.08</b>	<b>18.93 %</b>

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	30.16	16.78 %
WEST-02	25.47	26.86 %
TRICHY-01	23.55	21.25 %
SOUTH-03	23.34	16.73 %
WEST-01	21.59	22.98 %
SOUTH ARCOT	15.58	27.15 %
CHENNAI-01	15.36	10.38 %
CHENNAI-02	14.61	18.55 %
NORTH ARCOT	11.41	21.30 %
<b>Total</b>	<b>181.08</b>	<b>18.93 %</b>

## SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	9.04	19.14 %
Grinder	8.03	26.24 %
Gas-Stov	6.69	20.07 %
Cook-Pre	2.54	56.89 %
Fan	2.08	4.41 %
Chimney	1.40	18.63 %
Small-Ap	0.44	7.43 %
In-Stove	-0.04	-1.05 %
<b>Total</b>	<b>30.16</b>	<b>16.78 %</b>

Branch *	MTD Sales L	Brand Share %
TVL1	2.65	18.08 %
KVT1	2.24	16.20 %
TCN1	0.98	17.08 %
TUT1	0.66	4.60 %
MMT1	0.57	15.45 %
SNL1	0.49	12.86 %
STU2	0.42	14.09 %
MAR1	0.40	5.72 %
PDI1	0.36	13.52 %
VKM1	0.34	10.00 %
APK2	0.31	7.13 %
TKY1	0.30	10.55 %
UDN1	0.29	15.78 %
SGT1	0.27	18.75 %
TUT2	0.26	4.93 %
TKS2	0.25	3.21 %
SVK1	0.24	4.82 %
ASM1	0.23	10.88 %
SKD1	0.19	7.48 %
VNR1	0.19	9.01 %
KYR1	0.18	4.50 %
S2SD		0.00 %
WHTV		0.00 %
<b>Total</b>	<b>30.16</b>	<b>16.78 %</b>

## WEST-02

Property	MTD Sales L	Brand Share %
Mixie	11.00	33.92 %
Gas-Stov	6.00	30.49 %
Grinder	2.75	54.10 %
Chimney	2.08	24.39 %
Fan	1.86	8.26 %
Cook-Pre	1.49	65.97 %
Small-Ap	0.30	17.88 %
<b>Total</b>	<b>25.47</b>	<b>26.86 %</b>

Branch *	MTD Sales L	Brand Share %
HSR2	0.88	14.60 %
ERD2	0.82	14.78 %
ERD1	0.73	17.35 %
HSR1	0.70	17.45 %
SLM3	0.65	15.50 %
KRI1	0.51	11.08 %
EPI1	0.46	16.69 %
NKL2	0.40	10.92 %
SLM2	0.33	11.36 %
VKL1	0.28	18.89 %
DPR1	0.18	8.12 %
APN1	0.14	5.35 %
WHPD		0.00 %
WZWH		0.00 %
<b>Total</b>	<b>25.47</b>	<b>26.86 %</b>

## TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	7.05	24.09 %
Gas-Stov	4.98	24.93 %
Grinder	4.75	28.81 %
Fan	4.10	12.67 %
Cook-Pre	1.12	55.94 %
Chimney	1.05	24.38 %
Small-Ap	0.49	18.18 %
<b>Total</b>	<b>23.55</b>	<b>21.25 %</b>

Branch *	MTD Sales L	Brand Share %
TRY1	1.42	14.38 %
TNJ2	1.09	16.46 %
PTK1	1.06	18.18 %
PBR2	0.49	7.48 %
KUM2	0.49	18.76 %
ORU1	0.43	18.31 %
TRY4	0.29	9.43 %
KIK1	0.25	8.00 %
NMM1	0.25	9.24 %
TRY3	0.25	7.30 %
NGT1	0.24	7.23 %
MSI1	0.17	14.43 %
APM1	0.13	4.85 %
TZSD		0.00 %
WTRZ		0.00 %
<b>Total</b>	<b>23.55</b>	<b>21.25 %</b>

### SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	7.51	23.52 %
Gas-Stov	6.12	24.32 %
Grinder	4.63	19.90 %
Fan	1.95	4.97 %
Cook-Pre	1.89	56.99 %
Chimney	0.91	9.06 %
Small-Ap	0.28	5.88 %
In-Stove	0.02	1.19 %
Flask	0.01	100.00 %
<b>Total</b>	<b>23.34</b>	<b>16.73 %</b>

Branch *	MTD Sales L	Brand Share %
MDU1	1.61	11.48 %
MDU6	1.05	15.05 %
DGL1	0.93	6.67 %
TMM1	0.83	13.53 %
MDU3	0.57	15.76 %
CBM1	0.52	14.88 %
TPT1	0.42	9.43 %
TEN2	0.42	11.10 %
DKI1	0.41	15.54 %
MPA1	0.40	12.30 %
SVG1	0.39	15.72 %
KRR1	0.36	18.59 %
KPT1	0.35	15.33 %
PNI1	0.28	14.59 %
SGP1	0.24	15.32 %
MLR1	0.19	5.24 %
MDU2	0.18	2.56 %
PVI1	0.16	6.92 %
MDU4	0.15	6.78 %
USL1	0.12	9.20 %
NTM1	0.08	8.61 %
ATG1	0.06	2.17 %
KYK1	0.04	1.42 %
SZSD		0.00 %
WHMD		0.00 %
<b>Total</b>	<b>23.34</b>	<b>16.73 %</b>

### WEST-01

Property	MTD Sales L	Brand Share %
Mixie	7.05	27.22 %
Gas-Stov	5.69	32.82 %
Grinder	3.40	25.29 %
Chimney	2.67	25.82 %
Fan	1.59	8.75 %
Cook-Pre	0.95	56.59 %
Small-Ap	0.21	7.62 %
In-Stove	0.04	0.82 %
<b>Total</b>	<b>21.59</b>	<b>22.98 %</b>

Branch *	MTD Sales L	Brand Share %
CBE2	2.03	17.87 %
CBE5	0.57	18.41 %
CBE1	0.52	10.18 %
DPM2	0.34	16.91 %
SUL1	0.29	6.09 %
PLI1	0.25	5.39 %
KGI1	0.24	15.86 %
WHCB		0.00 %
WZSD		0.00 %
<b>Total</b>	<b>21.59</b>	<b>22.98 %</b>

## SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	5.32	32.55 %
Grinder	4.41	45.90 %
Gas-Stov	3.30	33.80 %
Fan	1.40	8.79 %
Cook-Pre	0.54	42.54 %
Chimney	0.45	24.15 %
Small-Ap	0.11	7.86 %
In-Stove	0.04	3.32 %
<b>Total</b>	<b>15.58</b>	<b>27.15 %</b>

Branch *	MTD Sales L	Brand Share %
POY2	0.69	17.85 %
NVL2	0.41	10.51 %
PRT1	0.39	16.40 %
ULP1	0.29	12.27 %
TRK1	0.23	8.70 %
VCM1	0.17	16.59 %
STP1	0.16	14.22 %
WHUT		0.00 %
<b>Total</b>	<b>15.58</b>	<b>27.15 %</b>

## CHENNAI-01

Property	MTD Sales L	Brand Share %
Fan	4.76	12.49 %
Mixie	3.71	11.08 %
Grinder	2.59	8.28 %
Gas-Stov	2.29	9.74 %
Cook-Pre	1.04	47.91 %
Chimney	0.69	10.87 %
Small-Ap	0.28	4.68 %
<b>Total</b>	<b>15.36</b>	<b>10.38 %</b>

Branch *	MTD Sales L	Brand Share %
CH07	0.98	13.26 %
CH05	0.84	10.23 %
CH47	0.80	8.53 %
CH35	0.69	18.04 %
CH49	0.56	7.05 %
CH48	0.52	7.64 %
CH25	0.50	10.09 %
CH14	0.45	9.57 %
CH28	0.44	9.92 %
MRM1	0.37	10.12 %
CH30	0.34	12.19 %
GUD2	0.33	13.13 %
CH38	0.28	9.13 %
CGL1	0.25	18.17 %
CH45	0.24	5.55 %
CH22	0.23	7.87 %
CH39	0.21	5.45 %
CH16	0.20	3.13 %
SKL1	0.17	14.43 %
GUD1	0.14	2.78 %
CH29	0.11	7.47 %
AVD1	0.10	6.32 %
CZWH		0.00 %
MC09		0.00 %
WCHN		0.00 %
WHC3		0.00 %
<b>Total</b>	<b>15.36</b>	<b>10.38 %</b>

## CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	4.50	22.57 %
Gas-Stov	3.47	23.26 %
Fan	3.08	13.07 %
Grinder	2.57	24.62 %
Cook-Pre	0.46	39.82 %
Small-Ap	0.32	13.07 %
Chimney	0.22	5.65 %
<b>Total</b>	<b>14.61</b>	<b>18.55 %</b>

Branch *	MTD Sales L	Brand Share %
CH18	1.04	16.05 %
CH50	0.86	18.29 %
CH03	0.81	15.65 %
CH33	0.39	16.45 %
CH46	0.30	15.64 %
CH27	0.29	14.23 %
CH43	0.24	6.39 %
CH23	0.23	13.52 %
PON1	0.22	12.25 %
GPD1	0.20	14.49 %
CH24	0.18	4.50 %
CH21	0.14	4.04 %
CH41	0.04	2.91 %
CH31	0.02	2.83 %
CH01		0.00 %
CH06		0.00 %
CH51		0.00 %
MC05		0.00 %
MC06		0.00 %
<b>Total</b>	<b>14.61</b>	<b>18.55 %</b>

## NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	3.57	24.00 %
Gas-Stov	3.05	29.47 %
Fan	2.18	12.13 %
Grinder	1.40	63.31 %
Cook-Pre	0.89	65.06 %
Small-Ap	0.19	17.66 %
Chimney	0.16	5.91 %
In-Stove	-0.02	-0.61 %
<b>Total</b>	<b>11.41</b>	<b>21.30 %</b>

Branch *	MTD Sales L	Brand Share %
KPM2	0.99	18.36 %
VEL2	0.89	16.54 %
VNB1	0.55	17.97 %
AKM1	0.36	16.39 %
TRL1	0.32	6.15 %
CGM1	0.24	14.69 %
KPM1	0.12	7.57 %
WHVL		0.00 %
<b>Total</b>	<b>11.41</b>	<b>21.30 %</b>