



TN : BUTERFLY Sales Performance 21/03/2026 9:27 AM

MTD Sales
169.35 L

Brand Share %
16.17 %

Information:

MTD : 01-03-2026 To 20-03-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **16.17 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	52.50	21.60 %
Gas-Stov	41.99	23.20 %
Grinder	28.49	20.77 %
Cook-Pre	14.43	45.89 %
In-Stove	12.53	8.92 %
Chimney	11.06	24.36 %
Small-Ap	5.00	14.50 %
Fan	3.30	1.41 %
Flask	0.04	100.00 %
Total	169.35	16.17 %

Sales Zone	MTD Sales L	Brand Share %
WEST-02	25.28	21.70 %
SOUTH-01	23.07	13.87 %
WEST-01	22.96	21.99 %
SOUTH-03	21.90	14.22 %
TRICHY-01	16.35	14.88 %
CHENNAI-02	16.07	16.85 %
NORTH ARCOT	14.84	20.92 %
CHENNAI-01	14.81	8.62 %
SOUTH ARCOT	14.06	24.31 %
Total	169.35	16.17 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	10.35	32.38 %
Gas-Stov	6.30	29.55 %
Grinder	2.74	28.49 %
Chimney	1.98	25.68 %
In-Stove	1.21	6.96 %
Cook-Pre	1.21	32.08 %
Fan	0.90	3.96 %
Small-Ap	0.57	29.74 %
Total	25.28	21.70 %

Branch *	MTD Sales L	Brand Share %
SLM1	1.20	14.25 %
HSR2	0.76	10.80 %
NKL2	0.64	14.58 %
KRI1	0.50	13.67 %
HSR1	0.47	11.24 %
MTR1	0.36	13.02 %
SLM2	0.33	11.33 %
EPI1	0.27	6.27 %
APN1	0.19	4.94 %
SGG1	0.18	9.05 %
KAM1	0.12	5.91 %
WZWH		0.00 %
Total	25.28	21.70 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	6.51	15.39 %
Gas-Stov	5.11	17.48 %
Grinder	4.44	17.34 %
Cook-Pre	3.14	53.68 %
In-Stove	1.50	7.62 %
Chimney	1.43	20.72 %
Small-Ap	0.67	10.42 %
Fan	0.27	0.90 %
Total	23.07	13.87 %

Branch *	MTD Sales L	Brand Share %
KVT1	1.41	12.26 %
TVL1	1.37	11.40 %
VNR2	1.22	13.55 %
TUT1	1.04	5.57 %
TKS1	0.82	15.20 %
TKS2	0.62	6.61 %
VLY1	0.49	10.78 %
APK2	0.46	14.22 %
MAR1	0.42	8.77 %
SNL1	0.35	9.01 %
VKM1	0.28	10.24 %
MMT1	0.22	6.51 %
VNR1	0.18	8.25 %
SKD1	0.16	5.83 %
TUT2	0.15	2.79 %
KYR1	0.15	4.07 %
SVK1	0.13	2.54 %
TKY1	0.10	6.10 %
S2SD		0.00 %
Total	23.07	13.87 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	7.05	31.31 %
Gas-Stov	6.31	32.37 %
Grinder	3.37	28.32 %
Chimney	2.00	29.21 %
In-Stove	1.93	13.17 %
Cook-Pre	0.88	27.85 %
Fan	0.79	3.59 %
Small-Ap	0.61	16.00 %
Flask	0.01	100.00 %
Total	22.96	21.99 %

Branch *	MTD Sales L	Brand Share %
SNR1	0.77	14.92 %
CBE1	0.55	12.03 %
PLI1	0.42	9.81 %
SUL1	0.37	7.24 %
CBE3	0.20	14.56 %
TPR4	0.08	4.63 %
WHCB		0.00 %
WZSD		0.00 %
Total	22.96	21.99 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Gas-Stov	6.29	22.84 %
Mixie	5.84	17.31 %
Grinder	3.10	12.45 %
Cook-Pre	2.90	60.92 %
Chimney	1.50	17.17 %
In-Stove	1.08	7.18 %
Small-Ap	0.63	13.07 %
Fan	0.55	1.59 %
Flask	0.01	100.00 %
Total	21.90	14.22 %

Branch *	MTD Sales L	Brand Share %
DGL1	1.65	11.74 %
MDU1	1.11	7.69 %
TMM1	0.82	11.59 %
MDU7	0.68	15.97 %
MDU6	0.65	11.72 %
TPT1	0.54	10.91 %
MDU2	0.52	5.58 %
KPT1	0.50	14.56 %
MDU4	0.42	13.48 %
TDI1	0.42	15.63 %
DKI1	0.40	15.77 %
SVG1	0.40	13.92 %
PNI1	0.37	12.34 %
PKM1	0.36	13.71 %
PVI1	0.34	12.21 %
MPA1	0.34	8.30 %
KRR1	0.33	12.28 %
NKI1	0.31	11.66 %
USL1	0.28	10.14 %
TEN2	0.25	4.67 %
MNM1	0.21	12.67 %
MLR1	0.21	7.23 %
PNV2	0.20	11.99 %
NTM1	0.20	10.79 %
SGP1	0.16	11.83 %
KYK1	0.10	4.21 %
ATG1	0.10	3.23 %
SZSD		0.00 %
Total	21.90	14.22 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	5.44	20.45 %
Gas-Stov	3.91	19.82 %
Grinder	3.65	20.79 %
Cook-Pre	1.04	32.26 %
In-Stove	1.01	5.66 %
Chimney	0.69	22.73 %
Small-Ap	0.52	13.40 %
Fan	0.08	0.47 %
Flask	0.01	100.00 %
Total	16.35	14.88 %

Branch *	MTD Sales L	Brand Share %
TRY1	0.91	9.21 %
TYR1	0.83	15.53 %
TNJ1	0.81	15.94 %
MDI1	0.57	13.10 %
JKM1	0.45	12.37 %
ORU1	0.30	12.38 %
NGT1	0.29	5.64 %
TRY3	0.28	7.37 %
TNJ2	0.24	3.65 %
TRY4	0.23	6.00 %
APM1	0.23	10.95 %
TVR1	0.19	8.16 %
MSI1	0.14	7.46 %
TRY2	0.10	14.67 %
KIK1	0.09	2.18 %
AYR1	0.06	3.37 %
TZSD		0.00 %
Total	16.35	14.88 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	4.74	18.67 %
Gas-Stov	3.45	19.83 %
Grinder	3.08	25.98 %
In-Stove	1.96	11.87 %
Cook-Pre	1.15	43.38 %
Chimney	1.01	43.67 %
Small-Ap	0.62	15.96 %
Fan	0.07	0.44 %
Total	16.07	16.85 %

Branch *	MTD Sales L	Brand Share %
CH12	0.69	13.67 %
CH03	0.55	4.72 %
CH41	0.46	15.31 %
CH06	0.44	14.88 %
CH17	0.39	11.33 %
CH43	0.36	4.99 %
CH24	0.34	6.99 %
CH36	0.33	14.04 %
CH33	0.30	11.80 %
CH27	0.22	10.37 %
CH23	0.19	13.78 %
GPD1	0.19	9.96 %
CH21	0.17	3.74 %
CH31	0.15	12.59 %
CH51		0.00 %
MC05		0.00 %
MC06		0.00 %
Total	16.07	16.85 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	4.63	25.68 %
Gas-Stov	4.12	34.84 %
In-Stove	1.49	16.75 %
Grinder	1.41	23.92 %
Cook-Pre	1.24	52.64 %
Chimney	0.90	24.84 %
Small-Ap	0.54	26.11 %
Fan	0.51	2.81 %
Flask	0.01	100.00 %
Total	14.84	20.92 %

Branch *	MTD Sales L	Brand Share %
VEL2	0.91	12.79 %
TRL1	0.44	7.45 %
WJP1	0.40	15.85 %
GDM1	0.29	14.80 %
ANI1	0.28	15.03 %
Total	14.84	20.92 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mixie	3.88	14.21 %
Gas-Stov	3.34	13.46 %
Grinder	2.60	12.94 %
In-Stove	1.91	7.75 %
Cook-Pre	1.69	47.11 %
Chimney	0.89	20.72 %
Small-Ap	0.50	8.55 %
Flask	0.01	100.00 %
Fan		0.01 %
Total	14.81	8.62 %

Branch *	MTD Sales L	Brand Share %
CH07	0.82	8.65 %
CH48	0.71	10.97 %
CH05	0.71	6.94 %
CH22	0.48	13.42 %
CH49	0.43	4.21 %
MRM1	0.35	13.33 %
CH25	0.34	4.87 %
CH30	0.34	9.34 %
CH39	0.34	10.53 %
GUD2	0.29	10.05 %
CH38	0.24	6.42 %
AVD1	0.17	5.60 %
CH14	0.15	3.16 %
CH37	0.15	13.97 %
SKL1	0.12	8.18 %
GUD1	0.12	2.69 %
CH16	0.03	0.38 %
CZWH		0.00 %
MC10		0.00 %
Total	14.81	8.62 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Grinder	4.10	42.10 %
Mixie	4.05	26.63 %
Gas-Stov	3.16	32.66 %
Cook-Pre	1.19	56.53 %
Chimney	0.65	34.65 %
In-Stove	0.46	7.68 %
Small-Ap	0.33	18.74 %
Fan	0.12	1.07 %
Flask	0.01	100.00 %
Total	14.06	24.31 %

Branch *	MTD Sales L	Brand Share %
POY1	0.93	15.58 %
VPM2	0.52	15.47 %
ULP1	0.48	14.03 %
KLM1	0.40	14.08 %
TRK1	0.32	13.24 %
NVL2	0.31	8.97 %
VCM1	0.22	15.08 %
Total	14.06	24.31 %