



TN : BUTERFLY Sales Performance 21/05/2026 9:27 AM

MTD Sales
187.69 L

Brand Share %
18.72 %

Information:

MTD : 01-05-2026 To 20-05-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **18.72 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	60.70	23.15 %
Gas-Stov	43.55	23.69 %
Grinder	35.80	24.08 %
Fan	23.54	8.82 %
Cook-Pre	11.38	55.15 %
Chimney	9.92	17.15 %
Small-Ap	2.76	8.99 %
In-Stove	0.03	0.11 %
Flask	0.01	100.00 %
Total	187.69	18.72 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	31.22	16.54 %
WEST-02	26.32	26.73 %
SOUTH-03	24.50	16.47 %
TRICHY-01	24.26	20.77 %
WEST-01	22.27	22.80 %
SOUTH ARCOT	16.27	26.78 %
CHENNAI-01	15.79	10.30 %
CHENNAI-02	15.15	18.42 %
NORTH ARCOT	11.92	21.31 %
Total	187.69	18.72 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	9.29	18.85 %
Grinder	8.24	25.97 %
Gas-Stov	7.06	20.02 %
Cook-Pre	2.65	55.91 %
Fan	2.15	4.39 %
Chimney	1.40	16.65 %
Small-Ap	0.48	7.68 %
In-Stove	-0.04	-0.93 %
Total	31.22	16.54 %

Branch *	MTD Sales L	Brand Share %
TVL1	2.71	17.93 %
KVT1	2.28	15.66 %
TKS1	1.13	17.32 %
TCN1	1.06	16.84 %
TUT1	0.72	4.81 %
PKD1	0.65	18.64 %
MMT1	0.57	15.10 %
SNL1	0.49	12.14 %
STU2	0.42	13.55 %
MAR1	0.41	5.62 %
PDI1	0.38	13.53 %
VKM1	0.34	9.57 %
TKY1	0.34	11.32 %
UDN1	0.33	17.11 %
APK2	0.31	6.66 %
TKS2	0.28	3.34 %
SGT1	0.27	18.40 %
TUT2	0.26	4.67 %
SVK1	0.24	4.54 %
ASM1	0.23	10.43 %
SKD1	0.19	7.09 %
VNR1	0.19	8.70 %
KYR1	0.18	4.15 %
S2SD		0.00 %
WHTV		0.00 %
Total	31.22	16.54 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	11.29	33.97 %
Gas-Stov	6.31	30.56 %
Grinder	2.86	53.64 %
Chimney	2.08	23.34 %
Fan	1.89	8.13 %
Cook-Pre	1.58	65.13 %
Small-Ap	0.31	17.93 %
Total	26.32	26.73 %

Branch *	MTD Sales L	Brand Share %
HSR2	0.93	14.71 %
ERD2	0.89	15.75 %
ERD1	0.81	18.55 %
HSR1	0.70	17.12 %
SLM3	0.68	15.80 %
KRI1	0.62	12.60 %
EPI1	0.46	15.97 %
NKL2	0.40	10.66 %
SLM2	0.33	10.71 %
DPR1	0.27	11.56 %
APN1	0.14	5.27 %
WHPD		0.00 %
WZWH		0.00 %
Total	26.32	26.73 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	7.80	22.96 %
Gas-Stov	6.51	23.94 %
Grinder	4.99	20.13 %
Cook-Pre	1.99	56.33 %
Fan	1.95	4.64 %
Chimney	0.91	9.06 %
Small-Ap	0.31	5.75 %
In-Stove	0.02	1.10 %
Flask	0.01	100.00 %
Total	24.50	16.47 %

Branch *	MTD Sales L	Brand Share %
MDU1	1.76	11.42 %
MDU6	1.27	15.68 %
DGL1	0.93	6.20 %
TMM1	0.84	12.06 %
MDU3	0.57	15.40 %
CBM1	0.52	14.25 %
TPT1	0.46	9.35 %
MPA1	0.44	12.74 %
DKI1	0.43	15.38 %
TEN2	0.42	10.47 %
KPT1	0.39	16.22 %
SVG1	0.39	15.44 %
KRR1	0.36	18.20 %
PNI1	0.30	13.57 %
SGP1	0.24	14.51 %
MDU2	0.22	3.06 %
MLR1	0.19	5.10 %
PVI1	0.16	6.63 %
MDU4	0.15	6.32 %
USL1	0.12	8.43 %
NTM1	0.08	8.24 %
ATG1	0.06	2.15 %
KYK1	0.06	1.85 %
SZSD		0.00 %
WHMD		0.00 %
Total	24.50	16.47 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	7.33	23.87 %
Gas-Stov	5.08	23.83 %
Grinder	4.93	28.68 %
Fan	4.17	12.29 %
Cook-Pre	1.18	56.33 %
Chimney	1.05	21.69 %
Small-Ap	0.51	17.89 %
Total	24.26	20.77 %

Branch *	MTD Sales L	Brand Share %
TRY1	1.42	13.74 %
TNJ2	1.17	16.67 %
TVR2	1.16	18.65 %
PTK1	1.12	17.41 %
PBR2	0.56	7.96 %
ORU1	0.45	18.64 %
TRY4	0.36	11.34 %
NMM1	0.29	10.29 %
KIK1	0.25	7.65 %
TRY3	0.25	7.00 %
NGT1	0.24	6.88 %
MSI1	0.17	14.23 %
APM1	0.14	5.12 %
TZSD		0.00 %
WTRZ		0.00 %
Total	24.26	20.77 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	7.30	27.23 %
Gas-Stov	5.93	32.73 %
Grinder	3.40	24.17 %
Chimney	2.82	26.93 %
Fan	1.59	8.40 %
Cook-Pre	0.95	56.34 %
Small-Ap	0.23	7.62 %
In-Stove	0.04	0.79 %
Total	22.27	22.80 %

Branch *	MTD Sales L	Brand Share %
CBE2	2.10	17.92 %
CBE5	0.57	17.13 %
CBE1	0.52	10.10 %
DPM2	0.34	16.91 %
SUL1	0.29	5.95 %
PLI1	0.25	5.39 %
KGI1	0.24	13.15 %
GBM1	0.19	18.34 %
WHCB		0.00 %
WZSD		0.00 %
Total	22.27	22.80 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	5.58	32.27 %
Grinder	4.59	43.88 %
Gas-Stov	3.37	32.39 %
Fan	1.40	8.53 %
Chimney	0.60	27.40 %
Cook-Pre	0.58	43.56 %
Small-Ap	0.12	8.37 %
In-Stove	0.04	3.13 %
Total	16.27	26.78 %

Branch *	MTD Sales L	Brand Share %
POY1	1.15	18.15 %
PRT1	0.41	15.51 %
NVL2	0.41	10.19 %
ULP1	0.34	13.93 %
TRK1	0.23	8.37 %
VCM1	0.17	16.31 %
STP1	0.16	12.89 %
WHUT		0.00 %
Total	16.27	26.78 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fan	4.88	12.32 %
Mixie	3.80	11.01 %
Grinder	2.59	8.14 %
Gas-Stov	2.45	9.90 %
Cook-Pre	1.09	48.64 %
Chimney	0.69	10.55 %
Small-Ap	0.29	4.59 %
Total	15.79	10.30 %

Branch *	MTD Sales L	Brand Share %
CH07	0.98	12.47 %
CH05	0.89	10.35 %
CH47	0.80	8.07 %
CH35	0.69	17.69 %
CH49	0.64	7.71 %
CH48	0.52	7.44 %
CH14	0.51	9.94 %
CH25	0.50	9.54 %
CH28	0.47	10.30 %
MRM1	0.37	9.53 %
CH30	0.34	11.96 %
GUD2	0.33	13.13 %
CH45	0.31	6.55 %
CH38	0.28	8.69 %
CGL1	0.25	16.40 %
CH22	0.23	7.63 %
CH39	0.21	5.15 %
CH16	0.20	3.07 %
SKL1	0.17	13.98 %
GUD1	0.17	3.19 %
CH29	0.11	7.15 %
AVD1	0.10	6.01 %
CZWH		0.00 %
MC09		0.00 %
WCHN		0.00 %
WHC3		0.00 %
Total	15.79	10.30 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	4.65	22.54 %
Gas-Stov	3.54	22.87 %
Fan	3.19	12.83 %
Grinder	2.76	25.37 %
Cook-Pre	0.48	38.83 %
Small-Ap	0.32	12.88 %
Chimney	0.22	5.65 %
Total	15.15	18.42 %

Branch *	MTD Sales L	Brand Share %
CH18	1.04	15.58 %
CH50	0.86	18.11 %
CH03	0.77	14.32 %
CH33	0.43	16.69 %
CH46	0.30	15.32 %
CH27	0.29	13.96 %
CH43	0.24	5.99 %
CH23	0.23	13.39 %
PON1	0.22	12.00 %
GPD1	0.20	14.10 %
CH24	0.18	4.22 %
CH21	0.14	3.90 %
CH41	0.04	2.36 %
CH31	0.02	2.63 %
CH01		0.00 %
CH06		0.00 %
CH51		0.00 %
MC05		0.00 %
MC06		0.00 %
Total	15.15	18.42 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	3.65	23.24 %
Gas-Stov	3.30	30.80 %
Fan	2.32	12.36 %
Grinder	1.44	60.74 %
Cook-Pre	0.89	65.06 %
Small-Ap	0.19	15.86 %
Chimney	0.16	5.91 %
In-Stove	-0.02	-0.59 %
Total	11.92	21.31 %

Branch *	MTD Sales L	Brand Share %
KPM2	0.99	17.30 %
VEL2	0.92	16.42 %
TRL1	0.32	5.94 %
CGM1	0.24	14.07 %
KPM1	0.12	7.53 %
WHVL		0.00 %
Total	11.92	21.31 %