



# TN : BUTERFLY Sales Performance 24/03/2026 9:27 AM

MTD Sales  
202.02 L

Brand Share %  
16.54 %

Information:

MTD : 01-03-2026 To 23-03-2026

\* Branch where in Brand Share % is less than Overall State's Brand Share **16.54 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	64.13	22.23 %
Gas-Stov	49.73	23.75 %
Grinder	34.90	21.52 %
Cook-Pre	17.08	46.65 %
Chimney	13.72	24.70 %
In-Stove	12.67	8.48 %
Small-Ap	5.89	14.30 %
Fan	3.84	1.38 %
Flask	0.04	100.00 %
<b>Total</b>	<b>202.02</b>	<b>16.54 %</b>

Sales Zone	MTD Sales L	Brand Share %
WEST-02	29.41	21.98 %
WEST-01	28.23	22.06 %
SOUTH-01	27.88	14.20 %
SOUTH-03	26.64	14.70 %
TRICHY-01	20.24	15.89 %
CHENNAI-02	19.28	17.27 %
NORTH ARCOT	17.24	21.23 %
CHENNAI-01	16.64	8.56 %
SOUTH ARCOT	16.47	24.43 %
<b>Total</b>	<b>202.02</b>	<b>16.54 %</b>

## WEST-02

Property	MTD Sales L	Brand Share %
Mixie	12.58	33.07 %
Gas-Stov	7.38	30.81 %
Grinder	3.03	28.03 %
Chimney	2.26	26.30 %
Cook-Pre	1.32	31.47 %
In-Stove	1.21	6.88 %
Fan	1.03	3.62 %
Small-Ap	0.60	27.12 %
<b>Total</b>	<b>29.41</b>	<b>21.98 %</b>

Branch *	MTD Sales L	Brand Share %
SLM1	1.44	14.88 %
HSR2	0.86	10.84 %
HSR1	0.75	15.16 %
NKL2	0.67	13.26 %
MTR1	0.52	14.03 %
KRI1	0.50	11.29 %
SLM2	0.37	10.91 %
EPI1	0.31	6.53 %
APN1	0.19	4.35 %
SGG1	0.18	7.78 %
KAM1	0.17	7.01 %
WZWH		0.00 %
<b>Total</b>	<b>29.41</b>	<b>21.98 %</b>

## WEST-01

Property	MTD Sales L	Brand Share %
Mixie	8.58	29.74 %
Gas-Stov	7.66	32.80 %
Grinder	4.54	30.75 %
Chimney	2.80	28.97 %
In-Stove	1.98	13.21 %
Cook-Pre	1.02	28.29 %
Fan	0.96	3.44 %
Small-Ap	0.67	13.84 %
Flask	0.01	100.00 %
<b>Total</b>	<b>28.23</b>	<b>22.06 %</b>

Branch *	MTD Sales L	Brand Share %
CBE4	1.37	15.36 %
TPR1	0.82	14.79 %
CBE1	0.59	10.77 %
PLI1	0.49	9.33 %
SUL1	0.46	7.81 %
CBE3	0.20	12.94 %
TPR4	0.09	4.28 %
WHCB		0.00 %
WZSD		0.00 %
<b>Total</b>	<b>28.23</b>	<b>22.06 %</b>

## SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	7.88	16.13 %
Gas-Stov	6.22	18.33 %
Grinder	5.63	18.21 %
Cook-Pre	3.76	55.16 %
Chimney	1.64	18.64 %
In-Stove	1.50	7.33 %
Small-Ap	0.91	12.43 %
Fan	0.34	0.87 %
<b>Total</b>	<b>27.88</b>	<b>14.20 %</b>

Branch *	MTD Sales L	Brand Share %
KVT1	1.81	13.17 %
VNR2	1.64	15.13 %
TVL1	1.50	10.99 %
TUT1	1.12	5.41 %
TKS1	0.91	13.54 %
VLY1	0.82	14.25 %
TKS2	0.75	6.80 %
APK2	0.57	14.76 %
MAR1	0.50	9.53 %
SNL1	0.44	9.29 %
VKM1	0.30	8.29 %
VNR1	0.25	8.70 %
MMT1	0.25	6.28 %
SKD1	0.24	7.11 %
SVK1	0.18	2.88 %
TUT2	0.17	2.81 %
TKY1	0.15	6.59 %
KYR1	0.15	3.36 %
S2SD		0.00 %
<b>Total</b>	<b>27.88</b>	<b>14.20 %</b>

### SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	7.38	18.75 %
Gas-Stov	7.08	22.39 %
Grinder	4.14	14.31 %
Cook-Pre	3.47	62.18 %
Chimney	1.93	19.55 %
In-Stove	1.16	6.98 %
Small-Ap	0.77	12.54 %
Fan	0.69	1.61 %
Flask	0.01	100.00 %
<b>Total</b>	<b>26.64</b>	<b>14.70 %</b>

Branch *	MTD Sales L	Brand Share %
DGL1	1.65	10.43 %
MDU1	1.34	7.81 %
TMM1	1.04	12.10 %
MDU6	0.68	10.96 %
TPT1	0.64	10.99 %
KPT1	0.60	14.73 %
MDU2	0.56	5.06 %
KRR1	0.53	14.58 %
MDU4	0.44	13.10 %
PNI1	0.44	13.21 %
PKM1	0.43	13.96 %
SVG1	0.42	13.12 %
NKI1	0.41	13.32 %
MPA1	0.36	8.06 %
PVI1	0.34	11.21 %
TEN2	0.33	5.38 %
PNV2	0.32	15.62 %
MLR1	0.31	9.17 %
USL1	0.30	10.01 %
NTM1	0.24	11.47 %
MNM1	0.22	10.80 %
SGP1	0.20	11.54 %
KYK1	0.16	5.75 %
ATG1	0.15	3.48 %
SZSD		0.00 %
<b>Total</b>	<b>26.64</b>	<b>14.70 %</b>

### TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	6.94	21.79 %
Gas-Stov	4.83	21.54 %
Grinder	4.33	21.36 %
Cook-Pre	1.29	34.23 %
Chimney	1.11	30.36 %
In-Stove	1.01	5.40 %
Small-Ap	0.63	14.06 %
Fan	0.08	0.38 %
Flask	0.01	100.00 %
<b>Total</b>	<b>20.24</b>	<b>15.89 %</b>

Branch *	MTD Sales L	Brand Share %
TRY1	1.02	8.73 %
TNJ1	0.93	15.96 %
TYR1	0.90	15.33 %
JKM1	0.55	14.20 %
TNJ2	0.43	5.65 %
TRY4	0.37	7.60 %
NGT1	0.36	6.35 %
ORU1	0.33	11.81 %
TRY3	0.28	6.70 %
AYR1	0.28	13.85 %
TVR1	0.24	8.86 %
APM1	0.23	9.95 %
MSI1	0.17	7.28 %
KIK1	0.11	2.47 %
TZSD		0.00 %
<b>Total</b>	<b>20.24</b>	<b>15.89 %</b>

## CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	6.13	20.33 %
Gas-Stov	4.40	21.50 %
Grinder	3.57	25.59 %
In-Stove	1.96	10.70 %
Cook-Pre	1.30	42.43 %
Chimney	1.17	39.98 %
Small-Ap	0.69	15.76 %
Fan	0.07	0.37 %
<b>Total</b>	<b>19.28</b>	<b>17.27 %</b>

Branch *	MTD Sales L	Brand Share %
CH12	0.79	13.48 %
CH03	0.62	4.61 %
CH17	0.49	11.87 %
CH06	0.48	13.62 %
CH41	0.46	13.96 %
CH43	0.39	4.73 %
CH24	0.38	7.18 %
CH36	0.36	13.12 %
CH33	0.33	11.72 %
CH27	0.26	11.03 %
CH21	0.25	4.74 %
CH23	0.25	15.63 %
GPD1	0.21	10.10 %
CH31	0.15	12.59 %
CH51		0.00 %
MC05		0.00 %
MC06		0.00 %
<b>Total</b>	<b>19.28</b>	<b>17.27 %</b>

## NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	5.49	26.24 %
Gas-Stov	4.86	35.99 %
Grinder	1.68	24.71 %
In-Stove	1.49	16.51 %
Cook-Pre	1.43	52.22 %
Chimney	1.12	24.91 %
Small-Ap	0.65	25.42 %
Fan	0.51	2.42 %
Flask	0.01	100.00 %
<b>Total</b>	<b>17.24</b>	<b>21.23 %</b>

Branch *	MTD Sales L	Brand Share %
VEL2	1.15	13.87 %
TRL1	0.61	8.74 %
WJP1	0.40	15.27 %
GDM1	0.33	15.28 %
ANI1	0.28	14.86 %
<b>Total</b>	<b>17.24</b>	<b>21.23 %</b>

## CHENNAI-01

Property	MTD Sales L	Brand Share %
Mixie	4.32	13.30 %
Gas-Stov	3.53	12.24 %
Grinder	3.20	13.11 %
Cook-Pre	2.04	47.39 %
In-Stove	1.91	6.92 %
Chimney	1.04	19.21 %
Small-Ap	0.59	8.53 %
Flask	0.01	100.00 %
Fan		0.01 %
<b>Total</b>	<b>16.64</b>	<b>8.56 %</b>

Branch *	MTD Sales L	Brand Share %
CH07	0.82	8.19 %
CH05	0.81	6.40 %
CH48	0.76	10.16 %
CH19	0.75	13.06 %
CH47	0.58	14.60 %
CH22	0.52	13.02 %
MRM1	0.47	13.74 %
CH49	0.45	3.90 %
CH39	0.39	10.42 %
GUD2	0.38	11.13 %
CH25	0.37	4.45 %
CH30	0.35	7.83 %
CH38	0.26	6.20 %
CH14	0.21	3.50 %
AVD1	0.17	5.02 %
CH37	0.15	13.38 %
GUD1	0.13	2.43 %
CH40	0.12	14.75 %
CH16	0.03	0.31 %
CZWH		0.00 %
MC09		0.00 %
MC10		0.00 %
<b>Total</b>	<b>16.64</b>	<b>8.56 %</b>

## SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	4.82	26.98 %
Grinder	4.77	42.25 %
Gas-Stov	3.77	33.28 %
Cook-Pre	1.45	57.22 %
Chimney	0.65	30.60 %
In-Stove	0.48	7.48 %
Small-Ap	0.37	16.42 %
Fan	0.15	1.08 %
Flask	0.01	100.00 %
<b>Total</b>	<b>16.47</b>	<b>24.43 %</b>

Branch *	MTD Sales L	Brand Share %
POY1	1.17	16.09 %
ULP1	0.55	13.62 %
TRK1	0.38	13.78 %
NVL2	0.32	7.87 %
TVM2	0.19	15.35 %
TVM1	0.16	15.58 %
<b>Total</b>	<b>16.47</b>	<b>24.43 %</b>