



TN : BUTERFLY Sales Performance 26/03/2026 9:27 AM

MTD Sales
227.64 L

Brand Share %
17.36 %

Information:

MTD : 01-03-2026 To 25-03-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **17.36 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	70.86	22.91 %
Gas-Stov	52.60	23.75 %
Grinder	48.26	26.54 %
Cook-Pre	18.48	47.32 %
Chimney	14.13	24.34 %
In-Stove	12.74	8.12 %
Small-Ap	6.37	14.34 %
Fan	4.16	1.39 %
Flask	0.04	100.00 %
Total	227.64	17.36 %

Sales Zone	MTD Sales L	Brand Share %
WEST-02	31.31	22.33 %
CHENNAI-01	30.98	13.99 %
SOUTH-01	30.34	14.43 %
WEST-01	29.96	21.71 %
SOUTH-03	28.51	14.78 %
TRICHY-01	21.03	15.60 %
CHENNAI-02	20.14	17.12 %
NORTH ARCOT	17.96	21.10 %
SOUTH ARCOT	17.42	24.60 %
Total	227.64	17.36 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	13.36	33.31 %
Gas-Stov	7.94	31.48 %
Grinder	3.27	29.21 %
Chimney	2.33	26.31 %
Cook-Pre	1.35	31.87 %
In-Stove	1.25	7.07 %
Fan	1.17	3.83 %
Small-Ap	0.62	27.27 %
Total	31.31	22.33 %

Branch *	MTD Sales L	Brand Share %
SLM1	1.44	14.57 %
HSR2	0.92	11.37 %
NKL2	0.76	13.50 %
HSR1	0.75	14.85 %
MTR1	0.58	14.99 %
KRI1	0.55	12.01 %
EPI1	0.40	8.01 %
SLM2	0.39	11.13 %
APN1	0.29	6.11 %
KAM1	0.22	8.65 %
SGG1	0.18	7.28 %
WZWH		0.00 %
Total	31.31	22.33 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Grinder	14.41	39.74 %
Mixie	7.04	19.14 %
Gas-Stov	3.66	12.04 %
Cook-Pre	2.13	45.93 %
In-Stove	1.91	5.86 %
Chimney	1.20	20.41 %
Small-Ap	0.63	8.40 %
Flask	0.01	100.00 %
Fan		0.01 %
Total	30.98	13.99 %

Branch *	MTD Sales L	Brand Share %
CH05	0.83	5.63 %
CH07	0.82	7.21 %
CH19	0.81	12.84 %
CH48	0.80	10.49 %
CH47	0.60	13.19 %
CH22	0.53	12.80 %
MRM1	0.47	12.47 %
CH35	0.46	16.99 %
CH49	0.45	3.67 %
CH29	0.43	16.95 %
CH30	0.43	9.16 %
CH39	0.40	9.58 %
GUD2	0.40	10.97 %
CH25	0.37	4.21 %
SKL1	0.29	15.29 %
CH38	0.26	5.85 %
CH14	0.21	3.36 %
AVD1	0.18	4.65 %
CH37	0.17	13.43 %
GUD1	0.13	2.18 %
CH40	0.12	14.75 %
CH16	0.03	0.29 %
MC09		0.00 %
MC10		0.00 %
Total	30.98	13.99 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	8.67	16.58 %
Gas-Stov	6.72	18.65 %
Grinder	6.11	18.44 %
Cook-Pre	4.19	57.07 %
Chimney	1.80	19.73 %
In-Stove	1.50	7.22 %
Small-Ap	0.95	12.12 %
Fan	0.40	0.91 %
Total	30.34	14.43 %

Branch *	MTD Sales L	Brand Share %
KVT1	1.95	13.52 %
VNR2	1.76	15.04 %
TVL1	1.68	11.70 %
TKS1	1.16	15.52 %
TUT1	1.12	5.12 %
VLY1	0.90	14.95 %
TKS2	0.81	6.67 %
APK2	0.67	16.28 %
MAR1	0.56	9.68 %
SNL1	0.48	9.47 %
SKD1	0.31	8.43 %
VKM1	0.31	7.91 %
MMT1	0.27	6.62 %
UDN1	0.27	16.73 %
VNR1	0.27	8.48 %
SVK1	0.22	3.29 %
KYR1	0.19	4.22 %
TKY1	0.19	7.40 %
TUT2	0.17	2.73 %
S2SD		0.00 %
Total	30.34	14.43 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	9.07	29.82 %
Gas-Stov	8.16	32.07 %
Grinder	4.86	30.84 %
Chimney	2.80	26.81 %
In-Stove	1.98	13.24 %
Cook-Pre	1.25	31.21 %
Fan	1.08	3.47 %
Small-Ap	0.75	12.97 %
Flask	0.01	100.00 %
Total	29.96	21.71 %

Branch *	MTD Sales L	Brand Share %
CBE4	1.52	15.41 %
SNR1	1.10	15.64 %
TPR1	0.88	14.98 %
CBE1	0.59	9.93 %
SUL1	0.57	8.80 %
PLI1	0.53	9.40 %
CBE3	0.24	14.98 %
TPR4	0.16	7.67 %
WHCB		0.00 %
WZSD		0.00 %
Total	29.96	21.71 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	7.86	18.41 %
Gas-Stov	7.64	23.18 %
Grinder	4.56	14.80 %
Cook-Pre	3.77	62.55 %
Chimney	1.93	19.30 %
In-Stove	1.16	6.76 %
Small-Ap	0.89	13.58 %
Fan	0.69	1.49 %
Flask	0.01	100.00 %
Total	28.51	14.78 %

Branch *	MTD Sales L	Brand Share %
DGL1	1.87	11.31 %
MDU1	1.41	7.73 %
TMM1	1.10	11.96 %
MDU7	0.92	16.85 %
TPT1	0.70	11.62 %
MDU6	0.68	10.14 %
KPT1	0.60	13.75 %
MDU2	0.56	4.70 %
TDI1	0.56	15.91 %
KRR1	0.53	14.05 %
NKI1	0.47	14.23 %
SVG1	0.46	12.89 %
PKM1	0.46	14.14 %
PNI1	0.45	13.35 %
MDU4	0.44	12.80 %
PVI1	0.40	12.56 %
MPA1	0.36	8.01 %
TEN2	0.34	5.11 %
MLR1	0.32	8.98 %
USL1	0.30	9.54 %
NTM1	0.26	11.34 %
MNM1	0.22	10.43 %
SGP1	0.20	11.43 %
KYK1	0.16	5.18 %
ATG1	0.15	3.26 %
SZSD		0.00 %
Total	28.51	14.78 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	7.30	21.06 %
Gas-Stov	4.99	21.08 %
Grinder	4.41	20.77 %
Cook-Pre	1.43	35.35 %
Chimney	1.11	30.36 %
In-Stove	1.01	5.36 %
Small-Ap	0.69	14.66 %
Fan	0.08	0.35 %
Flask	0.01	100.00 %
Total	21.03	15.60 %

Branch *	MTD Sales L	Brand Share %
TVR2	1.44	16.58 %
TNJ1	1.06	16.82 %
TRY1	1.06	8.52 %
MDI1	0.91	16.57 %
TYR1	0.90	14.98 %
NMM1	0.62	14.54 %
JKM1	0.55	13.94 %
TNJ2	0.47	5.99 %
TRY4	0.42	7.70 %
NGT1	0.38	6.28 %
ORU1	0.35	11.82 %
AYR1	0.34	15.39 %
TRY3	0.28	6.09 %
TVR1	0.24	8.56 %
APM1	0.23	9.58 %
MSI1	0.18	7.59 %
TRY2	0.13	16.22 %
KIK1	0.11	2.37 %
TZSD		0.00 %
Total	21.03	15.60 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	6.52	20.74 %
Gas-Stov	4.61	21.34 %
Grinder	3.67	25.41 %
In-Stove	2.02	10.38 %
Cook-Pre	1.35	41.85 %
Chimney	1.17	35.76 %
Small-Ap	0.72	15.85 %
Fan	0.07	0.35 %
Total	20.14	17.12 %

Branch *	MTD Sales L	Brand Share %
CH12	0.79	13.29 %
CH03	0.64	4.53 %
CH17	0.52	11.87 %
CH06	0.48	12.93 %
CH43	0.47	5.22 %
CH41	0.46	13.21 %
CH36	0.39	13.69 %
CH24	0.38	6.65 %
CH33	0.33	11.59 %
CH27	0.28	10.90 %
CH21	0.27	4.80 %
CH23	0.25	15.16 %
GPD1	0.21	8.52 %
CH31	0.15	11.29 %
CH51		0.00 %
MC05		0.00 %
MC06		0.00 %
Total	20.14	17.12 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	5.79	26.41 %
Gas-Stov	5.00	34.88 %
Grinder	1.88	26.76 %
Cook-Pre	1.50	52.10 %
In-Stove	1.45	15.70 %
Chimney	1.12	24.22 %
Small-Ap	0.71	26.67 %
Fan	0.51	2.28 %
Flask	0.01	100.00 %
Total	17.96	21.10 %

Branch *	MTD Sales L	Brand Share %
VEL2	1.15	13.50 %
TRL1	0.61	8.35 %
WJP1	0.40	14.78 %
ANI1	0.33	16.88 %
GDM1	0.29	13.19 %
Total	17.96	21.10 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	5.25	27.65 %
Grinder	5.09	42.50 %
Gas-Stov	3.88	32.76 %
Cook-Pre	1.51	56.99 %
Chimney	0.65	30.60 %
In-Stove	0.48	7.48 %
Small-Ap	0.41	16.07 %
Fan	0.15	1.03 %
Flask	0.01	100.00 %
Total	17.42	24.60 %

Branch *	MTD Sales L	Brand Share %
POY1	1.23	16.31 %
ULP1	0.60	14.31 %
TRK1	0.50	17.17 %
NVL2	0.32	7.63 %
TVM2	0.19	15.02 %
TVM1	0.16	14.48 %
Total	17.42	24.60 %