



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

MTD Sales
233.26 L

Brand Share %
17.21 %

Information:

MTD : 01-03-2026 To 26-03-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **17.21 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	72.68	22.80 %
Gas-Stov	53.91	23.73 %
Grinder	49.40	26.44 %
Cook-Pre	19.37	47.91 %
Chimney	14.26	23.98 %
In-Stove	12.75	7.69 %
Small-Ap	6.60	14.36 %
Fan	4.25	1.37 %
Flask	0.04	100.00 %
Total	233.26	17.21 %

Sales Zone	MTD Sales L	Brand Share %
WEST-02	32.07	22.27 %
CHENNAI-01	31.45	13.70 %
SOUTH-01	31.30	14.36 %
WEST-01	30.75	21.72 %
SOUTH-03	28.89	14.56 %
TRICHY-01	21.56	15.52 %
CHENNAI-02	20.62	16.75 %
NORTH ARCOT	18.61	21.06 %
SOUTH ARCOT	18.00	24.59 %
Total	233.26	17.21 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	13.68	33.01 %
Gas-Stov	8.10	31.52 %
Grinder	3.45	29.91 %
Chimney	2.33	25.18 %
Cook-Pre	1.38	31.40 %
Fan	1.26	3.99 %
In-Stove	1.25	7.05 %
Small-Ap	0.62	27.06 %
Total	32.07	22.27 %

Branch *	MTD Sales L	Brand Share %
SLM1	1.54	15.22 %
HSR2	0.92	10.81 %
NKL2	0.76	13.22 %
HSR1	0.75	14.04 %
KRI1	0.59	12.71 %
EPI1	0.40	7.91 %
SLM2	0.39	10.74 %
APN1	0.29	5.95 %
KAM1	0.24	9.42 %
SGG1	0.18	7.14 %
WZWH		0.00 %
Total	32.07	22.27 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Grinder	14.41	39.42 %
Mixie	7.17	19.00 %
Gas-Stov	3.73	11.99 %
Cook-Pre	2.19	45.77 %
In-Stove	1.91	5.13 %
Chimney	1.36	21.78 %
Small-Ap	0.67	8.48 %
Flask	0.01	100.00 %
Fan		0.01 %
Total	31.45	13.70 %

Branch *	MTD Sales L	Brand Share %
CH05	0.88	5.56 %
CH07	0.84	7.16 %
CH19	0.81	11.81 %
CH48	0.80	10.12 %
CH47	0.61	12.70 %
CH22	0.59	13.19 %
CGL1	0.48	16.47 %
MRM1	0.47	11.45 %
CH35	0.46	16.52 %
GUD2	0.45	12.00 %
CH49	0.45	3.61 %
CH30	0.44	9.11 %
CH29	0.43	16.95 %
CH39	0.40	9.23 %
CH25	0.37	4.13 %
SKL1	0.29	13.57 %
CH38	0.26	5.68 %
CH14	0.21	3.19 %
AVD1	0.18	3.64 %
CH37	0.17	13.43 %
GUD1	0.14	2.22 %
CH40	0.12	13.86 %
CH16	0.03	0.28 %
MC09		0.00 %
MC10		0.00 %
Total	31.45	13.70 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	9.03	16.64 %
Gas-Stov	7.00	18.68 %
Grinder	6.27	18.13 %
Cook-Pre	4.33	57.78 %
Chimney	1.80	19.61 %
In-Stove	1.50	6.99 %
Small-Ap	0.98	12.05 %
Fan	0.40	0.87 %
Total	31.30	14.36 %

Branch *	MTD Sales L	Brand Share %
KVT1	2.13	14.08 %
VNR2	1.83	15.27 %
TVL1	1.80	11.98 %
TKS1	1.21	15.20 %
TUT1	1.12	4.99 %
VLY1	0.94	15.19 %
TKS2	0.85	6.80 %
MAR1	0.69	11.23 %
APK2	0.67	15.49 %
SNL1	0.53	9.97 %
KGL1	0.43	16.44 %
SKD1	0.31	8.38 %
VKM1	0.31	7.30 %
VNR1	0.28	7.99 %
MMT1	0.27	6.50 %
SVK1	0.22	3.28 %
KYR1	0.19	4.11 %
TKY1	0.19	7.05 %
TUT2	0.17	2.66 %
S2SD		0.00 %
Total	31.30	14.36 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	9.39	30.15 %
Gas-Stov	8.31	32.09 %
Grinder	5.04	30.68 %
Chimney	2.80	26.81 %
In-Stove	2.00	13.38 %
Cook-Pre	1.35	32.80 %
Fan	1.08	3.31 %
Small-Ap	0.76	12.98 %
Flask	0.01	100.00 %
Total	30.75	21.72 %

Branch *	MTD Sales L	Brand Share %
CBE4	1.54	15.01 %
SNR1	1.12	15.85 %
TPR1	0.88	15.04 %
SUL1	0.59	8.67 %
CBE1	0.59	9.53 %
PLI1	0.53	9.23 %
CBE3	0.27	16.05 %
TPR4	0.16	7.41 %
WHCB		0.00 %
WZSD		0.00 %
Total	30.75	21.72 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	8.01	18.13 %
Gas-Stov	7.67	22.83 %
Grinder	4.60	14.54 %
Cook-Pre	3.88	63.19 %
Chimney	1.93	18.98 %
In-Stove	1.18	6.78 %
Small-Ap	0.93	13.57 %
Fan	0.69	1.43 %
Flask	0.01	100.00 %
Total	28.89	14.56 %

Branch *	MTD Sales L	Brand Share %
DGL1	1.87	11.07 %
MDU1	1.43	7.51 %
TMM1	1.10	11.72 %
MDU3	0.98	17.08 %
MDU6	0.74	10.48 %
TPT1	0.70	11.17 %
TDI1	0.63	16.79 %
KPT1	0.60	13.67 %
MDU2	0.56	4.61 %
KRR1	0.53	13.29 %
PNI1	0.47	13.76 %
NKI1	0.47	13.53 %
PKM1	0.47	14.23 %
SVG1	0.46	12.73 %
MDU4	0.44	12.73 %
PVI1	0.40	12.17 %
MPA1	0.36	7.90 %
TEN2	0.34	5.05 %
MLR1	0.32	8.98 %
USL1	0.30	9.49 %
NTM1	0.26	10.89 %
MNM1	0.22	10.43 %
SGP1	0.20	11.14 %
KYK1	0.16	5.12 %
ATG1	0.15	3.08 %
SZSD		0.00 %
Total	28.89	14.56 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	7.43	20.79 %
Gas-Stov	5.10	21.08 %
Grinder	4.57	20.89 %
Cook-Pre	1.50	35.15 %
Chimney	1.11	28.88 %
In-Stove	1.01	5.35 %
Small-Ap	0.75	15.60 %
Fan	0.08	0.33 %
Flask	0.01	100.00 %
Total	21.56	15.52 %

Branch *	MTD Sales L	Brand Share %
TVR2	1.45	15.75 %
TNJ1	1.09	16.84 %
TRY1	1.06	8.31 %
MDI1	0.95	17.14 %
TYR1	0.94	15.30 %
NMM1	0.63	14.47 %
JKM1	0.62	15.00 %
TNJ2	0.49	6.21 %
TRY4	0.42	7.51 %
ORU1	0.39	12.78 %
NGT1	0.38	5.91 %
AYR1	0.34	15.04 %
TRY3	0.32	6.76 %
APM1	0.24	10.12 %
TVR1	0.24	8.36 %
MSI1	0.18	7.46 %
TRY2	0.13	15.53 %
KIK1	0.12	2.64 %
TZSD		0.00 %
Total	21.56	15.52 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	6.74	20.95 %
Gas-Stov	4.77	21.48 %
Grinder	3.87	26.02 %
In-Stove	2.02	9.50 %
Cook-Pre	1.42	41.79 %
Chimney	1.01	28.64 %
Small-Ap	0.74	15.57 %
Fan	0.07	0.32 %
Total	20.62	16.75 %

Branch *	MTD Sales L	Brand Share %
CH15	2.20	16.96 %
CH12	0.79	12.83 %
CH03	0.68	4.69 %
CH17	0.53	11.16 %
CH06	0.52	12.79 %
CH43	0.47	4.98 %
CH41	0.46	13.14 %
CH24	0.44	7.32 %
CH36	0.44	14.87 %
CH33	0.33	10.56 %
CH27	0.28	10.33 %
CH21	0.27	4.78 %
CH23	0.25	15.16 %
GPD1	0.21	8.38 %
CH31	0.15	10.22 %
CH51		0.00 %
MC05		0.00 %
MC06		0.00 %
Total	20.62	16.75 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	5.89	26.05 %
Gas-Stov	5.19	35.10 %
Grinder	1.88	26.57 %
Cook-Pre	1.73	55.61 %
In-Stove	1.41	13.78 %
Chimney	1.26	27.26 %
Small-Ap	0.73	26.78 %
Fan	0.51	2.21 %
Flask	0.01	100.00 %
Total	18.61	21.06 %

Branch *	MTD Sales L	Brand Share %
VEL2	1.31	14.43 %
TRL1	0.65	8.56 %
WJP1	0.42	15.11 %
ANI1	0.33	15.80 %
GDM1	0.33	13.65 %
Total	18.61	21.06 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	5.35	27.33 %
Grinder	5.32	43.08 %
Gas-Stov	4.05	33.14 %
Cook-Pre	1.59	58.34 %
Chimney	0.65	30.60 %
In-Stove	0.48	7.10 %
Small-Ap	0.41	16.04 %
Fan	0.15	0.98 %
Flask	0.01	100.00 %
Total	18.00	24.59 %

Branch *	MTD Sales L	Brand Share %
POY1	1.23	16.31 %
ULP1	0.60	14.26 %
TRK1	0.54	16.66 %
NVL2	0.37	8.63 %
TVM2	0.19	14.54 %
TVM1	0.16	14.48 %
Total	18.00	24.59 %