



TN : BUTERFLY Sales Performance 29/03/2026 9:27 AM

MTD Sales
249.25 L

Brand Share %
17.08 %

Information:

MTD : 01-03-2026 To 28-03-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **17.08 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	78.71	23.01 %
Gas-Stov	57.65	23.86 %
Grinder	52.73	26.11 %
Cook-Pre	20.90	48.60 %
Chimney	14.83	23.14 %
In-Stove	12.87	7.08 %
Small-Ap	7.07	14.40 %
Fan	4.44	1.32 %
Flask	0.04	100.00 %
Total	249.25	17.08 %

Sales Zone	MTD Sales L	Brand Share %
WEST-02	35.00	22.62 %
SOUTH-01	33.67	14.30 %
CHENNAI-01	32.84	13.32 %
WEST-01	32.66	21.36 %
SOUTH-03	30.77	14.52 %
TRICHY-01	22.87	15.30 %
CHENNAI-02	22.28	16.71 %
SOUTH ARCOT	19.61	24.06 %
NORTH ARCOT	19.56	20.93 %
Total	249.25	17.08 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	15.04	33.71 %
Gas-Stov	8.84	32.66 %
Grinder	3.73	30.63 %
Chimney	2.47	24.80 %
Cook-Pre	1.72	35.78 %
Fan	1.31	3.81 %
In-Stove	1.27	6.56 %
Small-Ap	0.63	25.46 %
Total	35.00	22.62 %

Branch *	MTD Sales L	Brand Share %
SLM1	1.64	14.79 %
HSR2	0.97	10.97 %
HSR1	0.76	13.79 %
NKL2	0.76	12.38 %
KRI1	0.59	12.50 %
EPI1	0.49	8.72 %
SLM2	0.43	11.13 %
APN1	0.31	5.79 %
KAM1	0.27	9.54 %
SGG1	0.20	7.18 %
WZWH		0.00 %
Total	35.00	22.62 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	10.03	17.07 %
Gas-Stov	7.35	18.58 %
Grinder	6.87	18.19 %
Cook-Pre	4.60	57.23 %
Chimney	1.80	19.26 %
In-Stove	1.50	6.52 %
Small-Ap	1.12	12.65 %
Fan	0.40	0.79 %
Total	33.67	14.30 %

Branch *	MTD Sales L	Brand Share %
KVT1	2.37	14.42 %
VNR2	2.05	15.26 %
TVL1	1.91	11.28 %
TKS1	1.28	15.10 %
TUT1	1.18	4.98 %
VLY1	0.99	14.82 %
TKS2	0.92	6.69 %
MAR1	0.78	10.96 %
PDI1	0.68	15.77 %
SNL1	0.57	10.38 %
KGL1	0.46	16.83 %
SKD1	0.39	9.31 %
VKM1	0.33	7.43 %
MMT1	0.30	6.66 %
VNR1	0.28	7.26 %
SVK1	0.24	3.26 %
KYR1	0.19	3.92 %
TKY1	0.19	6.35 %
TUT2	0.17	2.47 %
S2SD		0.00 %
Total	33.67	14.30 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Grinder	14.97	38.49 %
Mixie	7.55	18.70 %
Gas-Stov	4.01	12.28 %
Cook-Pre	2.31	46.42 %
In-Stove	1.91	4.46 %
Chimney	1.36	20.08 %
Small-Ap	0.72	8.52 %
Flask	0.01	100.00 %
Fan		0.01 %
Total	32.84	13.32 %

Branch *	MTD Sales L	Brand Share %
CH48	0.93	10.80 %
CH05	0.90	5.12 %
CH07	0.90	6.84 %
CH19	0.89	11.77 %
CH47	0.61	11.11 %
GUD2	0.60	13.92 %
CH22	0.59	12.75 %
MRM1	0.52	11.49 %
CH49	0.48	3.58 %
CGL1	0.48	15.28 %
CH35	0.46	15.56 %
CH30	0.44	8.54 %
CH39	0.42	8.78 %
CH25	0.39	4.10 %
CH38	0.34	6.40 %
SKL1	0.29	11.83 %
AVD1	0.25	4.99 %
CH14	0.21	2.71 %
CH37	0.17	13.22 %
GUD1	0.14	1.92 %
CH40	0.12	12.40 %
CH16	0.03	0.27 %
MC10		0.00 %
Total	32.84	13.32 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	10.00	30.16 %
Gas-Stov	8.74	31.81 %
Grinder	5.46	30.95 %
Chimney	2.96	25.44 %
In-Stove	2.00	12.00 %
Cook-Pre	1.53	34.57 %
Fan	1.16	3.24 %
Small-Ap	0.81	13.17 %
Flask	0.01	100.00 %
Total	32.66	21.36 %

Branch *	MTD Sales L	Brand Share %
CBE4	1.61	15.23 %
SNR1	1.20	15.34 %
TPR1	1.04	15.39 %
CBE1	0.69	10.18 %
SUL1	0.67	9.01 %
PLI1	0.53	8.47 %
CBE3	0.27	15.88 %
TPR4	0.16	7.23 %
WHCB		0.00 %
WZSD		0.00 %
Total	32.66	21.36 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	8.86	18.63 %
Gas-Stov	8.14	22.86 %
Grinder	4.86	14.30 %
Cook-Pre	4.06	62.68 %
Chimney	1.93	17.70 %
In-Stove	1.18	6.75 %
Small-Ap	1.00	13.99 %
Fan	0.72	1.36 %
Flask	0.01	100.00 %
Total	30.77	14.52 %

Branch *	MTD Sales L	Brand Share %
DGL1	1.92	10.70 %
MDU1	1.61	7.81 %
TMM1	1.19	12.27 %
MDU3	1.00	16.54 %
MDU6	0.88	11.88 %
TPT1	0.71	10.81 %
KPT1	0.63	12.94 %
MDU2	0.59	4.63 %
KRR1	0.57	13.53 %
PNI1	0.47	12.81 %
NKI1	0.47	12.28 %
PKM1	0.47	13.83 %
SVG1	0.46	12.37 %
MPA1	0.45	9.47 %
MDU4	0.44	11.78 %
PVI1	0.40	11.65 %
TEN2	0.37	4.94 %
USL1	0.35	10.20 %
MLR1	0.32	8.80 %
SGP1	0.24	11.54 %
NTM1	0.23	9.42 %
MNM1	0.22	9.41 %
ATG1	0.16	3.28 %
KYK1	0.16	4.28 %
SZSD		0.00 %
Total	30.77	14.52 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	7.85	20.35 %
Gas-Stov	5.38	20.70 %
Grinder	4.92	20.75 %
Cook-Pre	1.67	36.80 %
Chimney	1.11	26.01 %
In-Stove	1.01	5.14 %
Small-Ap	0.81	15.57 %
Fan	0.11	0.39 %
Flask	0.01	100.00 %
Total	22.87	15.30 %

Branch *	MTD Sales L	Brand Share %
TVR2	1.54	16.02 %
TRY1	1.07	7.49 %
JKM1	0.65	14.98 %
NMM1	0.63	13.89 %
TNJ2	0.49	5.94 %
TRY4	0.42	6.89 %
AYR1	0.40	16.46 %
NGT1	0.39	5.64 %
ORU1	0.39	12.03 %
TVR1	0.34	11.31 %
TRY3	0.32	6.53 %
APM1	0.27	10.08 %
MSI1	0.20	7.36 %
TRY2	0.13	14.59 %
KIK1	0.12	2.45 %
TZSD		0.00 %
Total	22.87	15.30 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	7.33	21.44 %
Gas-Stov	5.21	21.65 %
Grinder	4.14	25.49 %
In-Stove	2.05	8.69 %
Cook-Pre	1.42	40.73 %
Chimney	1.22	30.31 %
Small-Ap	0.83	15.70 %
Fan	0.09	0.40 %
Total	22.28	16.71 %

Branch *	MTD Sales L	Brand Share %
CH15	2.27	15.95 %
CH12	0.79	12.21 %
CH03	0.76	4.82 %
CH17	0.54	10.56 %
CH06	0.52	12.39 %
CH43	0.47	4.77 %
CH41	0.46	12.27 %
CH36	0.45	14.76 %
CH24	0.44	7.14 %
CH33	0.43	12.75 %
CH27	0.29	9.78 %
CH21	0.27	4.20 %
CH23	0.25	14.96 %
GPD1	0.21	8.38 %
CH31	0.15	7.30 %
CH51		0.00 %
MC05		0.00 %
MC06		0.00 %
Total	22.28	16.71 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	5.93	27.85 %
Grinder	5.77	41.64 %
Gas-Stov	4.43	32.75 %
Cook-Pre	1.73	58.79 %
Chimney	0.65	28.23 %
In-Stove	0.52	6.12 %
Small-Ap	0.42	15.48 %
Fan	0.15	0.90 %
Flask	0.01	100.00 %
Total	19.61	24.06 %

Branch *	MTD Sales L	Brand Share %
ULP1	0.60	12.64 %
PRT1	0.56	16.53 %
TRK1	0.54	15.74 %
NVL2	0.40	7.86 %
TVM2	0.19	14.21 %
TVM1	0.16	14.12 %
Total	19.61	24.06 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	6.12	25.95 %
Gas-Stov	5.55	35.47 %
Grinder	2.01	26.24 %
Cook-Pre	1.85	56.03 %
In-Stove	1.45	13.10 %
Chimney	1.33	27.34 %
Small-Ap	0.73	26.16 %
Fan	0.51	2.09 %
Flask	0.01	100.00 %
Total	19.56	20.93 %

Branch *	MTD Sales L	Brand Share %
VEL2	1.38	14.53 %
TRL1	0.71	8.80 %
WJP1	0.42	14.85 %
ANI1	0.33	14.01 %
GDM1	0.33	12.90 %
Total	19.56	20.93 %