



TN : BUTERFLY Sales Performance 30/03/2026 9:27 AM

MTD Sales
258.65 L

Brand Share %
16.92 %

Information:

MTD : 01-03-2026 To 29-03-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **16.92 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	82.59	22.97 %
Gas-Stov	59.28	23.45 %
Grinder	54.47	25.93 %
Cook-Pre	22.15	49.30 %
Chimney	14.83	22.53 %
In-Stove	12.94	6.92 %
Small-Ap	7.52	14.64 %
Fan	4.83	1.35 %
Flask	0.04	100.00 %
Total	258.65	16.92 %

Sales Zone	MTD Sales L	Brand Share %
WEST-02	36.50	22.49 %
SOUTH-01	35.34	14.29 %
WEST-01	33.74	21.04 %
CHENNAI-01	33.61	13.02 %
SOUTH-03	31.76	14.37 %
TRICHY-01	23.68	15.23 %
CHENNAI-02	23.15	16.47 %
SOUTH ARCOT	20.49	23.97 %
NORTH ARCOT	20.38	20.81 %
Total	258.65	16.92 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	15.69	33.90 %
Gas-Stov	9.22	32.52 %
Grinder	3.85	30.51 %
Chimney	2.47	24.29 %
Cook-Pre	1.89	37.38 %
Fan	1.49	4.04 %
In-Stove	1.27	6.22 %
Small-Ap	0.63	24.21 %
Total	36.50	22.49 %

Branch *	MTD Sales L	Brand Share %
SLM1	1.76	15.12 %
HSR2	0.97	10.41 %
NKL2	0.79	12.27 %
HSR1	0.76	13.70 %
KRI1	0.59	11.64 %
EPI1	0.49	8.25 %
SLM2	0.46	10.87 %
APN1	0.33	5.95 %
KAM1	0.27	9.32 %
SGG1	0.22	7.87 %
WZWH		0.00 %
Total	36.50	22.49 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	10.54	17.22 %
Gas-Stov	7.62	18.34 %
Grinder	7.26	18.65 %
Cook-Pre	4.86	57.91 %
Chimney	1.80	18.26 %
In-Stove	1.55	6.70 %
Small-Ap	1.25	13.33 %
Fan	0.46	0.85 %
Total	35.34	14.29 %

Branch *	MTD Sales L	Brand Share %
KVT1	2.43	14.44 %
VNR2	2.20	15.86 %
TVL1	2.01	11.51 %
TKS1	1.28	14.01 %
TUT1	1.24	5.01 %
VLY1	1.02	14.84 %
TKS2	1.01	7.11 %
PDI1	0.81	16.04 %
MAR1	0.78	10.64 %
SNL1	0.63	11.16 %
KGL1	0.46	15.37 %
SKD1	0.41	9.03 %
VKM1	0.33	7.07 %
VNR1	0.31	7.52 %
MMT1	0.30	6.41 %
SVK1	0.24	3.02 %
KYR1	0.22	4.03 %
TKY1	0.19	5.84 %
TUT2	0.18	2.43 %
S2SD		0.00 %
Total	35.34	14.29 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	10.62	30.30 %
Gas-Stov	8.85	30.74 %
Grinder	5.57	30.50 %
Chimney	2.96	25.08 %
In-Stove	2.00	11.63 %
Cook-Pre	1.63	35.51 %
Fan	1.25	3.25 %
Small-Ap	0.85	13.66 %
Flask	0.01	100.00 %
Total	33.74	21.04 %

Branch *	MTD Sales L	Brand Share %
CBE4	1.62	14.59 %
SNR1	1.26	15.44 %
TPR1	1.04	14.79 %
CBE1	0.77	10.55 %
SUL1	0.67	8.85 %
PLI1	0.53	8.14 %
CBE3	0.30	16.69 %
TPR4	0.16	6.60 %
WHCB		0.00 %
WZSD		0.00 %
Total	33.74	21.04 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Grinder	15.10	37.22 %
Mixie	7.89	18.08 %
Gas-Stov	4.08	11.70 %
Cook-Pre	2.46	45.71 %
In-Stove	1.91	4.30 %
Chimney	1.36	19.68 %
Small-Ap	0.81	9.07 %
Flask	0.01	100.00 %
Fan		0.01 %
Total	33.61	13.02 %

Branch *	MTD Sales L	Brand Share %
CH05	0.98	5.24 %
CH19	0.94	10.79 %
CH48	0.94	10.67 %
CH07	0.92	6.80 %
CH47	0.61	10.17 %
GUD2	0.60	13.21 %
CH22	0.59	12.50 %
MRM1	0.55	11.90 %
CGL1	0.49	15.30 %
CH49	0.48	3.49 %
CH35	0.46	14.25 %
CH30	0.45	8.08 %
CH39	0.44	8.67 %
CH25	0.37	3.76 %
CH38	0.34	5.78 %
SKL1	0.29	11.43 %
AVD1	0.25	4.75 %
CH14	0.21	2.62 %
CH37	0.17	12.66 %
GUD1	0.14	1.60 %
CH40	0.12	12.40 %
CH16	0.09	0.88 %
MC10		0.00 %
Total	33.61	13.02 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	9.39	18.84 %
Gas-Stov	8.22	22.42 %
Grinder	5.01	14.00 %
Cook-Pre	4.20	63.11 %
Chimney	1.93	17.70 %
In-Stove	1.18	6.75 %
Small-Ap	1.07	14.40 %
Fan	0.76	1.35 %
Flask	0.01	100.00 %
Total	31.76	14.37 %

Branch *	MTD Sales L	Brand Share %
DGL1	1.92	10.37 %
MDU1	1.70	7.88 %
TMM1	1.19	11.45 %
MDU3	1.05	15.96 %
MDU6	0.88	11.45 %
KPT1	0.72	13.92 %
TPT1	0.71	10.77 %
MDU2	0.59	4.50 %
KRR1	0.57	12.73 %
PNI1	0.54	13.62 %
NKI1	0.49	12.48 %
PKM1	0.47	13.47 %
SVG1	0.46	12.13 %
MPA1	0.45	9.23 %
MDU4	0.45	10.63 %
TEN2	0.42	5.21 %
PVI1	0.40	11.09 %
USL1	0.38	10.03 %
MLR1	0.32	8.57 %
NTM1	0.25	9.90 %
SGP1	0.24	11.46 %
MNM1	0.22	9.00 %
ATG1	0.16	3.20 %
KYK1	0.16	3.92 %
SZSD		0.00 %
Total	31.76	14.37 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	8.21	20.41 %
Gas-Stov	5.52	20.62 %
Grinder	5.09	20.73 %
Cook-Pre	1.77	37.66 %
Chimney	1.11	26.01 %
In-Stove	1.01	5.00 %
Small-Ap	0.86	15.72 %
Fan	0.11	0.36 %
Flask	0.01	100.00 %
Total	23.68	15.23 %

Branch *	MTD Sales L	Brand Share %
MVM1	2.00	16.68 %
TVR2	1.54	15.98 %
TRY1	1.29	8.39 %
JKM1	0.68	15.28 %
NMM1	0.63	13.78 %
TNJ2	0.53	5.91 %
TRY4	0.46	7.30 %
AYR1	0.40	16.46 %
NGT1	0.40	5.59 %
ORU1	0.39	12.03 %
TVR1	0.37	12.04 %
TRY3	0.32	6.31 %
APM1	0.28	10.36 %
MSI1	0.22	7.53 %
TRY2	0.13	14.18 %
KIK1	0.12	2.35 %
TZSD		0.00 %
Total	23.68	15.23 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	7.75	21.14 %
Gas-Stov	5.33	21.11 %
Grinder	4.32	25.82 %
In-Stove	2.05	8.47 %
Cook-Pre	1.54	42.46 %
Chimney	1.22	25.68 %
Small-Ap	0.85	15.04 %
Fan	0.09	0.39 %
Total	23.15	16.47 %

Branch *	MTD Sales L	Brand Share %
CH15	2.48	16.39 %
CH12	0.81	11.86 %
CH03	0.76	4.67 %
CH17	0.60	11.00 %
CH06	0.55	12.46 %
CH43	0.52	4.96 %
CH33	0.47	13.01 %
CH41	0.46	11.40 %
CH36	0.45	14.32 %
CH24	0.44	6.88 %
CH27	0.32	10.20 %
CH23	0.29	16.68 %
CH21	0.27	3.94 %
GPD1	0.21	8.07 %
CH31	0.15	6.94 %
CH51		0.00 %
MC05		0.00 %
MC06		0.00 %
Total	23.15	16.47 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Grinder	6.19	41.88 %
Mixie	6.12	27.89 %
Gas-Stov	4.60	32.63 %
Cook-Pre	1.80	59.76 %
Chimney	0.65	28.23 %
In-Stove	0.52	5.88 %
Small-Ap	0.45	16.17 %
Fan	0.15	0.83 %
Flask	0.01	100.00 %
Total	20.49	23.97 %

Branch *	MTD Sales L	Brand Share %
ULP1	0.65	12.69 %
PRT1	0.56	15.31 %
TRK1	0.54	14.72 %
NVL2	0.40	7.57 %
TVM2	0.22	15.71 %
Total	20.49	23.97 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	6.38	25.74 %
Gas-Stov	5.84	35.33 %
Grinder	2.10	26.36 %
Cook-Pre	1.99	56.83 %
In-Stove	1.47	12.91 %
Chimney	1.33	27.34 %
Small-Ap	0.75	25.88 %
Fan	0.51	1.97 %
Flask	0.01	100.00 %
Total	20.38	20.81 %

Branch *	MTD Sales L	Brand Share %
VEL2	1.42	14.06 %
TRL1	0.73	8.64 %
WJP1	0.42	14.33 %
ANI1	0.42	16.23 %
GDM1	0.41	14.95 %
Total	20.38	20.81 %