



TN : BUTERFLY Sales Performance 31/03/2026 9:28 AM

MTD Sales
266.37 L

Brand Share %
16.84 %

Information:

MTD : 01-03-2026 To 30-03-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **16.84 %** are only listed below

Property	MTD Sales L	Brand Share %
Mixie	84.91	22.85 %
Gas-Stov	61.35	23.56 %
Grinder	56.15	25.99 %
Cook-Pre	23.01	49.72 %
Chimney	15.10	22.11 %
In-Stove	12.98	6.85 %
Small-Ap	7.81	14.71 %
Fan	5.00	1.33 %
Flask	0.07	100.00 %
Total	266.37	16.84 %

Sales Zone	MTD Sales L	Brand Share %
WEST-02	38.21	22.44 %
SOUTH-01	36.72	14.28 %
WEST-01	34.64	20.87 %
CHENNAI-01	34.04	12.85 %
SOUTH-03	32.78	14.33 %
TRICHY-01	24.47	15.25 %
CHENNAI-02	23.83	16.46 %
NORTH ARCOT	20.89	20.72 %
SOUTH ARCOT	20.80	23.50 %
Total	266.37	16.84 %

WEST-02

Property	MTD Sales L	Brand Share %
Mixie	16.22	34.01 %
Gas-Stov	9.77	33.17 %
Grinder	4.13	31.65 %
Chimney	2.58	24.91 %
Cook-Pre	2.02	38.46 %
Fan	1.53	3.81 %
In-Stove	1.27	5.94 %
Small-Ap	0.67	23.56 %
Flask	0.02	100.00 %
Total	38.21	22.44 %

Branch *	MTD Sales L	Brand Share %
SLM1	1.78	15.03 %
HSR2	0.97	10.31 %
HSR1	0.84	13.65 %
NKL2	0.79	11.74 %
KRI1	0.68	12.71 %
EPI1	0.49	7.93 %
SLM2	0.48	11.02 %
APN1	0.33	5.88 %
KAM1	0.31	10.23 %
SGG1	0.22	7.69 %
Total	38.21	22.44 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mixie	10.94	17.31 %
Gas-Stov	8.03	18.68 %
Grinder	7.54	18.89 %
Cook-Pre	5.04	58.59 %
Chimney	1.80	17.36 %
In-Stove	1.55	6.70 %
Small-Ap	1.33	13.85 %
Fan	0.49	0.82 %
Flask	0.01	100.00 %
Total	36.72	14.28 %

Branch *	MTD Sales L	Brand Share %
KVT1	2.48	14.33 %
VNR2	2.37	16.14 %
TVL1	2.09	11.52 %
TKS1	1.35	13.97 %
TUT1	1.31	5.10 %
VLY1	1.12	15.60 %
TKS2	1.05	7.13 %
APK2	0.87	16.64 %
PDI1	0.84	15.57 %
MAR1	0.78	10.41 %
SNL1	0.66	11.52 %
KGL1	0.49	15.98 %
SKD1	0.41	8.81 %
MMT1	0.35	7.21 %
VKM1	0.34	7.01 %
VNR1	0.31	7.37 %
SVK1	0.24	3.00 %
KYR1	0.23	3.94 %
TKY1	0.20	5.92 %
TUT2	0.18	2.33 %
S2SD		0.00 %
Total	36.72	14.28 %

WEST-01

Property	MTD Sales L	Brand Share %
Mixie	10.98	30.13 %
Gas-Stov	9.09	30.90 %
Grinder	5.78	30.61 %
Chimney	2.96	24.03 %
In-Stove	2.00	11.51 %
Cook-Pre	1.67	36.02 %
Fan	1.27	3.14 %
Small-Ap	0.88	13.79 %
Flask	0.01	100.00 %
Total	34.64	20.87 %

Branch *	MTD Sales L	Brand Share %
CBE4	1.71	14.64 %
SNR1	1.26	15.06 %
TPR1	1.04	14.58 %
CBE1	0.77	10.15 %
SUL1	0.67	8.60 %
PLI1	0.56	7.79 %
CBE3	0.30	16.35 %
TPR4	0.16	6.35 %
WHCB		0.00 %
WZSD		0.00 %
Total	34.64	20.87 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Grinder	15.22	36.74 %
Mixie	8.09	17.75 %
Gas-Stov	4.08	11.33 %
Cook-Pre	2.53	46.09 %
In-Stove	1.91	4.25 %
Chimney	1.36	17.81 %
Small-Ap	0.83	9.06 %
Flask	0.01	100.00 %
Fan		0.01 %
Total	34.04	12.85 %

Branch *	MTD Sales L	Brand Share %
CH07	0.99	7.13 %
CH05	0.98	5.14 %
CH19	0.94	10.46 %
CH48	0.94	10.38 %
CH47	0.61	9.37 %
GUD2	0.60	12.91 %
CH22	0.59	12.23 %
MRM1	0.55	11.70 %
CGL1	0.50	14.84 %
CH35	0.50	13.77 %
CH49	0.48	3.42 %
CH30	0.45	7.72 %
CH39	0.44	8.35 %
WHC3	0.42	15.57 %
CH25	0.37	3.69 %
CH38	0.34	5.64 %
SKL1	0.29	11.43 %
AVD1	0.25	4.74 %
CH14	0.22	2.73 %
CH37	0.17	12.29 %
GUD1	0.14	1.56 %
CH40	0.12	10.91 %
CH16	0.09	0.87 %
MC10		0.00 %
Total	34.04	12.85 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mixie	9.53	18.54 %
Gas-Stov	8.40	22.44 %
Grinder	5.37	14.56 %
Cook-Pre	4.45	63.81 %
Chimney	1.93	17.70 %
In-Stove	1.18	6.73 %
Small-Ap	1.10	14.03 %
Fan	0.82	1.38 %
Flask	0.01	100.00 %
Total	32.78	14.33 %

Branch *	MTD Sales L	Brand Share %
DGL1	1.99	10.34 %
MDU1	1.80	8.10 %
TMM1	1.19	10.95 %
MDU3	1.07	15.71 %
MDU6	0.88	11.27 %
TPT1	0.75	10.57 %
KPT1	0.72	13.59 %
MDU2	0.63	4.61 %
KRR1	0.57	12.73 %
PNI1	0.54	13.41 %
SVG1	0.50	13.00 %
MPA1	0.50	9.92 %
NKI1	0.49	12.30 %
PVI1	0.47	12.28 %
PKM1	0.47	13.37 %
MDU4	0.45	10.30 %
TEN2	0.42	5.15 %
USL1	0.38	9.71 %
MLR1	0.32	8.43 %
NTM1	0.27	10.17 %
SGP1	0.26	12.03 %
MNM1	0.22	8.58 %
KYK1	0.21	4.92 %
ATG1	0.16	3.12 %
SZSD		0.00 %
WHMD		0.00 %
Total	32.78	14.33 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mixie	8.54	20.62 %
Gas-Stov	5.76	21.00 %
Grinder	5.19	20.54 %
Cook-Pre	1.82	37.46 %
Chimney	1.11	26.01 %
In-Stove	1.03	5.09 %
Small-Ap	0.90	16.01 %
Fan	0.11	0.34 %
Flask	0.01	100.00 %
Total	24.47	15.25 %

Branch *	MTD Sales L	Brand Share %
TVR2	1.68	16.27 %
TRY1	1.29	8.16 %
TYR1	1.13	16.63 %
JKM1	0.70	15.57 %
NMM1	0.65	13.95 %
TNJ2	0.54	5.89 %
TRY4	0.46	7.12 %
TVR1	0.42	13.16 %
NGT1	0.42	5.65 %
ORU1	0.39	11.48 %
TRY3	0.32	6.18 %
APM1	0.28	10.14 %
MSI1	0.22	7.42 %
TRY2	0.13	13.53 %
KIK1	0.12	2.31 %
TZSD		0.00 %
Total	24.47	15.25 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mixie	7.90	20.79 %
Gas-Stov	5.57	21.43 %
Grinder	4.36	25.56 %
In-Stove	2.05	8.29 %
Cook-Pre	1.61	43.15 %
Chimney	1.37	27.13 %
Small-Ap	0.87	14.85 %
Fan	0.09	0.38 %
Total	23.83	16.46 %

Branch *	MTD Sales L	Brand Share %
CH15	2.57	16.56 %
CH12	0.81	11.53 %
CH17	0.78	13.43 %
CH03	0.76	4.52 %
CH06	0.59	12.84 %
CH43	0.53	5.03 %
CH24	0.49	7.37 %
CH36	0.48	15.18 %
CH33	0.47	12.77 %
CH41	0.47	11.24 %
CH27	0.32	10.06 %
CH23	0.29	15.54 %
CH21	0.27	3.77 %
GPD1	0.24	9.15 %
CH31	0.15	6.79 %
CH51		0.00 %
MC05		0.00 %
MC06		0.00 %
Total	23.83	16.46 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mixie	6.51	25.75 %
Gas-Stov	6.00	34.75 %
Grinder	2.25	26.86 %
Cook-Pre	2.03	56.42 %
In-Stove	1.47	12.77 %
Chimney	1.33	27.34 %
Small-Ap	0.76	26.17 %
Fan	0.54	1.98 %
Flask	0.01	100.00 %
Total	20.89	20.72 %

Branch *	MTD Sales L	Brand Share %
VEL2	1.42	13.87 %
TRL1	0.77	8.72 %
WJP1	0.42	13.96 %
ANI1	0.42	15.92 %
GDM1	0.41	14.61 %
Total	20.89	20.72 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Grinder	6.31	41.56 %
Mixie	6.20	27.37 %
Gas-Stov	4.65	32.29 %
Cook-Pre	1.82	58.87 %
Chimney	0.65	26.36 %
In-Stove	0.53	5.96 %
Small-Ap	0.47	16.42 %
Fan	0.15	0.78 %
Flask	0.01	100.00 %
Total	20.80	23.50 %

Branch *	MTD Sales L	Brand Share %
ULP1	0.65	11.89 %
PRT1	0.58	15.19 %
TRK1	0.58	15.40 %
NVL2	0.40	7.41 %
TVM2	0.22	15.65 %
Total	20.80	23.50 %