

MTD Sales  
227.85 L

Brand Share %  
12.08 %

Information:

MTD : 01-09-2025 To 07-09-2025

\* Branch where in Brand Share % is less than Overall State's Brand Share **12.08 %** are only listed below

| Property     | MTD Sales L | Brand Share % |
|--------------|-------------|---------------|
| Mobile       | 220.94      | 13.71 %       |
| Chargers     | 2.78        | 29.82 %       |
| Tab          | 2.28        | 13.85 %       |
| EXT WNTY-MOB | 1.00        | 5.59 %        |
| Computer     | 0.52        | 0.25 %        |
| Ear-Buds     | 0.25        | 1.57 %        |
| Case         | 0.03        | 37.44 %       |
| Dig-Acce     | 0.03        | 0.48 %        |
| Pow-Bank     | 0.02        | 0.42 %        |
| Total        | 227.85      | 12.08 %       |

| Sales Zone  | MTD Sales L | Brand Share % |
|-------------|-------------|---------------|
| SOUTH-01    | 40.28       | 13.35 %       |
| CHENNAI-02  | 36.75       | 14.22 %       |
| CHENNAI-01  | 28.23       | 12.43 %       |
| WEST-02     | 20.66       | 10.04 %       |
| SOUTH-03    | 20.00       | 11.37 %       |
| NORTH ARCOT | 19.17       | 9.27 %        |
| TRICHY-01   | 17.41       | 9.45 %        |
| WEST-01     | 16.37       | 11.59 %       |
| KL-SOUTH    | 14.20       | 39.05 %       |
| SOUTH ARCOT | 13.64       | 9.32 %        |
| HO01        | 1.15        | 46.61 %       |
| Total       | 227.85      | 12.08 %       |

## SOUTH-01

| Property     | MTD Sales L | Brand Share % |
|--------------|-------------|---------------|
| Mobile       | 39.17       | 15.79 %       |
| Chargers     | 0.45        | 29.93 %       |
| EXT WNTY-MOB | 0.38        | 10.98 %       |
| Tab          | 0.20        | 14.71 %       |
| Ear-Buds     | 0.08        | 4.21 %        |
| Total        | 40.28       | 13.35 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| TKS2     | 1.46        | 12.04 %       |
| MAR1     | 1.14        | 9.96 %        |
| TKS1     | 0.92        | 9.82 %        |
| SGT1     | 0.65        | 9.60 %        |
| ARM1     | 0.59        | 11.38 %       |
| APK2     | 0.55        | 6.88 %        |
| PKD1     | 0.52        | 9.49 %        |
| TKY1     | 0.51        | 5.36 %        |
| APK1     | 0.38        | 7.93 %        |
| VLY1     | 0.35        | 3.10 %        |
| TY11     | 0.19        | 5.83 %        |
| STU2     | 0.15        | 9.35 %        |
| ASM1     | 0.15        | 3.86 %        |
| KGL1     | 0.08        | 0.94 %        |
| MMT1     | 0.07        | 1.46 %        |
| KSM1     |             | 0.00 %        |
| KYR1     |             | 0.00 %        |
| PDI1     |             | 0.00 %        |
| SDI1     |             | 0.00 %        |
| SKD1     |             | 0.00 %        |
| TCN1     |             | 0.00 %        |
| TVL2     |             | 0.00 %        |
| UDN1     |             | 0.00 %        |
| VKM1     |             | 0.00 %        |
| Total    | 40.28       | 13.35 %       |

## CHENNAI-02

| Property     | MTD Sales L | Brand Share % |
|--------------|-------------|---------------|
| Mobile       | 35.49       | 15.67 %       |
| Tab          | 0.51        | 22.13 %       |
| Chargers     | 0.48        | 34.57 %       |
| EXT WNTY-MOB | 0.25        | 13.34 %       |
| Case         | 0.02        | 86.26 %       |
| Total        | 36.75       | 14.22 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CH12     | 1.39        | 10.83 %       |
| GPD1     | 1.01        | 8.75 %        |
| CH21     | 1.00        | 5.11 %        |
| CH18     | 0.82        | 6.17 %        |
| CH33     | 0.57        | 8.55 %        |
| UKI1     | 0.57        | 5.66 %        |
| CH46     | 0.41        | 11.78 %       |
| MJR1     | 0.35        | 2.45 %        |
| CH36     | 0.33        | 11.76 %       |
| CH34     | 0.28        | 2.09 %        |
| CH09     | 0.20        | 2.99 %        |
| CH27     | 0.11        | 6.93 %        |
| CH17     | 0.01        | 0.27 %        |
| CH01     |             | 0.00 %        |
| CH06     |             | 0.00 %        |
| CH23     |             | 0.00 %        |
| CH43     |             | 0.00 %        |
| MC08     |             | 0.00 %        |
| Total    | 36.75       | 14.22 %       |

## CHENNAI-01

| Property     | MTD Sales L | Brand Share % |
|--------------|-------------|---------------|
| Mobile       | 27.81       | 13.98 %       |
| Chargers     | 0.33        | 25.63 %       |
| EXT WNTY-MOB | 0.08        | 6.30 %        |
| Case         | 0.01        | 100.00 %      |
| Dig-Acce     |             | 0.55 %        |
| Total        | 28.23       | 12.43 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CH07     | 0.83        | 8.37 %        |
| CH42     | 0.71        | 7.30 %        |
| CH05     | 0.44        | 5.49 %        |
| CH19     | 0.39        | 6.30 %        |
| CH45     | 0.28        | 4.12 %        |
| CH14     | 0.17        | 1.02 %        |
| MC09     | 0.17        | 7.41 %        |
| CH28     | 0.17        | 3.34 %        |
| MRM1     | 0.17        | 1.89 %        |
| CH26     | 0.16        | 9.95 %        |
| MC02     | 0.01        | 0.83 %        |
| TKM1     | 0.01        | 0.12 %        |
| AVD1     |             | 0.00 %        |
| CGL1     |             | 0.00 %        |
| CH37     |             | 0.00 %        |
| CH39     |             | 0.00 %        |
| MC10     |             | 0.00 %        |
| SKL1     |             | 0.00 %        |
| Total    | 28.23       | 12.43 %       |

## WEST-02

| Property     | MTD Sales L | Brand Share % |
|--------------|-------------|---------------|
| Mobile       | 20.13       | 11.33 %       |
| Chargers     | 0.21        | 24.82 %       |
| Tab          | 0.20        | 13.03 %       |
| EXT WNTY-MOB | 0.07        | 4.96 %        |
| Ear-Buds     | 0.04        | 2.78 %        |
| Total        | 20.66       | 10.04 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| HRR1     | 1.18        | 10.49 %       |
| APN1     | 0.94        | 10.51 %       |
| PMP1     | 0.77        | 6.83 %        |
| EPI1     | 0.55        | 10.22 %       |
| MTR1     | 0.44        | 6.05 %        |
| VPD1     | 0.42        | 5.42 %        |
| MCR1     | 0.38        | 6.55 %        |
| VKL1     | 0.32        | 7.21 %        |
| NKL2     | 0.29        | 4.65 %        |
| RSP1     | 0.27        | 7.99 %        |
| PLC1     | 0.27        | 3.20 %        |
| OML1     | 0.25        | 2.59 %        |
| TRM1     | 0.17        | 1.36 %        |
| KRI1     | 0.15        | 2.73 %        |
| DPR1     | 0.01        | 0.32 %        |
| EDP1     | 0.01        | 0.32 %        |
| DPR2     | 0.01        | 0.12 %        |
| CMI1     |             | 0.00 %        |
| ERD2     |             | 0.00 %        |
| KMM1     |             | 0.00 %        |
| KVP1     |             | 0.00 %        |
| PDR1     |             | 0.00 %        |
| SGG1     |             | 0.00 %        |
| SGI1     |             | 0.00 %        |
| SLM2     |             | 0.00 %        |
| TCG1     |             | 0.00 %        |
| Total    | 20.66       | 10.04 %       |

### SOUTH-03

| Property     | MTD Sales L | Brand Share % |
|--------------|-------------|---------------|
| Mobile       | 19.09       | 12.58 %       |
| Computer     | 0.52        | 3.05 %        |
| Chargers     | 0.22        | 22.59 %       |
| EXT WNTY-MOB | 0.10        | 4.81 %        |
| Ear-Buds     | 0.04        | 2.95 %        |
| Pow-Bank     | 0.02        | 3.22 %        |
| Dig-Acce     |             | 2.70 %        |
| Total        | 20.00       | 11.37 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| PVI1     | 1.84        | 7.82 %        |
| DKI1     | 0.35        | 5.87 %        |
| TMM1     | 0.27        | 6.32 %        |
| DGL2     | 0.25        | 11.18 %       |
| ADP1     | 0.24        | 4.63 %        |
| BNR1     | 0.22        | 4.83 %        |
| MDU5     | 0.17        | 7.88 %        |
| KPT1     | 0.17        | 2.94 %        |
| MDU3     | 0.14        | 3.00 %        |
| PNV1     | 0.13        | 5.68 %        |
| PKM1     | 0.11        | 3.45 %        |
| PNI1     | 0.02        | 0.49 %        |
| BTU1     |             | 0.00 %        |
| CBM1     |             | 0.00 %        |
| KKD2     |             | 0.00 %        |
| KRR1     |             | 0.00 %        |
| KYK1     |             | 0.00 %        |
| MLR1     |             | 0.00 %        |
| MNM1     |             | 0.00 %        |
| NKI1     |             | 0.00 %        |
| NTM1     |             | 0.00 %        |
| ODM1     |             | 0.00 %        |
| TPT1     |             | 0.00 %        |
| USL1     |             | 0.00 %        |
| Total    | 20.00       | 11.37 %       |

### NORTH ARCOT

| Property     | MTD Sales L | Brand Share % |
|--------------|-------------|---------------|
| Mobile       | 18.65       | 10.39 %       |
| Tab          | 0.25        | 8.85 %        |
| Chargers     | 0.21        | 17.25 %       |
| Ear-Buds     | 0.04        | 2.27 %        |
| EXT WNTY-MOB | 0.03        | 0.72 %        |
| Total        | 19.17       | 9.27 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| TRR1     | 1.38        | 8.73 %        |
| KPM2     | 1.36        | 4.85 %        |
| WJP1     | 1.05        | 11.98 %       |
| CGM1     | 0.83        | 11.18 %       |
| VSI1     | 0.81        | 11.53 %       |
| VEL1     | 0.58        | 6.06 %        |
| UGI1     | 0.21        | 3.55 %        |
| PLR1     | 0.19        | 5.07 %        |
| SBR1     | 0.15        | 1.77 %        |
| ANI1     | 0.01        | 0.24 %        |
| KPM1     | 0.01        | 0.15 %        |
| ABR1     |             | 0.00 %        |
| CPT1     |             | 0.00 %        |
| GDM1     |             | 0.00 %        |
| PTU1     |             | 0.00 %        |
| TRL1     |             | 0.00 %        |
| VNB1     |             | 0.00 %        |
| WJD1     |             | 0.00 %        |
| Total    | 19.17       | 9.27 %        |

## TRICHY-01

| Property     | MTD Sales L | Brand Share % |
|--------------|-------------|---------------|
| Mobile       | 16.42       | 10.54 %       |
| Tab          | 0.72        | 40.10 %       |
| Chargers     | 0.25        | 37.72 %       |
| Dig-Acce     | 0.01        | 5.77 %        |
| EXT WNTY-MOB | 0.01        | 0.64 %        |
| Total        | 17.41       | 9.45 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| TRY1     | 3.04        | 7.56 %        |
| TTP1     | 0.51        | 4.92 %        |
| JKM1     | 0.34        | 4.89 %        |
| MSI1     | 0.29        | 8.54 %        |
| TVR2     | 0.29        | 4.04 %        |
| NGT1     | 0.17        | 2.43 %        |
| NCK1     | 0.17        | 7.16 %        |
| TVR1     | 0.17        | 5.09 %        |
| PDK1     | 0.01        | 0.23 %        |
| AYR1     |             | 0.00 %        |
| KIK1     |             | 0.00 %        |
| MVM1     |             | 0.00 %        |
| PBR1     |             | 0.00 %        |
| TRY2     |             | 0.00 %        |
| TRY3     |             | 0.00 %        |
| TYR1     |             | 0.00 %        |
| Total    | 17.41       | 9.45 %        |

## WEST-01

| Property     | MTD Sales L | Brand Share % |
|--------------|-------------|---------------|
| Mobile       | 15.99       | 14.32 %       |
| Chargers     | 0.30        | 44.15 %       |
| Ear-Buds     | 0.04        | 2.33 %        |
| EXT WNTY-MOB | 0.03        | 3.31 %        |
| Dig-Acce     | 0.01        | 1.28 %        |
| Total        | 16.37       | 11.59 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CBE2     | 1.55        | 9.70 %        |
| GBM1     | 0.62        | 11.08 %       |
| PPI1     | 0.55        | 5.48 %        |
| GDR1     | 0.52        | 7.27 %        |
| TPR4     | 0.41        | 11.55 %       |
| CNR1     | 0.28        | 3.19 %        |
| PDM1     | 0.26        | 11.43 %       |
| TPR3     | 0.19        | 4.44 %        |
| KGI1     | 0.18        | 1.68 %        |
| DPM2     | 0.15        | 3.54 %        |
| SUL1     | 0.01        | 1.03 %        |
| ANR1     |             | 0.00 %        |
| CBE4     |             | 0.00 %        |
| CBE5     |             | 0.00 %        |
| CBE6     |             | 0.00 %        |
| KGM1     |             | 0.00 %        |
| KMD1     |             | 0.00 %        |
| PLI1     |             | 0.00 %        |
| SNR1     |             | 0.00 %        |
| SYM2     |             | 0.00 %        |
| UMP1     |             | 0.00 %        |
| Total    | 16.37       | 11.59 %       |

KL-SOUTH

| Property     | MTD Sales L | Brand Share % |
|--------------|-------------|---------------|
| Mobile       | 14.02       | 40.92 %       |
| Chargers     | 0.13        | 47.71 %       |
| EXT WNTY-MOB | 0.04        | 61.82 %       |
| Total        | 14.20       | 39.05 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Total    | 14.20       | 39.05 %       |

SOUTH ARCOT

| Property     | MTD Sales L | Brand Share % |
|--------------|-------------|---------------|
| Mobile       | 13.03       | 10.37 %       |
| Tab          | 0.40        | 48.89 %       |
| Chargers     | 0.19        | 41.36 %       |
| EXT WNTY-MOB | 0.01        | 0.59 %        |
| Dig-Acce     |             | 4.70 %        |
| Total        | 13.64       | 9.32 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CUD1     | 1.87        | 9.73 %        |
| CDM1     | 0.78        | 8.20 %        |
| VPM2     | 0.77        | 8.82 %        |
| TDM1     | 0.68        | 9.16 %        |
| KKI2     | 0.51        | 7.94 %        |
| TRK1     | 0.44        | 3.78 %        |
| KML1     | 0.20        | 4.54 %        |
| ULP1     | 0.20        | 1.61 %        |
| NVL2     | 0.15        | 4.38 %        |
| SJI1     | 0.13        | 1.34 %        |
| VPM1     | 0.12        | 4.76 %        |
| KLM1     |             | 0.00 %        |
| MKM1     |             | 0.00 %        |
| STP1     |             | 0.00 %        |
| VCM1     |             | 0.00 %        |
| Total    | 13.64       | 9.32 %        |

HO01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Mobile   | 1.15        | 73.86 %       |
| Total    | 1.15        | 46.61 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| MSWH     |             | 0.00 %        |
| Total    | 1.15        | 46.61 %       |