

MTD Sales
558.11 L

Brand Share %
10.35 %

Information:

MTD : 01-08-2025 To 16-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **10.35 %** are only listed below

Property	MTD Sales L	Brand Share %
Mobile	520.28	11.10 %
Tab	17.92	33.02 %
Chargers	13.86	38.84 %
Computer	2.51	0.52 %
EXT WNTY-MOB	2.15	4.81 %
SWatch	0.97	3.69 %
Ear-Buds	0.24	0.57 %
Pow-Bank	0.09	0.72 %
Dig-Acce	0.05	0.44 %
Case	0.04	18.35 %
Total	558.11	10.35 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	116.56	13.30 %
CHENNAI-01	75.38	11.47 %
CHENNAI-02	71.91	10.38 %
SOUTH-03	62.30	12.01 %
NORTH ARCOT	58.04	9.93 %
TRICHY-01	48.65	9.28 %
WEST-02	46.23	8.43 %
WEST-01	37.53	10.37 %
SOUTH ARCOT	31.60	7.35 %
KL-SOUTH	9.21	26.90 %
HO01	0.70	0.42 %
Total	558.11	10.35 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mobile	109.48	15.43 %
Tab	3.71	37.31 %
Chargers	2.70	42.52 %
EXT WNTY-MOB	0.62	6.95 %
SWatch	0.04	1.34 %
Total	116.56	13.30 %

Branch *	MTD Sales L	Brand Share %
TKS1	2.90	8.77 %
TUT2	0.84	2.33 %
KYR1	0.78	6.86 %
TKY1	0.66	3.27 %
ASM1	0.61	5.52 %
STU2	0.58	6.65 %
APK1	0.48	2.82 %
SNL1	0.37	1.90 %
PDI1	0.34	2.57 %
KSM1	0.11	0.85 %
MMT1	0.01	0.08 %
SKD1	0.01	0.13 %
COL1		0.00 %
MAR1		0.00 %
SDI1		0.00 %
TVL2		0.00 %
VKM1		0.00 %
Total	116.56	13.30 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mobile	69.52	12.07 %
Tab	2.98	32.35 %
Chargers	1.88	40.37 %
Computer	0.48	0.99 %
EXT WNTY-MOB	0.23	4.86 %
SWatch	0.22	5.08 %
Ear-Buds	0.04	0.77 %
Case	0.01	46.92 %
Total	75.38	11.47 %

Branch *	MTD Sales L	Brand Share %
CH30	3.40	7.68 %
CH14	2.09	4.24 %
MC10	1.89	8.62 %
CH38	1.56	9.33 %
AVD1	1.24	3.56 %
TKM1	1.04	4.83 %
CGL1	1.02	6.35 %
CH37	0.59	4.38 %
MC09	0.49	5.22 %
CH19	0.43	2.46 %
CH45	0.40	2.30 %
CH26	0.23	3.64 %
CH11	0.11	1.31 %
MRM1	0.10	0.42 %
CH22		0.00 %
CH28		0.00 %
CH39		0.00 %
Total	75.38	11.47 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mobile	66.86	10.70 %
Chargers	1.69	38.66 %
Tab	1.46	17.24 %
EXT WNTY-MOB	0.74	19.62 %
SWatch	0.53	14.92 %
Computer	0.51	1.39 %
Ear-Buds	0.12	1.74 %
Total	71.91	10.38 %

Branch *	MTD Sales L	Brand Share %
CH20	3.74	10.32 %
MC05	2.18	6.89 %
UKI1	1.70	6.76 %
CH43	1.49	9.78 %
CH34	1.45	4.08 %
CH09	1.30	7.69 %
CH23	0.97	7.13 %
CH18	0.73	2.98 %
CH36	0.44	6.67 %
MC06	0.37	3.28 %
CH33	0.30	1.10 %
CH32	0.30	6.89 %
CH24	0.10	0.73 %
CH06	0.02	0.08 %
PON1	0.01	0.07 %
CH01		0.00 %
CH17		0.00 %
CH27		0.00 %
GPD1		0.00 %
MJR1		0.00 %
Total	71.91	10.38 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mobile	58.31	13.06 %
Chargers	1.69	47.88 %
Tab	1.36	18.70 %
Computer	0.51	1.08 %
EXT WNTY-MOB	0.35	5.73 %
Pow-Bank	0.05	3.57 %
Dig-Acce	0.02	5.08 %
Case	0.01	33.45 %
Total	62.30	12.01 %

Branch *	MTD Sales L	Brand Share %
CBM1	1.52	8.58 %
ADP1	1.46	9.32 %
TPT1	1.20	7.96 %
DKI1	0.90	4.65 %
PVI1	0.87	5.62 %
MDU3	0.80	9.35 %
USL1	0.64	3.47 %
TMM1	0.43	1.87 %
BNR1	0.31	2.76 %
PKM1	0.30	2.40 %
PNI1	0.28	3.86 %
MLR1	0.22	1.75 %
KPT1	0.21	1.33 %
ODM1	0.20	1.67 %
PNV1	0.20	4.21 %
MNM1	0.15	1.93 %
KKD2	0.14	2.40 %
NKI1	0.10	1.00 %
SVG1	0.10	0.59 %
KRR1	0.02	0.54 %
SGP1	0.01	0.10 %
BTU1		0.12 %
NTM1		0.00 %
Total	62.30	12.01 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mobile	54.03	10.46 %
Tab	2.31	53.86 %
Chargers	1.47	37.11 %
EXT WNTY-MOB	0.16	1.79 %
Ear-Buds	0.08	1.59 %
Total	58.04	9.93 %

Branch *	MTD Sales L	Brand Share %
VEL1	2.20	7.82 %
CGM1	2.15	10.20 %
SLG1	1.70	9.11 %
SBR1	1.61	6.85 %
VNB1	1.53	6.44 %
UGI1	1.49	7.93 %
KPM1	1.45	8.18 %
WJD1	1.18	3.90 %
BGR1	1.06	6.74 %
ABR1	0.64	3.67 %
CPT1	0.53	3.86 %
ANI1	0.20	1.76 %
TRT1	0.15	1.10 %
PTU1	0.09	1.06 %
PLR1		0.00 %
Total	58.04	9.93 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mobile	45.87	10.07 %
Chargers	1.25	48.44 %
Tab	0.98	35.28 %
Computer	0.51	0.93 %
EXT WNTY-MOB	0.04	1.28 %
Dig-Acce	0.01	2.85 %
Total	48.65	9.28 %

Branch *	MTD Sales L	Brand Share %
TRY1	8.95	9.54 %
KRN1	1.68	9.26 %
PTK1	1.43	7.02 %
NGT1	1.22	9.59 %
NMM1	1.19	7.99 %
MVM1	1.04	7.14 %
MDI1	0.72	4.93 %
MSI1	0.71	4.31 %
JKM1	0.69	4.25 %
KIK1	0.28	5.04 %
TYR1	0.03	0.11 %
AYR1		0.00 %
NCK1		0.00 %
PDK1		0.00 %
TRY2		0.00 %
TRY3		0.00 %
Total	48.65	9.28 %

WEST-02

Property	MTD Sales L	Brand Share %
Mobile	42.62	8.74 %
Tab	1.74	28.67 %
Chargers	1.17	44.58 %
Computer	0.51	1.26 %
SWatch	0.18	6.57 %
Pow-Bank	0.02	1.77 %
Total	46.23	8.43 %

Branch *	MTD Sales L	Brand Share %
ATU1	2.13	8.77 %
MCR1	2.05	8.82 %
SLM3	1.95	7.78 %
EPI1	1.62	9.50 %
SGI1	0.92	5.16 %
MTR1	0.91	5.04 %
TRM1	0.89	2.59 %
ERD1	0.81	8.94 %
APN1	0.77	6.91 %
SLM2	0.75	5.37 %
KRI1	0.56	3.83 %
EDP1	0.37	3.55 %
PLC1	0.33	1.89 %
NKL2	0.32	1.64 %
DPR1	0.31	3.00 %
VPD1	0.29	1.45 %
RSP1	0.28	2.79 %
TCG1	0.26	2.38 %
KMM1	0.20	2.88 %
VKL1	0.10	1.40 %
DPR2	0.10	0.72 %
SGG1	0.01	0.25 %
CMI1		0.00 %
ERD2		0.00 %
KVP1		0.00 %
PDR1		0.00 %
Total	46.23	8.43 %

WEST-01

Property	MTD Sales L	Brand Share %
Mobile	35.30	11.94 %
Chargers	1.17	41.09 %
Tab	1.01	50.14 %
Dig-Acce	0.02	3.02 %
Pow-Bank	0.02	2.04 %
EXT WNTY-MOB	0.02	0.71 %
Total	37.53	10.37 %

Branch *	MTD Sales L	Brand Share %
CBE2	4.62	8.59 %
UAM1	2.46	10.18 %
CNR1	1.44	7.78 %
AVI1	0.83	10.08 %
TPR1	0.73	5.70 %
SYM2	0.67	6.76 %
CBE6	0.64	7.77 %
TPR3	0.63	9.64 %
CBE4	0.41	4.59 %
PDM1	0.38	6.05 %
KMD1	0.29	4.03 %
CBE3	0.20	3.13 %
PPI1	0.17	1.59 %
DPM2	0.12	1.46 %
SNR1	0.11	2.14 %
ANR1	0.10	2.81 %
PLI1	0.10	1.70 %
SUL1	0.02	0.42 %
UMP1		0.00 %
KGM1	-0.10	-0.94 %
Total	37.53	10.37 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mobile	28.53	7.45 %
Tab	2.36	56.31 %
Chargers	0.71	34.70 %
Total	31.60	7.35 %

Branch *	MTD Sales L	Brand Share %
ULP1	2.04	7.15 %
KKI2	2.03	7.65 %
TRK1	1.74	4.44 %
SJI1	1.58	5.98 %
TDM1	1.07	4.17 %
VPM2	0.87	7.61 %
NVL2	0.52	3.35 %
KLM1	0.43	1.86 %
VCM1	0.28	2.21 %
TVM2	0.20	0.74 %
PRT1	0.15	0.95 %
STP1	0.10	1.05 %
KML1		0.00 %
MKM1		0.00 %
VPM1		0.00 %
Total	31.60	7.35 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Mobile	9.08	27.63 %
Chargers	0.13	61.26 %
Total	9.21	26.90 %

Branch *	MTD Sales L	Brand Share %
Total	9.21	26.90 %

HO01

Property	MTD Sales L	Brand Share %
Mobile	0.68	0.43 %
Case	0.02	100.00 %
Total	0.70	0.42 %

Branch *	MTD Sales L	Brand Share %
GHUB	0.70	0.42 %
MSWH		0.00 %
Total	0.70	0.42 %