

MTD Sales  
430.28 L

Brand Share %  
11.81 %

Information:

MTD : 01-09-2025 To 16-09-2025

\* Branch where in Brand Share % is less than Overall State's Brand Share **11.81 %** are only listed below

| Property     | MTD Sales L | Brand Share % |
|--------------|-------------|---------------|
| Mobile       | 412.00      | 13.24 %       |
| Chargers     | 5.73        | 34.09 %       |
| Tab          | 5.60        | 16.10 %       |
| Computer     | 3.72        | 1.03 %        |
| EXT WNTY-MOB | 2.00        | 5.14 %        |
| Ear-Buds     | 0.55        | 1.67 %        |
| SWatch       | 0.49        | 2.22 %        |
| Pow-Bank     | 0.11        | 1.01 %        |
| Dig-Acce     | 0.05        | 0.35 %        |
| Case         | 0.05        | 37.92 %       |
| Total        | 430.28      | 11.81 %       |

| Sales Zone  | MTD Sales L | Brand Share % |
|-------------|-------------|---------------|
| SOUTH-01    | 76.19       | 12.52 %       |
| CHENNAI-02  | 71.17       | 14.89 %       |
| CHENNAI-01  | 52.45       | 12.50 %       |
| SOUTH-03    | 44.48       | 12.75 %       |
| WEST-02     | 42.76       | 10.47 %       |
| NORTH ARCOT | 37.94       | 9.11 %        |
| TRICHY-01   | 31.39       | 8.81 %        |
| WEST-01     | 27.20       | 10.64 %       |
| SOUTH ARCOT | 24.14       | 8.32 %        |
| KL-SOUTH    | 19.54       | 36.55 %       |
| HO01        | 3.02        | 38.31 %       |
| Total       | 430.28      | 11.81 %       |

## SOUTH-01

| Property     | MTD Sales L | Brand Share % |
|--------------|-------------|---------------|
| Mobile       | 73.59       | 14.77 %       |
| Chargers     | 0.92        | 32.08 %       |
| EXT WNTY-MOB | 0.68        | 7.94 %        |
| Computer     | 0.66        | 0.78 %        |
| Tab          | 0.20        | 4.05 %        |
| Ear-Buds     | 0.12        | 2.89 %        |
| Pow-Bank     | 0.02        | 1.92 %        |
| Total        | 76.19       | 12.52 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| VNR2     | 4.57        | 11.46 %       |
| TKS2     | 2.66        | 9.93 %        |
| TKS1     | 2.46        | 11.11 %       |
| ERL2     | 1.53        | 10.88 %       |
| KGL1     | 1.47        | 11.41 %       |
| MAR1     | 1.14        | 5.43 %        |
| APK2     | 1.08        | 8.68 %        |
| PKD1     | 0.84        | 8.00 %        |
| VLY1     | 0.77        | 4.05 %        |
| TKY1     | 0.68        | 4.34 %        |
| KSM1     | 0.59        | 2.68 %        |
| TYI1     | 0.45        | 4.77 %        |
| STU2     | 0.41        | 9.28 %        |
| APK1     | 0.38        | 4.87 %        |
| VKM1     | 0.21        | 3.76 %        |
| ASM1     | 0.15        | 1.62 %        |
| MMT1     | 0.07        | 0.72 %        |
| KYR1     |             | 0.00 %        |
| PDI1     |             | 0.00 %        |
| SDI1     |             | 0.00 %        |
| SKD1     |             | 0.00 %        |
| TCN1     |             | 0.00 %        |
| TVL2     |             | 0.00 %        |
| Total    | 76.19       | 12.52 %       |

## CHENNAI-02

| Property     | MTD Sales L | Brand Share % |
|--------------|-------------|---------------|
| Mobile       | 68.64       | 16.33 %       |
| Chargers     | 0.83        | 35.05 %       |
| Tab          | 0.71        | 13.69 %       |
| Computer     | 0.50        | 1.55 %        |
| EXT WNTY-MOB | 0.43        | 11.02 %       |
| Pow-Bank     | 0.02        | 2.31 %        |
| Case         | 0.02        | 83.41 %       |
| Dig-Acce     | 0.01        | 0.15 %        |
| Total        | 71.17       | 14.89 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CH21     | 3.32        | 9.56 %        |
| CH33     | 1.48        | 10.21 %       |
| PON1     | 1.39        | 10.79 %       |
| MC06     | 1.38        | 11.66 %       |
| CH18     | 1.03        | 4.68 %        |
| GPD1     | 1.01        | 4.15 %        |
| UKI1     | 0.67        | 3.81 %        |
| CH36     | 0.50        | 10.01 %       |
| CH34     | 0.45        | 1.86 %        |
| CH27     | 0.37        | 11.11 %       |
| MJR1     | 0.35        | 1.32 %        |
| CH09     | 0.20        | 1.70 %        |
| CH06     | 0.16        | 1.22 %        |
| CH23     | 0.15        | 2.25 %        |
| CH17     | 0.01        | 0.11 %        |
| CH01     |             | 0.00 %        |
| MC08     |             | 0.00 %        |
| Total    | 71.17       | 14.89 %       |

## CHENNAI-01

| Property     | MTD Sales L | Brand Share % |
|--------------|-------------|---------------|
| Mobile       | 50.09       | 13.84 %       |
| Tab          | 0.80        | 14.43 %       |
| Chargers     | 0.72        | 31.15 %       |
| Computer     | 0.52        | 1.45 %        |
| Ear-Buds     | 0.15        | 3.05 %        |
| EXT WNTY-MOB | 0.14        | 4.90 %        |
| Case         | 0.03        | 77.07 %       |
| Dig-Acce     |             | 0.17 %        |
| Total        | 52.45       | 12.50 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CH07     | 2.13        | 10.76 %       |
| CH14     | 1.53        | 4.73 %        |
| CH38     | 1.44        | 9.94 %        |
| CH42     | 1.43        | 8.88 %        |
| CH28     | 1.16        | 8.11 %        |
| SKL1     | 1.01        | 11.16 %       |
| CH19     | 0.72        | 5.95 %        |
| CH39     | 0.61        | 10.10 %       |
| MRM1     | 0.32        | 2.19 %        |
| CH45     | 0.28        | 2.29 %        |
| AVD1     | 0.19        | 1.15 %        |
| MC09     | 0.17        | 3.11 %        |
| CH26     | 0.17        | 4.46 %        |
| MC10     | 0.15        | 0.98 %        |
| MC02     | 0.01        | 0.51 %        |
| CH37     | 0.01        | 0.10 %        |
| TKM1     | 0.01        | 0.08 %        |
| CGL1     |             | 0.00 %        |
| Total    | 52.45       | 12.50 %       |

# SOUTH-03

| Property     | MTD Sales L | Brand Share % |
|--------------|-------------|---------------|
| Mobile       | 41.21       | 13.66 %       |
| Computer     | 1.52        | 4.84 %        |
| Chargers     | 0.59        | 33.99 %       |
| Tab          | 0.59        | 20.58 %       |
| EXT WNTY-MOB | 0.36        | 8.74 %        |
| Ear-Buds     | 0.16        | 5.29 %        |
| Pow-Bank     | 0.04        | 3.77 %        |
| Dig-Acce     |             | 0.62 %        |
| Total        | 44.48       | 12.75 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| PVI1     | 2.14        | 7.48 %        |
| MDU6     | 1.38        | 11.41 %       |
| DGL1     | 0.86        | 8.48 %        |
| DKI1     | 0.79        | 9.94 %        |
| ADP1     | 0.63        | 6.27 %        |
| KRR1     | 0.53        | 10.89 %       |
| SGP1     | 0.44        | 11.67 %       |
| DGL2     | 0.41        | 8.45 %        |
| KPT1     | 0.34        | 3.21 %        |
| ODM1     | 0.28        | 3.12 %        |
| PNV1     | 0.26        | 5.72 %        |
| USL1     | 0.20        | 2.29 %        |
| PNI1     | 0.19        | 2.65 %        |
| TPT1     | 0.17        | 1.71 %        |
| PKM1     | 0.11        | 1.46 %        |
| BTU1     | 0.10        | 1.87 %        |
| MNM1     | 0.10        | 2.26 %        |
| KYK1     | 0.10        | 1.34 %        |
| CBM1     |             | 0.00 %        |
| KKD2     |             | 0.00 %        |
| MLR1     |             | 0.00 %        |
| NKI1     |             | 0.00 %        |
| NTM1     |             | 0.00 %        |
| Total    | 44.48       | 12.75 %       |

## WEST-02

| Property     | MTD Sales L | Brand Share % |
|--------------|-------------|---------------|
| Mobile       | 41.46       | 11.70 %       |
| Computer     | 0.52        | 1.29 %        |
| Chargers     | 0.44        | 28.44 %       |
| Tab          | 0.20        | 7.11 %        |
| EXT WNTY-MOB | 0.08        | 3.38 %        |
| Ear-Buds     | 0.04        | 1.37 %        |
| Dig-Acce     | 0.01        | 4.86 %        |
| Total        | 42.76       | 10.47 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| HRR1     | 1.35        | 7.18 %        |
| EPI1     | 1.22        | 11.39 %       |
| MCR1     | 1.02        | 6.70 %        |
| VPD1     | 0.79        | 5.27 %        |
| OML1     | 0.79        | 3.42 %        |
| MTR1     | 0.71        | 5.45 %        |
| TRM1     | 0.67        | 2.21 %        |
| RSP1     | 0.67        | 11.00 %       |
| PLC1     | 0.63        | 4.59 %        |
| VKL1     | 0.49        | 7.00 %        |
| NKL2     | 0.46        | 3.43 %        |
| KRI1     | 0.15        | 1.72 %        |
| KMM1     | 0.09        | 2.17 %        |
| DPR1     | 0.01        | 0.12 %        |
| EDP1     | 0.01        | 0.14 %        |
| DPR2     | 0.01        | 0.08 %        |
| CMI1     |             | 0.00 %        |
| ERD2     |             | 0.00 %        |
| KVP1     |             | 0.00 %        |
| PDR1     |             | 0.00 %        |
| SGG1     |             | 0.00 %        |
| SGI1     |             | 0.00 %        |
| SLM2     |             | 0.00 %        |
| TCG1     |             | 0.00 %        |
| Total    | 42.76       | 10.47 %       |

## NORTH ARCOT

| Property     | MTD Sales L | Brand Share % |
|--------------|-------------|---------------|
| Mobile       | 36.30       | 10.04 %       |
| Tab          | 0.97        | 21.65 %       |
| Chargers     | 0.60        | 28.22 %       |
| Ear-Buds     | 0.04        | 1.04 %        |
| EXT WNTY-MOB | 0.03        | 0.34 %        |
| Total        | 37.94       | 9.11 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| KPM2     | 4.41        | 7.94 %        |
| TRR1     | 3.12        | 11.32 %       |
| WJP1     | 1.60        | 8.94 %        |
| UGI1     | 1.45        | 11.03 %       |
| SBR1     | 1.41        | 8.13 %        |
| CGM1     | 1.36        | 9.03 %        |
| VSI1     | 1.35        | 9.44 %        |
| VEL1     | 0.70        | 3.81 %        |
| KPM1     | 0.54        | 4.88 %        |
| PLR1     | 0.36        | 5.45 %        |
| ANI1     | 0.26        | 3.04 %        |
| VNB1     | 0.20        | 1.30 %        |
| TRL1     | 0.15        | 0.95 %        |
| ABR1     | 0.10        | 0.58 %        |
| GDM1     | 0.01        | 0.08 %        |
| CPT1     |             | 0.00 %        |
| PTU1     |             | 0.00 %        |
| WJD1     |             | 0.00 %        |
| Total    | 37.94       | 9.11 %        |

## TRICHY-01

| Property     | MTD Sales L | Brand Share % |
|--------------|-------------|---------------|
| Mobile       | 29.77       | 9.77 %        |
| Tab          | 1.05        | 22.69 %       |
| Chargers     | 0.48        | 40.99 %       |
| EXT WNTY-MOB | 0.08        | 2.81 %        |
| Dig-Acce     | 0.01        | 2.96 %        |
| Total        | 31.39       | 8.81 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| TRY1     | 6.72        | 9.72 %        |
| PTK1     | 1.46        | 10.38 %       |
| NMM1     | 1.10        | 11.16 %       |
| TTP1     | 1.02        | 5.73 %        |
| MSI1     | 0.72        | 6.23 %        |
| TVR2     | 0.49        | 3.67 %        |
| JKM1     | 0.34        | 2.50 %        |
| PBR1     | 0.26        | 4.48 %        |
| MVM1     | 0.21        | 1.46 %        |
| KIK1     | 0.17        | 2.94 %        |
| NGT1     | 0.17        | 1.07 %        |
| NCK1     | 0.17        | 2.99 %        |
| TVR1     | 0.17        | 2.04 %        |
| PDK1     | 0.02        | 0.24 %        |
| AYR1     |             | 0.00 %        |
| TRY2     |             | 0.00 %        |
| TRY3     |             | 0.00 %        |
| TYR1     |             | 0.00 %        |
| Total    | 31.39       | 8.81 %        |

## WEST-01

| Property     | MTD Sales L | Brand Share % |
|--------------|-------------|---------------|
| Mobile       | 26.00       | 12.73 %       |
| Tab          | 0.54        | 20.69 %       |
| Chargers     | 0.53        | 42.38 %       |
| EXT WNTY-MOB | 0.06        | 3.01 %        |
| Ear-Buds     | 0.04        | 1.30 %        |
| Pow-Bank     | 0.02        | 2.32 %        |
| Dig-Acce     | 0.01        | 0.48 %        |
| Total        | 27.20       | 10.64 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CBE2     | 2.28        | 6.65 %        |
| GDR1     | 1.13        | 8.81 %        |
| KGI1     | 0.65        | 3.64 %        |
| CNR1     | 0.59        | 4.79 %        |
| PPI1     | 0.55        | 3.84 %        |
| TPR3     | 0.47        | 6.40 %        |
| CBE1     | 0.27        | 6.72 %        |
| PLI1     | 0.21        | 5.46 %        |
| DPM2     | 0.15        | 2.40 %        |
| SYM2     | 0.01        | 0.15 %        |
| KMD1     | 0.01        | 0.19 %        |
| SUL1     | 0.01        | 0.53 %        |
| ANR1     |             | 0.00 %        |
| CBE4     |             | 0.00 %        |
| CBE5     |             | 0.00 %        |
| CBE6     |             | 0.00 %        |
| SNR1     |             | 0.00 %        |
| UMP1     |             | 0.00 %        |
| Total    | 27.20       | 10.64 %       |

## SOUTH ARCOT

| Property     | MTD Sales L | Brand Share % |
|--------------|-------------|---------------|
| Mobile       | 23.17       | 9.18 %        |
| Tab          | 0.53        | 38.55 %       |
| Chargers     | 0.42        | 40.39 %       |
| EXT WNTY-MOB | 0.02        | 0.50 %        |
| Dig-Acce     |             | 2.56 %        |
| Total        | 24.14       | 8.32 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CUD1     | 3.27        | 9.26 %        |
| VPM2     | 1.77        | 10.40 %       |
| PRT1     | 1.53        | 10.50 %       |
| TVM2     | 1.53        | 8.18 %        |
| CDM1     | 1.17        | 6.40 %        |
| TDM1     | 0.99        | 7.17 %        |
| TRK1     | 0.82        | 3.88 %        |
| KKI2     | 0.80        | 5.56 %        |
| VPM1     | 0.40        | 6.89 %        |
| ULP1     | 0.35        | 1.71 %        |
| NVL2     | 0.33        | 3.88 %        |
| KML1     | 0.21        | 2.51 %        |
| SJI1     | 0.13        | 0.60 %        |
| KLM1     |             | 0.00 %        |
| MKM1     |             | 0.00 %        |
| STP1     |             | 0.00 %        |
| VCM1     |             | 0.00 %        |
| Total    | 24.14       | 8.32 %        |

## KL-SOUTH

| Property     | MTD Sales L | Brand Share % |
|--------------|-------------|---------------|
| Mobile       | 19.23       | 39.25 %       |
| Chargers     | 0.18        | 55.40 %       |
| EXT WNTY-MOB | 0.13        | 58.43 %       |
| Total        | 19.54       | 36.55 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Total    | 19.54       | 36.55 %       |

## HO01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Mobile   | 2.54        | 81.37 %       |
| SWatch   | 0.49        | 23.39 %       |
| Total    | 3.02        | 38.31 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Total    | 3.02        | 38.31 %       |