

MTD Sales
602.77 L

Brand Share %
10.44 %

Information:

MTD : 01-08-2025 To 17-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **10.44 %** are only listed below

Property	MTD Sales L	Brand Share %
Mobile	562.49	11.23 %
Tab	19.44	32.02 %
Chargers	14.52	38.28 %
Computer	2.51	0.49 %
EXT WNTY-MOB	2.24	4.67 %
SWatch	0.97	3.48 %
Ear-Buds	0.39	0.86 %
Pow-Bank	0.11	0.85 %
Dig-Acce	0.06	0.47 %
Case	0.05	20.92 %
Total	602.77	10.44 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	123.18	13.06 %
CHENNAI-01	83.06	11.83 %
CHENNAI-02	79.80	10.66 %
SOUTH-03	67.94	12.23 %
NORTH ARCOT	61.88	9.82 %
WEST-02	52.64	8.88 %
TRICHY-01	51.74	9.33 %
WEST-01	39.06	10.08 %
SOUTH ARCOT	32.94	7.29 %
KL-SOUTH	9.85	25.90 %
HO01	0.70	0.42 %
Total	602.77	10.44 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mobile	115.93	15.24 %
Tab	3.71	31.26 %
Chargers	2.80	41.83 %
EXT WNTY-MOB	0.62	6.58 %
Ear-Buds	0.07	1.24 %
SWatch	0.04	1.23 %
Total	123.18	13.06 %

Branch *	MTD Sales L	Brand Share %
TKS2	4.90	10.05 %
TKS1	2.90	8.49 %
TCN1	2.05	9.28 %
TKY1	0.95	4.24 %
TUT2	0.84	2.15 %
KYR1	0.78	6.41 %
ASM1	0.61	4.68 %
STU2	0.58	5.52 %
APK1	0.48	2.66 %
SNL1	0.37	1.86 %
PDI1	0.34	2.40 %
SKD1	0.25	3.05 %
MMT1	0.15	1.07 %
KSM1	0.11	0.79 %
COL1		0.00 %
MAR1		0.00 %
SDI1		0.00 %
TVL2		0.00 %
VKM1		0.00 %
Total	123.18	13.06 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mobile	76.92	12.45 %
Tab	3.18	31.64 %
Chargers	1.94	39.54 %
Computer	0.48	0.97 %
EXT WNTY-MOB	0.25	5.21 %
SWatch	0.22	4.84 %
Ear-Buds	0.04	0.72 %
Case	0.01	46.92 %
Total	83.06	11.83 %

Branch *	MTD Sales L	Brand Share %
CH30	4.08	8.53 %
CH14	2.09	3.87 %
MC10	2.01	8.65 %
CH38	1.56	8.69 %
CH37	1.52	9.93 %
AVD1	1.24	3.44 %
TKM1	1.04	4.77 %
CGL1	1.02	5.99 %
MC09	0.49	4.88 %
CH19	0.44	2.19 %
CH45	0.40	2.23 %
CH26	0.23	3.32 %
CH11	0.11	1.23 %
MRM1	0.10	0.39 %
CH22		0.00 %
CH28		0.00 %
CH39		0.00 %
Total	83.06	11.83 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mobile	74.02	10.98 %
Tab	1.97	19.19 %
Chargers	1.83	38.63 %
EXT WNTY-MOB	0.77	17.77 %
SWatch	0.53	14.08 %
Computer	0.51	1.28 %
Ear-Buds	0.15	2.11 %
Pow-Bank	0.02	1.98 %
Total	79.80	10.66 %

Branch *	MTD Sales L	Brand Share %
MC05	2.19	6.43 %
UK11	1.70	6.27 %
CH43	1.49	8.87 %
CH34	1.45	3.58 %
CH09	1.30	7.21 %
CH23	0.97	6.54 %
CH18	0.73	2.76 %
CH36	0.44	6.48 %
MC06	0.37	2.93 %
CH33	0.33	1.10 %
CH32	0.30	6.05 %
CH24	0.10	0.70 %
GPD1	0.09	0.26 %
CH06	0.02	0.07 %
PON1	0.02	0.14 %
CH01		0.00 %
CH17		0.00 %
CH27		0.00 %
MJR1		0.00 %
Total	79.80	10.66 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mobile	63.86	13.36 %
Chargers	1.74	46.51 %
Tab	1.36	18.01 %
Computer	0.51	1.00 %
EXT WNTY-MOB	0.39	5.98 %
Pow-Bank	0.05	3.40 %
Dig-Acce	0.02	4.78 %
Case	0.01	33.45 %
Total	67.94	12.23 %

Branch *	MTD Sales L	Brand Share %
ADP1	1.56	7.96 %
CBM1	1.52	8.13 %
DKI1	0.90	4.33 %
PVI1	0.87	5.12 %
USL1	0.64	3.36 %
BNR1	0.59	4.71 %
TMM1	0.43	1.77 %
MLR1	0.31	2.47 %
KPT1	0.30	1.90 %
SGP1	0.30	2.87 %
PKM1	0.30	2.22 %
PNI1	0.28	3.69 %
ODM1	0.20	1.63 %
PNV1	0.20	4.21 %
MNM1	0.15	1.73 %
KKD2	0.14	2.17 %
NKI1	0.10	0.95 %
SVG1	0.10	0.58 %
KRR1	0.02	0.54 %
BTU1		0.09 %
NTM1		0.00 %
Total	67.94	12.23 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mobile	57.78	10.38 %
Tab	2.31	50.58 %
Chargers	1.51	34.94 %
EXT WNTY-MOB	0.16	1.63 %
Ear-Buds	0.12	2.20 %
Total	61.88	9.82 %

Branch *	MTD Sales L	Brand Share %
VEL1	2.25	7.47 %
CGM1	2.15	9.57 %
ARC2	1.79	10.21 %
SLG1	1.79	9.15 %
SBR1	1.70	6.28 %
UGI1	1.60	8.16 %
VNB1	1.53	6.23 %
BGR1	1.32	7.93 %
WJD1	1.18	3.63 %
ABR1	0.64	3.51 %
CPT1	0.53	3.79 %
ANI1	0.20	1.54 %
TRT1	0.15	0.99 %
PTU1	0.09	1.00 %
PLR1		0.00 %
Total	61.88	9.82 %

WEST-02

Property	MTD Sales L	Brand Share %
Mobile	48.33	9.15 %
Tab	2.35	33.72 %
Chargers	1.25	42.83 %
Computer	0.51	1.19 %
SWatch	0.18	6.29 %
Pow-Bank	0.02	1.61 %
Dig-Acce		1.49 %
Total	52.64	8.88 %

Branch *	MTD Sales L	Brand Share %
ATU1	2.41	9.12 %
MCR1	2.05	8.49 %
TRM1	1.82	4.81 %
EPI1	1.62	9.14 %
ERD1	1.01	9.02 %
SGI1	0.92	5.01 %
MTR1	0.91	4.96 %
APN1	0.77	6.40 %
SLM2	0.75	5.21 %
KRI1	0.56	3.61 %
PLC1	0.54	2.68 %
VPD1	0.38	1.83 %
EDP1	0.37	3.48 %
NKL2	0.32	1.52 %
DPR1	0.31	2.81 %
RSP1	0.28	2.79 %
TCG1	0.26	2.20 %
KMM1	0.20	2.54 %
VKL1	0.10	1.32 %
DPR2	0.10	0.66 %
SGG1	0.01	0.22 %
CMI1		0.00 %
ERD2		0.00 %
KVP1		0.00 %
PDR1		0.00 %
Total	52.64	8.88 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mobile	48.65	10.14 %
Chargers	1.34	49.60 %
Tab	1.18	37.01 %
Computer	0.51	0.86 %
EXT WNTY-MOB	0.04	1.21 %
Case	0.01	40.88 %
Dig-Acce	0.01	2.63 %
Total	51.74	9.33 %

Branch *	MTD Sales L	Brand Share %
TRY1	8.96	9.29 %
KRN1	1.97	9.92 %
PTK1	1.66	7.97 %
NGT1	1.30	9.57 %
NMM1	1.19	7.28 %
MDI1	1.08	6.88 %
MVM1	1.04	6.74 %
MSI1	0.88	5.05 %
JKM1	0.69	3.84 %
KIK1	0.28	4.62 %
TYR1	0.03	0.10 %
AYR1		0.00 %
NCK1		0.00 %
PDK1		0.00 %
TRY2		0.00 %
TRY3		0.00 %
Total	51.74	9.33 %

WEST-01

Property	MTD Sales L	Brand Share %
Mobile	36.80	11.60 %
Chargers	1.18	39.91 %
Tab	1.01	50.14 %
Dig-Acce	0.02	2.97 %
Pow-Bank	0.02	1.93 %
EXT WNTY-MOB	0.02	0.68 %
Total	39.06	10.08 %

Branch *	MTD Sales L	Brand Share %
CBE2	4.71	8.43 %
KGI1	3.29	10.08 %
UAM1	2.46	9.79 %
CNR1	1.44	6.84 %
TPR1	0.73	5.34 %
SYM2	0.67	6.37 %
CBE6	0.64	7.33 %
TPR3	0.63	8.69 %
CBE4	0.41	4.59 %
PDM1	0.38	5.81 %
KMD1	0.29	3.88 %
CBE3	0.20	2.93 %
PPI1	0.17	1.53 %
DPM2	0.12	1.29 %
SNR1	0.11	2.14 %
ANR1	0.10	2.56 %
PLI1	0.10	1.52 %
SUL1	0.02	0.41 %
UMP1		0.00 %
KGM1	-0.10	-0.88 %
Total	39.06	10.08 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mobile	29.81	7.41 %
Tab	2.36	56.31 %
Chargers	0.77	35.08 %
Total	32.94	7.29 %

Branch *	MTD Sales L	Brand Share %
ULP1	2.04	6.36 %
KKI2	2.03	7.41 %
TRK1	1.74	4.14 %
SJI1	1.58	5.72 %
TDM1	1.21	4.44 %
VPM2	0.87	7.60 %
NVL2	0.53	3.39 %
KLM1	0.43	1.74 %
VCM1	0.28	2.19 %
TVM2	0.20	0.73 %
PRT1	0.15	0.92 %
VPM1	0.14	1.30 %
STP1	0.10	0.94 %
KML1		0.00 %
MKM1		0.00 %
Total	32.94	7.29 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Mobile	9.70	26.56 %
Chargers	0.15	64.72 %
Total	9.85	25.90 %

Branch *	MTD Sales L	Brand Share %
Total	9.85	25.90 %

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 %