

MTD Sales
626.33 L

Brand Share %
10.24 %

Information:

MTD : 01-08-2025 To 18-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **10.24 %** are only listed below

Property	MTD Sales L	Brand Share %
Mobile	583.95	10.98 %
Tab	20.82	32.93 %
Chargers	15.17	38.67 %
Computer	2.51	0.46 %
EXT WNTY-MOB	2.28	4.57 %
SWatch	0.97	3.30 %
Ear-Buds	0.39	0.82 %
Pow-Bank	0.11	0.82 %
Case	0.06	25.82 %
Dig-Acce	0.06	0.42 %
Total	626.33	10.24 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	128.32	12.79 %
CHENNAI-01	85.72	11.54 %
CHENNAI-02	82.61	10.45 %
SOUTH-03	71.25	12.17 %
NORTH ARCOT	64.41	9.51 %
WEST-02	55.27	8.87 %
TRICHY-01	54.25	9.12 %
WEST-01	39.82	9.69 %
SOUTH ARCOT	34.12	7.08 %
KL-SOUTH	9.85	25.39 %
HO01	0.70	0.42 %
Total	626.33	10.24 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mobile	120.66	14.84 %
Tab	3.91	32.42 %
Chargers	3.01	42.95 %
EXT WNTY-MOB	0.62	6.32 %
Ear-Buds	0.07	1.19 %
SWatch	0.04	1.17 %
Total	128.32	12.79 %

Branch *	MTD Sales L	Brand Share %
TKS2	5.00	9.87 %
TKS1	2.90	7.78 %
TKY1	0.95	4.07 %
TUT2	0.84	1.99 %
KYR1	0.78	6.03 %
ASM1	0.61	4.58 %
STU2	0.58	5.23 %
APK1	0.48	2.42 %
SNL1	0.37	1.74 %
PDI1	0.34	2.38 %
SKD1	0.25	2.89 %
MMT1	0.15	0.94 %
KSM1	0.11	0.78 %
COL1		0.00 %
MAR1		0.00 %
SDI1		0.00 %
TVL2		0.00 %
VKM1		0.00 %
Total	128.32	12.79 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mobile	78.51	12.02 %
Tab	4.15	36.73 %
Chargers	2.04	40.30 %
Computer	0.48	0.93 %
EXT WNTY-MOB	0.25	4.74 %
SWatch	0.22	4.60 %
Ear-Buds	0.04	0.67 %
Case	0.01	46.92 %
Total	85.72	11.54 %

Branch *	MTD Sales L	Brand Share %
CH30	4.08	8.11 %
CH14	3.56	6.11 %
MC10	2.01	8.05 %
CH38	1.56	8.15 %
CH37	1.52	9.41 %
AVD1	1.24	3.43 %
TKM1	1.04	4.44 %
CGL1	1.02	5.73 %
MC09	0.49	4.56 %
CH19	0.44	2.16 %
CH45	0.40	1.67 %
CH26	0.23	3.26 %
CH11	0.11	0.96 %
MRM1	0.10	0.36 %
CH22		0.00 %
CH28		0.00 %
CH39		0.00 %
Total	85.72	11.54 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mobile	76.52	10.74 %
Tab	2.18	19.70 %
Chargers	1.92	39.08 %
EXT WNTY-MOB	0.77	17.61 %
SWatch	0.53	12.69 %
Computer	0.51	1.23 %
Ear-Buds	0.15	1.99 %
Pow-Bank	0.02	1.92 %
Case	0.02	23.28 %
Total	82.61	10.45 %

Branch *	MTD Sales L	Brand Share %
MC05	2.19	6.29 %
UK11	1.70	5.65 %
CH43	1.49	8.43 %
CH34	1.45	3.45 %
CH09	1.31	7.27 %
CH23	0.97	6.32 %
PON1	0.85	5.49 %
CH18	0.73	2.65 %
MJR1	0.54	1.09 %
CH36	0.45	6.01 %
MC06	0.37	2.44 %
CH33	0.33	1.08 %
CH32	0.30	6.05 %
CH24	0.10	0.65 %
GPD1	0.09	0.21 %
CH06	0.02	0.07 %
CH01		0.00 %
CH17		0.00 %
CH27		0.00 %
Total	82.61	10.45 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mobile	67.06	13.35 %
Chargers	1.81	46.89 %
Tab	1.36	18.01 %
Computer	0.51	0.91 %
EXT WNTY-MOB	0.43	6.38 %
Pow-Bank	0.05	3.27 %
Dig-Acce	0.02	4.60 %
Case	0.01	33.45 %
Total	71.25	12.17 %

Branch *	MTD Sales L	Brand Share %
ADP1	1.56	7.72 %
CBM1	1.52	7.68 %
PVI1	1.22	6.92 %
DKI1	0.90	4.17 %
USL1	0.64	3.29 %
BNR1	0.59	4.41 %
TMM1	0.43	1.74 %
MLR1	0.31	2.41 %
KPT1	0.30	1.78 %
SGP1	0.30	2.55 %
PKM1	0.30	2.06 %
PNI1	0.28	3.49 %
ODM1	0.20	1.53 %
PNV1	0.20	4.04 %
MNM1	0.15	1.66 %
KKD2	0.14	2.17 %
NKI1	0.10	0.91 %
SVG1	0.10	0.57 %
KRR1	0.02	0.47 %
BTU1		0.09 %
NTM1		0.00 %
Total	71.25	12.17 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mobile	60.26	10.03 %
Tab	2.31	50.58 %
Chargers	1.57	34.96 %
EXT WNTY-MOB	0.16	1.55 %
Ear-Buds	0.12	2.08 %
Total	64.41	9.51 %

Branch *	MTD Sales L	Brand Share %
KPM2	10.10	10.22 %
VEL1	2.82	8.03 %
CGM1	2.15	8.93 %
SBR1	1.81	6.30 %
ARC2	1.79	9.18 %
SLG1	1.79	8.78 %
VNB1	1.79	6.52 %
UGI1	1.60	7.60 %
BGR1	1.51	8.35 %
WJD1	1.27	3.71 %
ABR1	0.64	3.33 %
CPT1	0.53	3.58 %
ANI1	0.20	1.30 %
TRT1	0.15	0.97 %
PTU1	0.09	0.88 %
PLR1		0.00 %
Total	64.41	9.51 %

WEST-02

Property	MTD Sales L	Brand Share %
Mobile	50.93	9.18 %
Tab	2.35	33.02 %
Chargers	1.29	42.41 %
Computer	0.51	1.12 %
SWatch	0.18	6.00 %
Pow-Bank	0.02	1.54 %
Dig-Acce		1.42 %
Total	55.27	8.87 %

Branch *	MTD Sales L	Brand Share %
ATU1	2.62	9.50 %
MCR1	2.15	7.85 %
TRM1	1.82	4.65 %
EPI1	1.62	8.84 %
ERD1	1.01	8.97 %
KVP1	0.95	8.72 %
SGI1	0.92	4.84 %
MTR1	0.91	4.85 %
RSP1	0.85	7.73 %
APN1	0.77	6.31 %
SLM2	0.75	4.82 %
KRI1	0.56	3.54 %
PLC1	0.54	2.52 %
NKL2	0.42	1.81 %
VPD1	0.38	1.74 %
EDP1	0.37	3.24 %
DPR1	0.31	2.73 %
TCG1	0.26	2.03 %
KMM1	0.20	2.36 %
VKL1	0.10	1.30 %
DPR2	0.10	0.65 %
SGG1	0.01	0.21 %
CMI1		0.00 %
ERD2		0.00 %
PDR1		0.00 %
Total	55.27	8.87 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mobile	51.11	9.88 %
Chargers	1.39	49.39 %
Tab	1.18	35.37 %
Computer	0.51	0.83 %
EXT WNTY-MOB	0.04	1.16 %
Case	0.01	40.88 %
Dig-Acce	0.01	2.56 %
Total	54.25	9.12 %

Branch *	MTD Sales L	Brand Share %
TRY1	9.98	9.79 %
KRN1	1.97	9.22 %
PTK1	1.76	8.08 %
NGT1	1.30	8.70 %
NMM1	1.19	6.98 %
MDI1	1.18	6.95 %
MVM1	1.04	6.41 %
MSI1	0.88	4.54 %
JKM1	0.69	3.47 %
KIK1	0.28	4.39 %
TYR1	0.03	0.08 %
AYR1		0.00 %
NCK1		0.00 %
PDK1		0.00 %
TRY2		0.00 %
TRY3		0.00 %
Total	54.25	9.12 %

WEST-01

Property	MTD Sales L	Brand Share %
Mobile	37.54	11.11 %
Chargers	1.21	39.52 %
Tab	1.01	50.14 %
Dig-Acce	0.02	2.94 %
Pow-Bank	0.02	1.85 %
EXT WNTY-MOB	0.02	0.66 %
Total	39.82	9.69 %

Branch *	MTD Sales L	Brand Share %
CBE2	4.91	8.42 %
KGI1	3.29	9.56 %
UAM1	2.46	8.95 %
CNR1	1.44	6.42 %
TPR1	0.73	4.58 %
SYM2	0.67	5.75 %
CBE6	0.64	7.16 %
TPR3	0.63	8.13 %
CBE4	0.41	4.41 %
PDM1	0.38	5.12 %
KMD1	0.29	3.61 %
CBE3	0.20	2.88 %
PPI1	0.17	1.41 %
DPM2	0.12	1.26 %
SNR1	0.11	1.93 %
UMP1	0.10	1.50 %
ANR1	0.10	2.44 %
PLI1	0.10	1.48 %
SUL1	0.02	0.40 %
KGM1	-0.10	-0.83 %
Total	39.82	9.69 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mobile	30.98	7.21 %
Tab	2.36	56.31 %
Chargers	0.78	35.08 %
Total	34.12	7.08 %

Branch *	MTD Sales L	Brand Share %
KKI2	2.45	8.29 %
ULP1	2.13	6.11 %
TRK1	1.74	4.00 %
SJI1	1.58	5.27 %
TDM1	1.21	4.16 %
VPM2	1.01	8.61 %
NVL2	0.53	3.39 %
KLM1	0.43	1.68 %
VCM1	0.28	2.02 %
TVM2	0.20	0.66 %
PRT1	0.15	0.84 %
VPM1	0.14	1.22 %
STP1	0.10	0.92 %
KML1		0.00 %
MKM1		0.00 %
Total	34.12	7.08 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Mobile	9.70	26.03 %
Chargers	0.15	60.65 %
Total	9.85	25.39 %

Branch *	MTD Sales L	Brand Share %
Total	9.85	25.39 %

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 %