

MTD Sales  
474.69 L

Brand Share %  
11.90 %

Information:

MTD : 01-09-2025 To 18-09-2025

\* Branch where in Brand Share % is less than Overall State's Brand Share **11.90 %** are only listed below

| Property     | MTD Sales L | Brand Share % |
|--------------|-------------|---------------|
| Mobile       | 454.07      | 13.27 %       |
| Chargers     | 6.33        | 35.23 %       |
| Tab          | 6.20        | 16.57 %       |
| Computer     | 4.65        | 1.22 %        |
| EXT WNTY-MOB | 2.15        | 5.03 %        |
| Ear-Buds     | 0.59        | 1.64 %        |
| SWatch       | 0.49        | 2.03 %        |
| Pow-Bank     | 0.11        | 0.93 %        |
| Dig-Acce     | 0.05        | 0.34 %        |
| Case         | 0.05        | 23.88 %       |
| Total        | 474.69      | 11.90 %       |

| Sales Zone  | MTD Sales L | Brand Share % |
|-------------|-------------|---------------|
| SOUTH-01    | 83.08       | 12.72 %       |
| CHENNAI-02  | 81.11       | 15.67 %       |
| CHENNAI-01  | 58.74       | 13.25 %       |
| SOUTH-03    | 47.89       | 12.84 %       |
| WEST-02     | 45.54       | 10.45 %       |
| NORTH ARCOT | 44.48       | 9.84 %        |
| TRICHY-01   | 35.54       | 8.95 %        |
| WEST-01     | 30.32       | 11.03 %       |
| SOUTH ARCOT | 25.08       | 8.09 %        |
| KL-SOUTH    | 19.88       | 34.99 %       |
| HO01        | 3.02        | 4.01 %        |
| Total       | 474.69      | 11.90 %       |

## SOUTH-01

| Property     | MTD Sales L | Brand Share % |
|--------------|-------------|---------------|
| Mobile       | 79.44       | 14.83 %       |
| Computer     | 1.59        | 1.76 %        |
| Chargers     | 0.98        | 32.16 %       |
| EXT WNTY-MOB | 0.70        | 7.62 %        |
| Tab          | 0.20        | 3.71 %        |
| Ear-Buds     | 0.15        | 3.46 %        |
| Pow-Bank     | 0.02        | 1.76 %        |
| Total        | 83.08       | 12.72 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| VNR2     | 4.85        | 11.32 %       |
| TUT2     | 2.86        | 10.70 %       |
| TKS1     | 2.46        | 10.71 %       |
| ERL2     | 1.69        | 11.21 %       |
| MAR1     | 1.14        | 5.41 %        |
| APK2     | 1.08        | 7.85 %        |
| VLY1     | 0.94        | 4.39 %        |
| TCN1     | 0.91        | 6.53 %        |
| PKD1     | 0.84        | 7.17 %        |
| TKY1     | 0.68        | 3.96 %        |
| KSM1     | 0.59        | 2.68 %        |
| VKM1     | 0.58        | 9.62 %        |
| TYI1     | 0.45        | 4.25 %        |
| STU2     | 0.41        | 9.28 %        |
| APK1     | 0.38        | 4.56 %        |
| ASM1     | 0.15        | 1.53 %        |
| MMT1     | 0.07        | 0.64 %        |
| KYR1     |             | 0.00 %        |
| PDI1     |             | 0.00 %        |
| SDI1     |             | 0.00 %        |
| SKD1     |             | 0.00 %        |
| TVL2     |             | 0.00 %        |
| Total    | 83.08       | 12.72 %       |

## CHENNAI-02

| Property     | MTD Sales L | Brand Share % |
|--------------|-------------|---------------|
| Mobile       | 78.44       | 17.22 %       |
| Chargers     | 0.97        | 37.35 %       |
| Tab          | 0.71        | 12.99 %       |
| Computer     | 0.50        | 1.44 %        |
| EXT WNTY-MOB | 0.44        | 9.94 %        |
| Pow-Bank     | 0.02        | 2.02 %        |
| Case         | 0.02        | 83.41 %       |
| Dig-Acce     | 0.01        | 0.14 %        |
| Total        | 81.11       | 15.67 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CH33     | 1.48        | 9.46 %        |
| PON1     | 1.39        | 9.78 %        |
| MC06     | 1.38        | 10.14 %       |
| CH18     | 1.03        | 4.55 %        |
| GPD1     | 1.01        | 3.94 %        |
| UKI1     | 0.94        | 5.07 %        |
| CH09     | 0.75        | 5.74 %        |
| CH36     | 0.50        | 9.08 %        |
| CH34     | 0.45        | 1.63 %        |
| MJR1     | 0.35        | 1.25 %        |
| CH23     | 0.23        | 3.23 %        |
| CH06     | 0.16        | 1.18 %        |
| CH17     | 0.01        | 0.11 %        |
| CH01     |             | 0.00 %        |
| MC08     |             | 0.00 %        |
| Total    | 81.11       | 15.67 %       |

## CHENNAI-01

| Property     | MTD Sales L | Brand Share % |
|--------------|-------------|---------------|
| Mobile       | 55.93       | 14.57 %       |
| Tab          | 1.21        | 19.74 %       |
| Chargers     | 0.77        | 31.84 %       |
| Computer     | 0.52        | 1.44 %        |
| Ear-Buds     | 0.15        | 2.89 %        |
| EXT WNTY-MOB | 0.14        | 4.63 %        |
| Case         | 0.03        | 77.07 %       |
| Dig-Acce     |             | 0.17 %        |
| Total        | 58.74       | 13.25 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CH14     | 2.54        | 7.25 %        |
| CH42     | 1.63        | 9.33 %        |
| CH38     | 1.44        | 9.48 %        |
| CH28     | 1.16        | 7.63 %        |
| SKL1     | 1.01        | 10.20 %       |
| CH19     | 0.72        | 5.60 %        |
| CH39     | 0.61        | 9.50 %        |
| MRM1     | 0.32        | 2.08 %        |
| CH45     | 0.28        | 2.17 %        |
| CGL1     | 0.20        | 1.57 %        |
| AVD1     | 0.19        | 1.14 %        |
| MC09     | 0.17        | 2.64 %        |
| CH26     | 0.17        | 4.45 %        |
| MC10     | 0.15        | 0.91 %        |
| MC02     | 0.01        | 0.46 %        |
| CH37     | 0.01        | 0.10 %        |
| TKM1     | 0.01        | 0.08 %        |
| Total    | 58.74       | 13.25 %       |

# SOUTH-03

| Property     | MTD Sales L | Brand Share % |
|--------------|-------------|---------------|
| Mobile       | 44.55       | 13.76 %       |
| Computer     | 1.52        | 4.69 %        |
| Chargers     | 0.61        | 34.62 %       |
| Tab          | 0.59        | 18.93 %       |
| EXT WNTY-MOB | 0.41        | 9.23 %        |
| Ear-Buds     | 0.16        | 4.86 %        |
| Pow-Bank     | 0.04        | 3.54 %        |
| Dig-Acce     |             | 0.58 %        |
| Total        | 47.89       | 12.84 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| PVI1     | 2.14        | 7.25 %        |
| BNR1     | 1.00        | 11.75 %       |
| DGL1     | 0.86        | 7.74 %        |
| DKI1     | 0.79        | 9.55 %        |
| ADP1     | 0.63        | 5.90 %        |
| SGP1     | 0.44        | 11.06 %       |
| DGL2     | 0.41        | 7.53 %        |
| USL1     | 0.38        | 3.81 %        |
| KPT1     | 0.34        | 3.02 %        |
| ODM1     | 0.28        | 2.99 %        |
| PNV1     | 0.26        | 5.42 %        |
| PNI1     | 0.19        | 2.56 %        |
| TPT1     | 0.17        | 1.58 %        |
| PKM1     | 0.11        | 1.38 %        |
| BTU1     | 0.10        | 1.67 %        |
| MNM1     | 0.10        | 2.26 %        |
| KYK1     | 0.10        | 1.23 %        |
| CBM1     |             | 0.00 %        |
| KKD2     |             | 0.00 %        |
| MLR1     |             | 0.00 %        |
| NKI1     |             | 0.00 %        |
| NTM1     |             | 0.00 %        |
| Total    | 47.89       | 12.84 %       |

## WEST-02

| Property     | MTD Sales L | Brand Share % |
|--------------|-------------|---------------|
| Mobile       | 44.01       | 11.66 %       |
| Computer     | 0.52        | 1.20 %        |
| Chargers     | 0.48        | 28.78 %       |
| Tab          | 0.40        | 11.61 %       |
| EXT WNTY-MOB | 0.08        | 3.23 %        |
| Ear-Buds     | 0.04        | 1.28 %        |
| Dig-Acce     | 0.01        | 4.59 %        |
| Total        | 45.54       | 10.45 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| HRR1     | 1.35        | 6.82 %        |
| EPI1     | 1.22        | 10.58 %       |
| MCR1     | 1.02        | 6.22 %        |
| VPD1     | 0.79        | 5.12 %        |
| OML1     | 0.79        | 3.25 %        |
| MTR1     | 0.71        | 4.86 %        |
| TRM1     | 0.67        | 2.16 %        |
| RSP1     | 0.67        | 9.08 %        |
| PLC1     | 0.63        | 4.39 %        |
| VKL1     | 0.49        | 6.47 %        |
| NKL2     | 0.46        | 3.22 %        |
| TCG1     | 0.20        | 2.91 %        |
| KRI1     | 0.15        | 1.49 %        |
| KMM1     | 0.09        | 1.93 %        |
| DPR1     | 0.01        | 0.12 %        |
| SGI1     | 0.01        | 0.08 %        |
| EDP1     | 0.01        | 0.14 %        |
| DPR2     | 0.01        | 0.07 %        |
| CMI1     |             | 0.00 %        |
| ERD2     |             | 0.00 %        |
| KVP1     |             | 0.00 %        |
| PDR1     |             | 0.00 %        |
| SGG1     |             | 0.00 %        |
| SLM2     |             | 0.00 %        |
| Total    | 45.54       | 10.45 %       |

## NORTH ARCOT

| Property     | MTD Sales L | Brand Share % |
|--------------|-------------|---------------|
| Mobile       | 42.72       | 10.87 %       |
| Tab          | 0.97        | 20.68 %       |
| Chargers     | 0.69        | 30.07 %       |
| EXT WNTY-MOB | 0.06        | 0.74 %        |
| Ear-Buds     | 0.04        | 0.94 %        |
| Total        | 44.48       | 9.84 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| TRR1     | 3.45        | 11.65 %       |
| WJP1     | 1.79        | 9.17 %        |
| VSI1     | 1.51        | 9.76 %        |
| SBR1     | 1.41        | 7.82 %        |
| CGM1     | 1.36        | 8.42 %        |
| VNB1     | 0.76        | 4.12 %        |
| VEL1     | 0.70        | 3.32 %        |
| KPM1     | 0.54        | 4.84 %        |
| PLR1     | 0.36        | 5.19 %        |
| GDM1     | 0.27        | 1.97 %        |
| ANI1     | 0.26        | 2.89 %        |
| TRL1     | 0.15        | 0.86 %        |
| ABR1     | 0.10        | 0.54 %        |
| CPT1     | 0.01        | 0.14 %        |
| PTU1     |             | 0.00 %        |
| WJD1     |             | 0.00 %        |
| Total    | 44.48       | 9.84 %        |

## TRICHY-01

| Property     | MTD Sales L | Brand Share % |
|--------------|-------------|---------------|
| Mobile       | 33.83       | 9.93 %        |
| Tab          | 1.05        | 22.69 %       |
| Chargers     | 0.58        | 42.72 %       |
| EXT WNTY-MOB | 0.08        | 2.33 %        |
| Dig-Acce     | 0.01        | 2.37 %        |
| Total        | 35.54       | 8.95 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| TRY1     | 7.33        | 9.92 %        |
| PTK1     | 1.80        | 11.55 %       |
| TTP1     | 1.35        | 6.91 %        |
| NMM1     | 1.30        | 10.55 %       |
| MSI1     | 0.82        | 6.13 %        |
| TVR2     | 0.49        | 3.28 %        |
| JKM1     | 0.34        | 2.38 %        |
| PBR1     | 0.26        | 4.15 %        |
| MVM1     | 0.21        | 1.35 %        |
| PDK1     | 0.18        | 1.93 %        |
| KIK1     | 0.17        | 2.82 %        |
| NGT1     | 0.17        | 1.02 %        |
| NCK1     | 0.17        | 2.65 %        |
| TVR1     | 0.17        | 1.88 %        |
| AYR1     |             | 0.00 %        |
| TRY2     |             | 0.00 %        |
| TRY3     |             | 0.00 %        |
| TYR1     |             | 0.00 %        |
| Total    | 35.54       | 8.95 %        |

## WEST-01

| Property     | MTD Sales L | Brand Share % |
|--------------|-------------|---------------|
| Mobile       | 29.02       | 13.18 %       |
| Chargers     | 0.62        | 42.77 %       |
| Tab          | 0.54        | 20.69 %       |
| EXT WNTY-MOB | 0.07        | 3.27 %        |
| Ear-Buds     | 0.04        | 1.25 %        |
| Pow-Bank     | 0.02        | 2.13 %        |
| Dig-Acce     | 0.01        | 0.67 %        |
| Total        | 30.32       | 11.03 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CBE2     | 3.02        | 8.29 %        |
| GDR1     | 1.39        | 10.20 %       |
| KGM1     | 1.15        | 11.67 %       |
| CNR1     | 0.87        | 6.82 %        |
| KGI1     | 0.65        | 3.39 %        |
| PPI1     | 0.55        | 3.62 %        |
| TPR3     | 0.47        | 5.36 %        |
| CBE1     | 0.27        | 6.72 %        |
| PLI1     | 0.21        | 4.70 %        |
| DPM2     | 0.15        | 2.13 %        |
| SYM2     | 0.01        | 0.15 %        |
| KMD1     | 0.01        | 0.18 %        |
| SUL1     | 0.01        | 0.53 %        |
| ANR1     |             | 0.03 %        |
| CBE4     |             | 0.00 %        |
| CBE5     |             | 0.00 %        |
| CBE6     |             | 0.00 %        |
| SNR1     |             | 0.00 %        |
| UMP1     |             | 0.00 %        |
| Total    | 30.32       | 11.03 %       |

## SOUTH ARCOT

| Property     | MTD Sales L | Brand Share % |
|--------------|-------------|---------------|
| Mobile       | 24.05       | 8.90 %        |
| Tab          | 0.53        | 38.55 %       |
| Chargers     | 0.46        | 42.41 %       |
| EXT WNTY-MOB | 0.03        | 0.66 %        |
| Dig-Acce     |             | 2.39 %        |
| Total        | 25.08       | 8.09 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CUD1     | 3.38        | 8.99 %        |
| VPM2     | 1.77        | 10.18 %       |
| TVM2     | 1.53        | 7.53 %        |
| PRT1     | 1.51        | 9.08 %        |
| CDM1     | 1.37        | 6.64 %        |
| KKI2     | 1.04        | 6.57 %        |
| TDM1     | 0.99        | 6.64 %        |
| TRK1     | 0.84        | 3.87 %        |
| VPM1     | 0.40        | 6.24 %        |
| ULP1     | 0.35        | 1.59 %        |
| NVL2     | 0.33        | 3.74 %        |
| KML1     | 0.21        | 2.37 %        |
| SJI1     | 0.13        | 0.56 %        |
| KLM1     |             | 0.00 %        |
| MKM1     |             | 0.00 %        |
| STP1     |             | 0.00 %        |
| VCM1     |             | 0.00 %        |
| Total    | 25.08       | 8.09 %        |

## KL-SOUTH

| Property     | MTD Sales L | Brand Share % |
|--------------|-------------|---------------|
| Mobile       | 19.55       | 37.94 %       |
| Chargers     | 0.19        | 55.74 %       |
| EXT WNTY-MOB | 0.14        | 52.02 %       |
| Total        | 19.88       | 34.99 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Total    | 19.88       | 34.99 %       |

## HO01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Mobile   | 2.54        | 3.64 %        |
| SWatch   | 0.49        | 18.56 %       |
| Total    | 3.02        | 4.01 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| GHUB     | 2.78        | 3.75 %        |
| Total    | 3.02        | 4.01 %        |