

MTD Sales
111.29 L

Brand Share %
2.53 %

Information:

MTD : 01-11-2025 To 18-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **2.53 %** are only listed below

Property	MTD Sales L	Brand Share %
Mobile	106.71	2.57 %
Chargers	2.72	10.90 %
Ear-Buds	0.81	1.37 %
Tab	0.50	1.06 %
Case	0.23	38.11 %
EXT WNTY-MOB	0.11	0.20 %
SWatch	0.10	0.31 %
Dig-Acce	0.06	0.52 %
Pow-Bank	0.04	0.28 %
Total	111.29	2.53 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	22.39	3.46 %
WEST-02	14.44	3.20 %
NORTH ARCOT	13.03	2.59 %
CHENNAI-02	12.22	1.75 %
SOUTH-03	11.29	2.71 %
CHENNAI-01	9.31	1.75 %
TRICHY-01	8.84	2.10 %
SOUTH ARCOT	7.38	1.97 %
WEST-01	6.03	2.18 %
KL-SOUTH	5.12	14.28 %
HO01	1.24	2.97 %
Total	111.29	2.53 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mobile	21.12	3.48 %
Chargers	0.47	13.71 %
Ear-Buds	0.31	4.31 %
SWatch	0.25	4.01 %
Case	0.15	50.68 %
Pow-Bank	0.04	2.10 %
EXT WNTY-MOB	0.03	0.28 %
Dig-Acce	0.01	0.90 %
Total	22.39	3.46 %

Branch *	MTD Sales L	Brand Share %
ERL2	0.30	2.35 %
TKS1	0.28	1.46 %
ASM1	0.20	1.70 %
STU2	0.18	2.52 %
SGT1	0.10	0.67 %
KSM1	0.06	0.85 %
SDI1	0.02	0.28 %
ARM1	0.01	0.14 %
SKD1	0.01	0.10 %
SNL1	0.01	0.08 %
UDN1	0.01	0.07 %
VKM1		0.04 %
APK1		0.00 %
APK2		0.00 %
COL1		0.00 %
KGL1		0.00 %
TCN1		0.00 %
TKY1		0.00 %
TVL2		0.00 %
TYI1		0.00 %
Total	22.39	3.46 %

WEST-02

Property	MTD Sales L	Brand Share %
Mobile	13.66	3.17 %
Chargers	0.52	22.58 %
Ear-Buds	0.17	3.16 %
Tab	0.07	1.93 %
Dig-Acce	0.01	4.61 %
Case		37.94 %
Total	14.44	3.20 %

Branch *	MTD Sales L	Brand Share %
TRM1	0.35	1.21 %
ATU1	0.33	2.08 %
EPI1	0.30	2.51 %
PLC1	0.28	2.11 %
SLM2	0.25	2.37 %
VPD1	0.23	1.09 %
SLM3	0.22	1.47 %
MTR1	0.20	1.39 %
TCG1	0.16	1.99 %
EDP1	0.08	0.85 %
ERD1	0.08	1.60 %
MCR1	0.07	0.50 %
OML1	0.07	0.26 %
DPR2	0.06	0.63 %
KRI1	0.06	0.51 %
BMD1	0.04	0.38 %
PMP1	0.04	0.23 %
SGG1	0.02	0.43 %
VKL1	0.01	0.26 %
SGI1	0.01	0.06 %
APN1		0.00 %
CMI1		0.00 %
DPR1		0.00 %
ERD2		0.00 %
HRR1		0.00 %
KMM1		0.00 %
KVP1		0.00 %
PDR1		0.00 %
Total	14.44	3.20 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mobile	12.27	2.61 %
Chargers	0.45	15.74 %
Tab	0.20	3.57 %
Ear-Buds	0.08	1.38 %
Dig-Acce	0.01	2.75 %
Case		33.30 %
Total	13.03	2.59 %

Branch *	MTD Sales L	Brand Share %
KPM2	0.89	1.20 %
TRR1	0.66	2.28 %
VNB1	0.47	2.21 %
VSI1	0.41	1.60 %
KPM1	0.28	2.41 %
ABR1	0.19	1.25 %
TRT1	0.17	1.35 %
ANI1	0.06	0.72 %
SBR1	0.06	0.40 %
UGI1	0.06	0.28 %
SLG1	0.02	0.15 %
CPT1	0.01	0.12 %
CYR1	0.01	0.06 %
TRL1	0.01	0.04 %
VEL1	0.01	0.05 %
PLR1		0.00 %
PTU1		0.00 %
WJD1		0.00 %
Total	13.03	2.59 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mobile	12.34	1.89 %
Chargers	0.30	8.85 %
Case	0.02	21.59 %
Dig-Acce		0.14 %
EXT WNTY-MOB		0.05 %
Tab		-0.02 %
Ear-Buds	-0.02	-0.19 %
SWatch	-0.43	-15.73 %
Total	12.22	1.75 %

Branch *	MTD Sales L	Brand Share %
CH12	0.81	2.42 %
UKI1	0.38	1.48 %
MJR1	0.36	1.02 %
CH09	0.30	1.76 %
CH20	0.24	0.59 %
CH18	0.22	0.80 %
MC06	0.19	0.95 %
CH24	0.15	0.64 %
CH44	0.13	0.46 %
CH17	0.08	0.36 %
MC05	0.07	0.24 %
CH33	0.06	0.19 %
GPD1	0.06	0.25 %
CH01		0.00 %
CH06		0.00 %
CH23		0.00 %
CH27		0.00 %
CH34		0.00 %
CH43		0.00 %
PON1		0.00 %
CH31	-1.38	-17.12 %
Total	12.22	1.75 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mobile	10.91	2.74 %
Chargers	0.20	9.55 %
SWatch	0.13	5.56 %
Ear-Buds	0.04	0.87 %
EXT WNTY-MOB	0.01	0.25 %
Dig-Acce		1.39 %
Total	11.29	2.71 %

Branch *	MTD Sales L	Brand Share %
MDU3	0.45	1.67 %
PNV2	0.22	1.30 %
TPT1	0.21	1.90 %
PKM1	0.19	2.15 %
TEN1	0.17	0.90 %
BNR1	0.16	1.63 %
MLR1	0.01	0.26 %
NTM1	0.01	0.11 %
DKI1	0.01	0.08 %
MNM1		0.07 %
ADP1		0.00 %
BTU1		0.00 %
CBM1		0.00 %
CMR1		0.00 %
DGL1		0.00 %
DGL2		0.00 %
KKD3		0.00 %
KPT1		0.00 %
KRR1		0.00 %
MDU4		0.00 %
MDU5		0.00 %
NKI1		0.00 %
ODM1		0.00 %
PNI1		0.00 %
PVI1		0.00 %
SVG1		0.00 %
TDI1		0.00 %
TEN2		0.00 %
USL1		0.00 %
Total	11.29	2.71 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mobile	8.89	1.79 %
Chargers	0.26	9.66 %
Ear-Buds	0.15	1.33 %
Case	0.02	12.63 %
Total	9.31	1.75 %

Branch *	MTD Sales L	Brand Share %
CH38	0.34	1.63 %
CH07	0.25	0.97 %
CH45	0.22	0.98 %
MC10	0.14	0.92 %
CH11	0.11	0.87 %
CH14	0.07	0.24 %
CH35	0.07	0.28 %
MC09	0.07	0.78 %
CH29	0.06	1.99 %
KNR1	0.06	0.42 %
CH42	0.04	0.19 %
MRM1	0.02	0.07 %
CGL1	0.01	0.06 %
AVD1		0.00 %
CH19		0.00 %
CH22		0.00 %
CH26		0.00 %
CH28		0.00 %
CH37		0.00 %
CH39		0.00 %
MC02		0.00 %
SKL1		0.00 %
CH08	-0.19	-0.74 %
Total	9.31	1.75 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mobile	8.57	2.12 %
Tab	0.12	4.13 %
Chargers	0.11	11.22 %
EXT WNTY-MOB	0.04	1.08 %
Dig-Acce		1.33 %
Total	8.84	2.10 %

Branch *	MTD Sales L	Brand Share %
TNJ1	0.44	1.84 %
MSI1	0.24	1.95 %
PTK1	0.21	2.31 %
KRN1	0.19	1.15 %
TVR2	0.16	0.79 %
MDI1	0.07	0.92 %
TYR1	0.07	0.29 %
MVM1	0.06	0.57 %
TVR1	0.06	0.59 %
NGT1	0.01	0.06 %
PBR1	0.01	0.16 %
APM1		0.00 %
AYR1		0.00 %
KIK1		0.00 %
NCK1		0.00 %
ORU1		0.00 %
PDK1		0.00 %
TRY2		0.00 %
TRY3		0.00 %
TRY4		0.00 %
Total	8.84	2.10 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mobile	6.92	1.94 %
Chargers	0.20	19.40 %
Tab	0.11	3.93 %
Ear-Buds	0.08	2.59 %
SWatch	0.04	1.52 %
EXT WNTY-MOB	0.03	0.41 %
Total	7.38	1.97 %

Branch *	MTD Sales L	Brand Share %
SJI2	0.49	1.75 %
KKI2	0.29	2.05 %
VPM2	0.23	1.26 %
KML1	0.12	1.22 %
TVM2	0.11	0.52 %
NVL2	0.06	0.31 %
VCM1	0.06	0.92 %
TRK1	0.01	0.05 %
PRT1	0.01	0.08 %
STP1	0.01	0.12 %
ULP1	0.01	0.04 %
KLM1		0.00 %
MKM1		0.00 %
VPM1		0.00 %
Total	7.38	1.97 %

WEST-01

Property	MTD Sales L	Brand Share %
Mobile	5.68	2.16 %
Chargers	0.19	12.91 %
SWatch	0.11	4.58 %
Case	0.04	61.91 %
Dig-Acce	0.01	4.46 %
Total	6.03	2.18 %

Branch *	MTD Sales L	Brand Share %
TPR1	0.36	1.99 %
KMR1	0.25	1.18 %
GBM1	0.21	1.77 %
KGI1	0.17	0.74 %
SYM2	0.07	1.03 %
GDR1	0.06	0.46 %
KGM1	0.01	0.17 %
SNR1	0.01	0.31 %
PLI1	0.01	0.28 %
SUL1	0.01	0.41 %
ANR1		0.00 %
CBE1		0.00 %
CBE3		0.00 %
CBE4		0.00 %
CBE5		0.00 %
CBE6		0.00 %
DPM2		0.00 %
KMD1		0.00 %
MPM1		0.00 %
TPR3		0.00 %
UMP1		0.00 %
Total	6.03	2.18 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Mobile	5.11	14.91 %
Chargers	0.01	3.88 %
Total	5.12	14.28 %

Branch *	MTD Sales L	Brand Share %
Total	5.12	14.28 %

HO01

Property	MTD Sales L	Brand Share %
Mobile	1.24	3.65 %
Total	1.24	2.97 %

Branch *	MTD Sales L	Brand Share %
MSWH		0.00 %
Total	1.24	2.97 %