

MTD Sales
647.28 L

Brand Share %
10.18 %

Information:

MTD : 01-08-2025 To 19-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **10.18 %** are only listed below

Property	MTD Sales L	Brand Share %
Mobile	603.44	10.91 %
Tab	21.68	32.35 %
Chargers	15.66	38.79 %
Computer	2.51	0.45 %
EXT WNTY-MOB	2.33	4.50 %
SWatch	0.97	3.16 %
Ear-Buds	0.43	0.88 %
Pow-Bank	0.11	0.78 %
Case	0.09	31.30 %
Dig-Acce	0.06	0.41 %
Total	647.28	10.18 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	132.66	12.48 %
CHENNAI-01	87.93	11.53 %
CHENNAI-02	85.22	10.42 %
SOUTH-03	73.10	12.03 %
NORTH ARCOT	66.15	9.40 %
WEST-02	59.83	9.16 %
TRICHY-01	56.28	9.09 %
WEST-01	40.21	9.42 %
SOUTH ARCOT	35.08	7.03 %
KL-SOUTH	10.11	25.71 %
HO01	0.70	0.42 %
Total	647.28	10.18 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mobile	124.33	14.42 %
Tab	4.44	35.25 %
Chargers	3.11	42.14 %
EXT WNTY-MOB	0.63	6.18 %
Ear-Buds	0.12	1.81 %
SWatch	0.04	1.13 %
Total	132.66	12.48 %

Branch *	MTD Sales L	Brand Share %
TKS2	5.11	9.53 %
TKS1	2.90	7.35 %
TCN1	2.42	10.15 %
TYI1	1.90	10.16 %
APK1	1.01	4.60 %
TKY1	0.95	3.93 %
TUT2	0.84	1.89 %
KYR1	0.78	5.72 %
ASM1	0.61	4.23 %
STU2	0.58	5.23 %
SNL1	0.37	1.68 %
PDI1	0.34	2.30 %
SKD1	0.25	2.72 %
MMT1	0.15	0.88 %
KSM1	0.11	0.76 %
VKM1	0.01	0.09 %
COL1		0.00 %
MAR1		0.00 %
SDI1		0.00 %
TVL2		0.00 %
Total	132.66	12.48 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mobile	80.65	12.00 %
Tab	4.15	35.81 %
Chargers	2.12	40.67 %
Computer	0.48	0.93 %
EXT WNTY-MOB	0.25	4.62 %
SWatch	0.22	4.46 %
Ear-Buds	0.04	0.65 %
Case	0.01	42.91 %
Total	87.93	11.53 %

Branch *	MTD Sales L	Brand Share %
CH30	4.69	8.98 %
CH14	3.56	5.88 %
MC10	2.01	8.01 %
CH38	1.56	7.80 %
CH37	1.52	9.15 %
AVD1	1.24	3.24 %
TKM1	1.04	4.44 %
CGL1	1.02	5.67 %
MC09	0.49	4.43 %
CH19	0.44	2.12 %
CH45	0.40	1.57 %
CH26	0.23	3.07 %
CH11	0.11	0.95 %
MRM1	0.11	0.38 %
CH22		0.00 %
CH28		0.00 %
CH39		0.00 %
Total	87.93	11.53 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mobile	79.03	10.72 %
Tab	2.18	19.23 %
Chargers	2.00	39.57 %
EXT WNTY-MOB	0.77	16.77 %
SWatch	0.53	12.40 %
Computer	0.51	1.21 %
Ear-Buds	0.15	1.93 %
Case	0.04	40.58 %
Pow-Bank	0.02	1.78 %
Total	85.22	10.42 %

Branch *	MTD Sales L	Brand Share %
MC05	2.19	5.90 %
UK11	1.72	5.20 %
CH09	1.51	7.77 %
CH43	1.50	8.33 %
CH34	1.45	3.35 %
CH24	1.05	6.35 %
CH23	0.97	6.11 %
PON1	0.85	5.28 %
CH18	0.73	2.60 %
MJR1	0.71	1.36 %
CH36	0.45	5.98 %
MC06	0.37	2.39 %
CH33	0.33	1.08 %
CH32	0.30	6.05 %
GPD1	0.09	0.21 %
CH06	0.02	0.07 %
CH27	0.01	0.10 %
CH01		0.00 %
CH17		0.00 %
Total	85.22	10.42 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mobile	68.82	13.21 %
Chargers	1.87	47.32 %
Tab	1.36	16.51 %
Computer	0.51	0.87 %
EXT WNTY-MOB	0.46	6.55 %
Pow-Bank	0.05	3.13 %
Dig-Acce	0.02	4.37 %
Case	0.01	33.45 %
Total	73.10	12.03 %

Branch *	MTD Sales L	Brand Share %
ADP1	1.57	7.58 %
CBM1	1.52	7.18 %
PVI1	1.22	6.67 %
DKI1	0.90	3.99 %
USL1	0.64	3.23 %
TMM1	0.61	2.34 %
BNR1	0.59	4.07 %
MLR1	0.31	2.37 %
SGP1	0.31	2.56 %
KPT1	0.30	1.69 %
PKM1	0.30	1.98 %
PNI1	0.28	3.49 %
ODM1	0.20	1.43 %
PNV1	0.20	4.04 %
MNM1	0.15	1.63 %
KKD2	0.14	2.10 %
NKI1	0.10	0.90 %
SVG1	0.10	0.57 %
KRR1	0.02	0.45 %
BTU1		0.08 %
NTM1		0.00 %
Total	73.10	12.03 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mobile	61.81	9.90 %
Tab	2.44	46.38 %
Chargers	1.62	35.14 %
EXT WNTY-MOB	0.16	1.51 %
Ear-Buds	0.12	2.04 %
Total	66.15	9.40 %

Branch *	MTD Sales L	Brand Share %
TRL1	3.66	9.91 %
VEL1	3.08	8.15 %
CGM1	2.15	8.32 %
ARC2	1.89	8.96 %
SBR1	1.81	6.20 %
SLG1	1.79	8.42 %
VNB1	1.79	6.31 %
UGI1	1.69	7.73 %
BGR1	1.51	7.87 %
WJD1	1.27	3.66 %
ABR1	0.64	3.31 %
CPT1	0.53	3.49 %
PTU1	0.22	2.00 %
ANI1	0.20	1.23 %
TRT1	0.15	0.94 %
PLR1		0.00 %
Total	66.15	9.40 %

WEST-02

Property	MTD Sales L	Brand Share %
Mobile	55.23	9.48 %
Tab	2.55	34.88 %
Chargers	1.34	42.70 %
Computer	0.51	1.09 %
SWatch	0.18	5.79 %
Pow-Bank	0.02	1.45 %
Dig-Acce		1.30 %
Total	59.83	9.16 %

Branch *	MTD Sales L	Brand Share %
ATU1	2.83	9.97 %
MCR1	2.15	7.42 %
TRM1	1.82	4.54 %
EPI1	1.62	8.07 %
MTR1	1.10	5.75 %
ERD1	1.01	8.88 %
KVP1	0.95	7.93 %
SGI1	0.92	4.55 %
RSP1	0.85	7.57 %
APN1	0.77	6.12 %
NKL2	0.61	2.51 %
KRI1	0.56	3.47 %
PLC1	0.54	2.44 %
VPD1	0.38	1.63 %
EDP1	0.37	3.20 %
DPR1	0.31	2.45 %
TCG1	0.26	2.01 %
KMM1	0.20	2.15 %
VKL1	0.10	1.24 %
DPR2	0.10	0.59 %
SGG1	0.01	0.21 %
CMI1		0.00 %
ERD2		0.00 %
PDR1		0.00 %
Total	59.83	9.16 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mobile	53.11	9.88 %
Chargers	1.41	49.21 %
Tab	1.18	31.95 %
Computer	0.51	0.78 %
EXT WNTY-MOB	0.05	1.41 %
Case	0.01	40.88 %
Dig-Acce	0.01	2.37 %
Total	56.28	9.09 %

Branch *	MTD Sales L	Brand Share %
TRY1	10.08	9.52 %
KRN1	2.16	9.77 %
PTK1	1.76	7.21 %
NMM1	1.39	7.79 %
MDI1	1.18	6.43 %
MVM1	1.04	5.91 %
MSI1	0.88	4.48 %
JKM1	0.69	3.24 %
KIK1	0.28	4.11 %
TYR1	0.03	0.08 %
AYR1		0.00 %
NCK1		0.00 %
PDK1		0.00 %
TRY2		0.00 %
TRY3		0.00 %
Total	56.28	9.09 %

WEST-01

Property	MTD Sales L	Brand Share %
Mobile	37.91	10.77 %
Chargers	1.22	39.23 %
Tab	1.01	45.20 %
Dig-Acce	0.02	2.83 %
Pow-Bank	0.02	1.76 %
EXT WNTY-MOB	0.02	0.65 %
Total	40.21	9.42 %

Branch *	MTD Sales L	Brand Share %
CBE2	5.00	8.44 %
KGI1	3.29	9.11 %
UAM1	2.46	8.10 %
CNR1	1.44	6.24 %
TPR1	0.73	4.14 %
SYM2	0.67	5.73 %
CBE6	0.64	6.96 %
TPR3	0.63	8.13 %
CBE4	0.41	4.41 %
PDM1	0.38	4.86 %
KMD1	0.29	3.41 %
CBE3	0.20	2.88 %
PPI1	0.17	1.35 %
DPM2	0.12	1.24 %
SNR1	0.11	1.65 %
UMP1	0.10	1.43 %
ANR1	0.10	2.26 %
PLI1	0.10	1.41 %
SUL1	0.02	0.40 %
KGM1	-0.10	-0.79 %
Total	40.21	9.42 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mobile	31.90	7.16 %
Tab	2.36	54.39 %
Chargers	0.81	35.38 %
Total	35.08	7.03 %

Branch *	MTD Sales L	Brand Share %
KKI2	2.45	7.93 %
ULP1	2.13	5.89 %
TRK1	1.74	3.84 %
SJI1	1.58	5.12 %
TDM1	1.21	4.16 %
VPM2	1.01	8.59 %
NVL2	0.53	3.32 %
PRT1	0.44	2.40 %
KLM1	0.43	1.64 %
VCM1	0.28	2.00 %
TVM2	0.20	0.63 %
VPM1	0.14	1.19 %
STP1	0.10	0.86 %
KML1		0.00 %
MKM1		0.00 %
Total	35.08	7.03 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Mobile	9.95	26.33 %
Chargers	0.16	62.23 %
Total	10.11	25.71 %

Branch *	MTD Sales L	Brand Share %
Total	10.11	25.71 %

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 %