

MTD Sales
675.33 L

Brand Share %
10.26 %

Information:

MTD : 01-08-2025 To 20-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **10.26 %** are only listed below

Property	MTD Sales L	Brand Share %
Mobile	630.21	11.01 %
Tab	21.68	31.31 %
Chargers	16.30	39.14 %
Computer	2.51	0.43 %
EXT WNTY-MOB	2.42	4.56 %
SWatch	1.49	4.55 %
Ear-Buds	0.46	0.91 %
Pow-Bank	0.11	0.75 %
Case	0.09	28.59 %
Dig-Acce	0.06	0.39 %
Total	675.33	10.26 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	139.11	12.47 %
CHENNAI-01	91.93	11.68 %
CHENNAI-02	88.09	10.43 %
SOUTH-03	75.25	12.03 %
NORTH ARCOT	69.31	9.52 %
WEST-02	60.83	8.98 %
TRICHY-01	58.66	9.22 %
WEST-01	42.74	9.69 %
SOUTH ARCOT	35.76	6.97 %
KL-SOUTH	12.97	27.74 %
HO01	0.70	0.42 %
Total	675.33	10.26 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mobile	130.40	14.44 %
Tab	4.44	33.26 %
Chargers	3.24	42.65 %
EXT WNTY-MOB	0.64	6.07 %
SWatch	0.27	6.01 %
Ear-Buds	0.12	1.74 %
Total	139.11	12.47 %

Branch *	MTD Sales L	Brand Share %
TKS2	5.31	9.47 %
TKS1	2.90	7.10 %
TCN1	2.51	10.20 %
TYI1	1.90	9.42 %
APK1	1.01	4.44 %
TKY1	0.95	3.83 %
TUT2	0.84	1.82 %
KYR1	0.78	5.58 %
ASM1	0.61	3.78 %
STU2	0.58	5.23 %
SNL1	0.37	1.63 %
PDI1	0.34	2.17 %
SKD1	0.25	2.58 %
MMT1	0.15	0.88 %
KSM1	0.11	0.74 %
VKM1	0.01	0.09 %
COL1		0.00 %
MAR1		0.00 %
SDI1		0.00 %
TVL2		0.00 %
Total	139.11	12.47 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mobile	84.57	12.19 %
Tab	4.15	35.81 %
Chargers	2.19	40.91 %
Computer	0.48	0.90 %
EXT WNTY-MOB	0.25	4.55 %
SWatch	0.22	4.38 %
Ear-Buds	0.04	0.62 %
Case	0.01	40.61 %
Total	91.93	11.68 %

Branch *	MTD Sales L	Brand Share %
CH30	4.69	8.92 %
CH14	3.56	5.83 %
MC10	2.10	8.10 %
CH38	2.07	10.06 %
CH37	1.52	8.84 %
AVD1	1.24	3.15 %
TKM1	1.04	4.29 %
CGL1	1.02	5.57 %
MC09	0.49	4.36 %
CH19	0.44	1.95 %
CH45	0.40	1.53 %
CH26	0.24	3.20 %
CH11	0.11	0.95 %
MRM1	0.11	0.37 %
CH22		0.00 %
CH28		0.00 %
CH39		0.00 %
Total	91.93	11.68 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mobile	81.79	10.72 %
Tab	2.18	19.23 %
Chargers	2.05	39.34 %
EXT WNTY-MOB	0.78	16.65 %
SWatch	0.53	11.88 %
Computer	0.51	1.18 %
Ear-Buds	0.19	2.30 %
Case	0.04	40.22 %
Pow-Bank	0.02	1.70 %
Total	88.09	10.43 %

Branch *	MTD Sales L	Brand Share %
MC05	2.44	6.23 %
UK11	1.72	5.01 %
CH09	1.51	7.50 %
CH43	1.50	8.04 %
CH34	1.45	3.30 %
CH24	1.05	5.89 %
CH23	0.97	6.06 %
PON1	0.85	5.07 %
CH18	0.73	2.60 %
MJR1	0.71	1.33 %
CH36	0.45	5.98 %
MC06	0.37	2.35 %
CH33	0.33	1.06 %
CH32	0.30	5.47 %
CH06	0.11	0.33 %
GPD1	0.09	0.20 %
CH27	0.01	0.09 %
CH01		0.00 %
CH17		0.00 %
Total	88.09	10.43 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mobile	70.86	13.19 %
Chargers	1.97	47.95 %
Tab	1.36	16.08 %
Computer	0.51	0.87 %
EXT WNTY-MOB	0.47	6.45 %
Pow-Bank	0.05	3.00 %
Dig-Acce	0.02	4.28 %
Case	0.01	20.42 %
Total	75.25	12.03 %

Branch *	MTD Sales L	Brand Share %
ADP1	1.57	7.42 %
CBM1	1.52	7.04 %
PVI1	1.22	6.54 %
DKI1	1.19	5.09 %
USL1	0.64	3.11 %
TMM1	0.61	2.32 %
BNR1	0.59	4.03 %
PNI1	0.38	4.55 %
MLR1	0.31	2.37 %
SGP1	0.31	2.56 %
KPT1	0.30	1.69 %
PKM1	0.30	1.91 %
ODM1	0.20	1.40 %
PNV1	0.20	4.04 %
MNM1	0.15	1.58 %
KKD2	0.14	2.07 %
NKI1	0.10	0.89 %
SVG1	0.10	0.56 %
KRR1	0.02	0.44 %
BTU1		0.08 %
NTM1		0.00 %
Total	75.25	12.03 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mobile	64.55	10.01 %
Tab	2.44	41.37 %
Chargers	1.70	35.35 %
SWatch	0.29	6.82 %
EXT WNTY-MOB	0.22	2.03 %
Ear-Buds	0.12	1.95 %
Total	69.31	9.52 %

Branch *	MTD Sales L	Brand Share %
KPM2	11.17	10.21 %
TRL1	3.66	9.47 %
VEL1	3.62	9.30 %
CGM1	2.15	8.22 %
UGI1	1.98	8.74 %
ARC2	1.89	8.43 %
SBR1	1.81	6.00 %
SLG1	1.79	8.27 %
VNB1	1.79	6.08 %
BGR1	1.51	7.56 %
WJD1	1.27	3.63 %
ABR1	0.64	3.28 %
CPT1	0.53	3.46 %
TRT1	0.24	1.49 %
PTU1	0.23	2.06 %
ANI1	0.20	1.19 %
PLR1		0.00 %
Total	69.31	9.52 %

WEST-02

Property	MTD Sales L	Brand Share %
Mobile	56.19	9.30 %
Tab	2.55	33.71 %
Chargers	1.37	42.08 %
Computer	0.51	1.04 %
SWatch	0.18	5.64 %
Pow-Bank	0.02	1.40 %
Dig-Acce		1.24 %
Total	60.83	8.98 %

Branch *	MTD Sales L	Brand Share %
OML1	3.21	10.23 %
SLM3	3.13	10.11 %
ATU1	2.83	9.90 %
MCR1	2.15	7.05 %
TRM1	1.92	4.69 %
EPI1	1.62	7.82 %
ERD1	1.12	9.75 %
MTR1	1.10	5.75 %
KVP1	0.98	8.03 %
SGI1	0.92	4.26 %
RSP1	0.85	7.46 %
APN1	0.77	5.90 %
NKL2	0.61	2.31 %
KRI1	0.56	3.25 %
PLC1	0.54	2.39 %
VPD1	0.38	1.55 %
EDP1	0.37	3.10 %
DPR1	0.31	2.40 %
TCG1	0.26	1.90 %
KMM1	0.20	2.03 %
VKL1	0.10	1.24 %
DPR2	0.10	0.55 %
SGG1	0.01	0.20 %
CMI1		0.00 %
ERD2		0.00 %
PDR1		0.00 %
Total	60.83	8.98 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mobile	55.48	10.04 %
Chargers	1.42	49.37 %
Tab	1.18	31.95 %
Computer	0.51	0.77 %
EXT WNTY-MOB	0.05	1.39 %
Case	0.01	40.88 %
Dig-Acce	0.01	2.26 %
Total	58.66	9.22 %

Branch *	MTD Sales L	Brand Share %
TRY1	10.42	9.62 %
KRN1	2.27	9.97 %
PTK1	1.76	7.15 %
NMM1	1.63	8.94 %
MDI1	1.18	6.40 %
MVM1	1.04	5.66 %
MSI1	0.88	4.38 %
JKM1	0.69	3.22 %
KIK1	0.28	3.92 %
TYR1	0.03	0.07 %
AYR1		0.00 %
NCK1		0.00 %
PDK1		0.00 %
TRY2		0.00 %
TRY3		0.00 %
Total	58.66	9.22 %

WEST-01

Property	MTD Sales L	Brand Share %
Mobile	40.37	11.04 %
Chargers	1.29	40.02 %
Tab	1.01	42.31 %
Dig-Acce	0.02	2.83 %
Pow-Bank	0.02	1.74 %
EXT WNTY-MOB	0.02	0.64 %
Total	42.74	9.69 %

Branch *	MTD Sales L	Brand Share %
CBE2	5.13	8.54 %
KGI1	3.49	9.40 %
UAM1	2.65	8.50 %
GBM1	2.04	9.99 %
CNR1	1.44	6.01 %
AVI1	0.93	10.11 %
KGM1	0.83	5.97 %
TPR1	0.73	4.09 %
SYM2	0.67	5.73 %
CBE6	0.64	6.39 %
TPR3	0.63	7.98 %
CBE4	0.41	4.41 %
PDM1	0.38	4.72 %
KMD1	0.29	3.32 %
CBE3	0.20	2.88 %
PPI1	0.17	1.30 %
DPM2	0.12	1.15 %
SUL1	0.12	2.19 %
SNR1	0.11	1.62 %
UMP1	0.10	1.41 %
ANR1	0.10	2.18 %
PLI1	0.10	1.31 %
Total	42.74	9.69 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mobile	32.55	7.10 %
Tab	2.36	54.39 %
Chargers	0.84	35.98 %
Total	35.76	6.97 %

Branch *	MTD Sales L	Brand Share %
KKI2	2.64	8.35 %
ULP1	2.39	6.39 %
TRK1	1.95	4.17 %
SJI1	1.58	5.04 %
TDM1	1.21	4.16 %
VPM2	1.01	8.42 %
NVL2	0.53	3.32 %
PRT1	0.44	2.37 %
KLM1	0.43	1.59 %
VCM1	0.28	1.88 %
TVM2	0.20	0.60 %
VPM1	0.14	1.17 %
STP1	0.10	0.81 %
KML1		0.00 %
MKM1		0.00 %
Total	35.76	6.97 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Mobile	12.76	28.68 %
Chargers	0.21	64.70 %
Total	12.97	27.74 %

Branch *	MTD Sales L	Brand Share %
Total	12.97	27.74 %

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 %