

MTD Sales
704.32 L

Brand Share %
10.42 %

Information:

MTD : 01-08-2025 To 21-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **10.42 %** are only listed below

Property	MTD Sales L	Brand Share %
Mobile	657.63	11.19 %
Tab	22.82	31.77 %
Chargers	16.61	39.33 %
Computer	2.51	0.42 %
EXT WNTY-MOB	2.50	4.58 %
SWatch	1.53	4.56 %
Ear-Buds	0.46	0.89 %
Pow-Bank	0.11	0.73 %
Case	0.09	23.26 %
Dig-Acce	0.06	0.38 %
Total	704.32	10.42 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	148.50	12.85 %
CHENNAI-01	94.73	11.77 %
CHENNAI-02	92.39	10.73 %
SOUTH-03	77.10	12.03 %
NORTH ARCOT	70.77	9.47 %
WEST-02	63.04	8.99 %
TRICHY-01	61.80	9.41 %
WEST-01	45.95	10.08 %
SOUTH ARCOT	36.09	6.93 %
KL-SOUTH	13.26	26.84 %
HO01	0.70	0.42 %
Total	704.32	10.42 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mobile	139.70	14.93 %
Tab	4.44	31.07 %
Chargers	3.30	42.66 %
EXT WNTY-MOB	0.67	6.15 %
SWatch	0.27	5.81 %
Ear-Buds	0.12	1.70 %
Total	148.50	12.85 %

Branch *	MTD Sales L	Brand Share %
TKS2	5.31	9.15 %
TKS1	2.90	6.94 %
TY11	1.90	9.42 %
MAR1	1.44	3.94 %
APK1	1.01	4.11 %
TKY1	0.95	3.62 %
TUT2	0.84	1.79 %
KYR1	0.78	5.28 %
ASM1	0.61	3.67 %
STU2	0.58	5.06 %
SNL1	0.37	1.60 %
PDI1	0.34	2.14 %
SKD1	0.25	2.49 %
MMT1	0.16	0.91 %
KSM1	0.11	0.73 %
VKM1	0.01	0.09 %
COL1		0.00 %
SDI1		0.00 %
TVL2		0.00 %
Total	148.50	12.85 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mobile	87.31	12.31 %
Tab	4.15	35.36 %
Chargers	2.25	41.16 %
Computer	0.48	0.87 %
EXT WNTY-MOB	0.26	4.58 %
SWatch	0.22	4.32 %
Ear-Buds	0.04	0.61 %
Case	0.01	40.61 %
Total	94.73	11.77 %

Branch *	MTD Sales L	Brand Share %
CH30	4.69	8.71 %
CH14	3.56	5.74 %
MC10	2.10	7.95 %
CH37	1.61	9.33 %
AVD1	1.24	3.11 %
TKM1	1.04	4.26 %
CGL1	1.02	5.38 %
MC09	0.49	4.10 %
CH19	0.44	1.95 %
CH45	0.40	1.53 %
CH26	0.24	3.09 %
CH22	0.17	0.97 %
CH11	0.14	1.06 %
MRM1	0.11	0.35 %
CH28		0.00 %
CH39		0.00 %
Total	94.73	11.77 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mobile	85.31	10.97 %
Tab	2.91	24.14 %
Chargers	2.07	39.34 %
EXT WNTY-MOB	0.81	16.71 %
SWatch	0.53	11.74 %
Computer	0.51	1.17 %
Ear-Buds	0.19	2.28 %
Case	0.04	28.17 %
Pow-Bank	0.02	1.65 %
Total	92.39	10.73 %

Branch *	MTD Sales L	Brand Share %
MC05	2.44	6.21 %
UK11	1.92	5.45 %
CH43	1.60	8.42 %
CH09	1.51	7.50 %
CH34	1.45	3.25 %
CH24	1.05	5.83 %
CH23	0.97	5.96 %
PON1	0.85	5.07 %
CH18	0.73	2.47 %
MJR1	0.71	1.32 %
CH36	0.45	5.63 %
MC06	0.37	2.33 %
CH33	0.33	1.04 %
CH32	0.30	5.47 %
CH06	0.11	0.33 %
GPD1	0.09	0.20 %
CH27	0.09	0.74 %
CH01		0.00 %
CH17		0.00 %
Total	92.39	10.73 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mobile	72.69	13.22 %
Chargers	1.99	48.17 %
Tab	1.36	15.67 %
Computer	0.51	0.84 %
EXT WNTY-MOB	0.48	6.50 %
Pow-Bank	0.05	2.97 %
Dig-Acce	0.02	4.15 %
Case	0.01	13.81 %
Total	77.10	12.03 %

Branch *	MTD Sales L	Brand Share %
TPT1	1.80	10.14 %
ADP1	1.57	7.34 %
CBM1	1.52	6.89 %
DKI1	1.50	6.21 %
PVI1	1.22	6.38 %
USL1	0.64	3.05 %
TMM1	0.61	2.32 %
BNR1	0.59	4.01 %
PNI1	0.38	4.44 %
MLR1	0.31	2.36 %
SGP1	0.31	2.43 %
KPT1	0.30	1.61 %
PKM1	0.30	1.84 %
ODM1	0.20	1.36 %
PNV1	0.20	4.02 %
MNM1	0.15	1.56 %
KKD2	0.14	1.90 %
NKI1	0.10	0.89 %
SVG1	0.10	0.54 %
KRR1	0.02	0.42 %
BTU1		0.07 %
NTM1		0.00 %
Total	77.10	12.03 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mobile	65.55	9.91 %
Tab	2.85	45.19 %
Chargers	1.74	35.72 %
SWatch	0.29	6.65 %
EXT WNTY-MOB	0.22	1.96 %
Ear-Buds	0.12	1.88 %
Total	70.77	9.47 %

Branch *	MTD Sales L	Brand Share %
KPM2	11.17	9.83 %
TRL1	3.88	9.83 %
VEL1	3.62	9.18 %
UGI1	2.15	9.07 %
CGM1	2.15	8.15 %
ARC2	1.89	8.29 %
SLG1	1.89	8.53 %
SBR1	1.81	6.00 %
VNB1	1.79	5.81 %
BGR1	1.68	8.18 %
WJD1	1.47	3.92 %
ABR1	0.64	3.28 %
CPT1	0.53	3.40 %
ANI1	0.30	1.75 %
TRT1	0.25	1.51 %
PTU1	0.23	2.03 %
PLR1		0.00 %
Total	70.77	9.47 %

WEST-02

Property	MTD Sales L	Brand Share %
Mobile	58.37	9.34 %
Tab	2.55	33.06 %
Chargers	1.40	42.14 %
Computer	0.51	1.00 %
SWatch	0.18	5.44 %
Pow-Bank	0.02	1.32 %
Dig-Acce		1.21 %
Total	63.04	8.99 %

Branch *	MTD Sales L	Brand Share %
OML1	3.21	10.23 %
ATU1	2.83	9.77 %
MCR1	2.25	6.92 %
TRM1	1.92	4.66 %
EPI1	1.81	8.53 %
MTR1	1.30	5.43 %
ERD1	1.12	9.63 %
KVP1	0.98	7.69 %
SGI1	0.92	4.19 %
RSP1	0.85	7.18 %
APN1	0.77	5.53 %
NKL2	0.61	2.27 %
KRI1	0.56	3.18 %
PLC1	0.54	2.37 %
VPD1	0.38	1.44 %
EDP1	0.37	3.05 %
DPR1	0.31	2.31 %
TCG1	0.26	1.88 %
KMM1	0.20	2.03 %
PDR1	0.17	3.33 %
VKL1	0.10	1.22 %
DPR2	0.10	0.55 %
SGG1	0.01	0.20 %
CMI1		0.00 %
ERD2		0.00 %
Total	63.04	8.99 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mobile	58.56	10.27 %
Chargers	1.44	49.60 %
Tab	1.18	31.95 %
Computer	0.51	0.74 %
EXT WNTY-MOB	0.05	1.37 %
SWatch	0.04	1.84 %
Case	0.01	39.28 %
Dig-Acce	0.01	0.98 %
Total	61.80	9.41 %

Branch *	MTD Sales L	Brand Share %
TRY1	10.59	9.33 %
KRN1	2.27	9.85 %
PTK1	1.76	7.04 %
NMM1	1.63	8.55 %
PBR1	1.40	10.03 %
MDI1	1.37	7.32 %
MVM1	1.04	5.49 %
MSI1	0.88	4.27 %
JKM1	0.85	3.89 %
KIK1	0.28	3.80 %
NCK1	0.15	1.35 %
TYR1	0.03	0.07 %
AYR1		0.00 %
PDK1		0.00 %
TRY2		0.00 %
TRY3		0.00 %
Total	61.80	9.41 %

WEST-01

Property	MTD Sales L	Brand Share %
Mobile	43.55	11.51 %
Chargers	1.32	40.14 %
Tab	1.01	42.31 %
Dig-Acce	0.02	2.81 %
Pow-Bank	0.02	1.71 %
EXT WNTY-MOB	0.02	0.62 %
Total	45.95	10.08 %

Branch *	MTD Sales L	Brand Share %
CBE2	6.52	10.07 %
KGI1	3.49	9.14 %
CNR1	1.59	6.47 %
AVI1	0.93	10.10 %
KGM1	0.83	5.75 %
TPR1	0.73	3.99 %
SYM2	0.67	5.73 %
CBE6	0.64	6.39 %
TPR3	0.63	7.26 %
CBE4	0.41	4.34 %
PDM1	0.38	4.57 %
KMD1	0.29	3.32 %
CBE3	0.20	2.82 %
PPI1	0.17	1.30 %
DPM2	0.12	1.13 %
SUL1	0.12	2.07 %
SNR1	0.11	1.56 %
UMP1	0.10	1.41 %
ANR1	0.10	2.18 %
PLI1	0.10	1.31 %
Total	45.95	10.08 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mobile	32.86	7.06 %
Tab	2.36	54.39 %
Chargers	0.87	36.50 %
Total	36.09	6.93 %

Branch *	MTD Sales L	Brand Share %
KKI2	2.64	8.35 %
ULP1	2.39	6.28 %
TRK1	1.95	4.03 %
SJI1	1.58	4.93 %
TDM1	1.21	4.05 %
VPM2	1.01	8.41 %
NVL2	0.53	3.27 %
PRT1	0.44	2.35 %
KLM1	0.43	1.57 %
VCM1	0.28	1.84 %
TVM2	0.20	0.60 %
VPM1	0.14	1.17 %
STP1	0.10	0.80 %
KML1		0.00 %
MKM1		0.00 %
Total	36.09	6.93 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Mobile	13.04	27.68 %
Chargers	0.22	65.45 %
Total	13.26	26.84 %

Branch *	MTD Sales L	Brand Share %
Total	13.26	26.84 %

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 %