

MTD Sales
604.53 L

Brand Share %
10.58 %

Information:

MTD : 01-09-2025 To 23-09-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **10.58 %** are only listed below

Property	MTD Sales L	Brand Share %
Mobile	575.96	11.58 %
Tab	10.20	18.76 %
Chargers	8.32	32.83 %
Computer	5.17	1.06 %
EXT WNTY-MOB	2.73	4.63 %
Ear-Buds	0.96	2.05 %
SWatch	0.83	2.36 %
Dig-Acce	0.19	1.03 %
Pow-Bank	0.13	0.90 %
Case	0.05	22.16 %
Total	604.53	10.58 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	122.36	12.12 %
CHENNAI-02	103.73	12.79 %
CHENNAI-01	74.94	11.10 %
SOUTH-03	56.42	10.27 %
WEST-02	52.72	9.05 %
NORTH ARCOT	51.89	8.41 %
TRICHY-01	47.57	9.08 %
WEST-01	40.09	11.02 %
SOUTH ARCOT	29.43	7.11 %
KL-SOUTH	21.32	33.51 %
HO01	4.07	3.91 %
Total	604.53	10.58 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mobile	116.86	14.01 %
Computer	1.59	1.20 %
Chargers	1.54	33.33 %
Tab	1.09	9.97 %
EXT WNTY-MOB	0.88	7.02 %
SWatch	0.34	6.09 %
Ear-Buds	0.04	0.65 %
Pow-Bank	0.02	1.34 %
Total	122.36	12.12 %

Branch *	MTD Sales L	Brand Share %
VNR2	6.58	9.99 %
TKS2	3.60	8.47 %
TUT2	2.86	7.52 %
TKS1	2.55	8.74 %
ERL2	2.41	10.48 %
VLY1	1.52	4.72 %
MAR1	1.14	4.29 %
APK2	1.08	5.80 %
SDI1	1.01	4.66 %
TCN1	0.91	4.27 %
PKD1	0.84	5.47 %
STU2	0.78	10.39 %
TYI1	0.77	5.77 %
TKY1	0.68	3.33 %
KSM1	0.59	2.44 %
PDI1	0.42	3.51 %
APK1	0.38	3.30 %
ASM1	0.30	2.33 %
KYR1	0.01	0.06 %
SKD1		0.00 %
TVL2		0.00 %
MMT1	-0.08	-0.53 %
Total	122.36	12.12 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mobile	99.73	13.74 %
Tab	1.30	14.45 %
Chargers	1.26	32.16 %
EXT WNTY-MOB	0.72	10.24 %
Computer	0.50	1.12 %
Ear-Buds	0.16	2.40 %
Pow-Bank	0.02	1.52 %
Case	0.02	78.24 %
Dig-Acce	0.01	0.12 %
Total	103.73	12.79 %

Branch *	MTD Sales L	Brand Share %
CH12	4.42	10.38 %
CH18	2.89	9.01 %
CH33	1.63	6.58 %
MC06	1.55	8.83 %
PON1	1.53	8.68 %
GPD1	1.17	3.59 %
UKI1	1.04	4.09 %
CH09	0.94	4.68 %
CH36	0.50	6.51 %
CH34	0.45	0.99 %
MJR1	0.36	0.86 %
CH23	0.24	2.10 %
CH17	0.20	1.64 %
CH06	0.16	0.86 %
CH01		0.00 %
MC08		0.00 %
Total	103.73	12.79 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mobile	71.30	11.98 %
Tab	1.21	15.48 %
Chargers	1.04	28.71 %
Computer	1.04	2.24 %
Ear-Buds	0.19	2.71 %
EXT WNTY-MOB	0.14	2.69 %
Case	0.03	61.32 %
Dig-Acce		0.12 %
Total	74.94	11.10 %

Branch *	MTD Sales L	Brand Share %
CH14	3.99	7.47 %
CH05	1.98	10.52 %
CH38	1.69	7.80 %
CH28	1.33	6.24 %
SKL1	1.01	7.42 %
CH19	0.82	4.00 %
CH39	0.61	6.09 %
CH37	0.53	3.56 %
CH45	0.44	2.22 %
MC10	0.40	1.59 %
AVD1	0.36	1.37 %
MRM1	0.32	1.41 %
CGL1	0.20	1.12 %
MC09	0.17	2.21 %
CH26	0.17	3.06 %
MC02	0.01	0.39 %
TKM1	0.01	0.06 %
Total	74.94	11.10 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mobile	52.70	10.80 %
Computer	1.52	3.79 %
Chargers	0.80	34.67 %
Tab	0.59	17.39 %
EXT WNTY-MOB	0.47	7.69 %
Ear-Buds	0.29	6.47 %
Pow-Bank	0.04	2.94 %
Dig-Acce		0.51 %
Total	56.42	10.27 %

Branch *	MTD Sales L	Brand Share %
PVI1	2.52	7.83 %
SVG1	1.49	10.41 %
DGL1	1.21	6.69 %
DKI1	1.21	6.73 %
MDU3	1.13	6.17 %
PNI1	0.72	8.40 %
KRR1	0.69	9.03 %
ADP1	0.63	3.75 %
KPT1	0.52	3.13 %
DGL2	0.51	6.53 %
TPT1	0.46	3.24 %
SGP1	0.44	7.07 %
USL1	0.38	2.57 %
KYK1	0.35	3.12 %
ODM1	0.28	1.71 %
PNV1	0.26	4.49 %
PKM1	0.23	2.53 %
BTU1	0.10	1.01 %
MNM1	0.10	1.80 %
NTM1	0.10	0.97 %
CBM1		0.00 %
KKD2		0.00 %
MLR1		0.00 %
NKI1		0.00 %
Total	56.42	10.27 %

WEST-02

Property	MTD Sales L	Brand Share %
Mobile	51.07	9.90 %
Chargers	0.57	25.41 %
Computer	0.52	1.09 %
Tab	0.40	9.61 %
EXT WNTY-MOB	0.08	2.38 %
Ear-Buds	0.04	1.03 %
Pow-Bank	0.02	1.40 %
Dig-Acce	0.01	3.70 %
Total	52.72	9.05 %

Branch *	MTD Sales L	Brand Share %
APN1	2.15	10.14 %
MTR1	1.64	7.99 %
EPI1	1.49	9.26 %
HRR1	1.35	5.67 %
TRM1	1.27	3.00 %
MCR1	1.02	4.59 %
OML1	0.95	3.07 %
PLC1	0.90	5.27 %
VPD1	0.79	3.72 %
RSP1	0.67	7.70 %
VKL1	0.49	4.76 %
NKL2	0.46	2.80 %
ERD2	0.33	3.64 %
KRI1	0.32	2.60 %
TCG1	0.20	2.28 %
KMM1	0.09	1.48 %
DPR1	0.01	0.08 %
SGI1	0.01	0.05 %
EDP1	0.01	0.09 %
DPR2	0.01	0.06 %
CMI1		0.00 %
KVP1		0.00 %
PDR1		0.00 %
SGG1		0.00 %
SLM2		0.00 %
Total	52.72	9.05 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mobile	49.06	9.00 %
Tab	1.72	26.61 %
Chargers	0.86	26.90 %
Dig-Acce	0.14	8.54 %
EXT WNTY-MOB	0.07	0.68 %
Ear-Buds	0.04	0.76 %
Total	51.89	8.41 %

Branch *	MTD Sales L	Brand Share %
BGR1	1.90	10.15 %
WJP1	1.89	8.22 %
VSI1	1.65	8.13 %
SBR1	1.60	7.15 %
CYR1	1.59	10.17 %
VEL1	1.56	4.63 %
CGM1	1.45	7.41 %
VNB1	0.76	3.05 %
KPM1	0.55	3.02 %
TRL1	0.50	1.92 %
PLR1	0.36	4.30 %
GDM1	0.27	1.41 %
ANI1	0.26	1.95 %
ABR1	0.10	0.38 %
WJD1	0.10	0.26 %
CPT1	0.02	0.21 %
PTU1		0.00 %
Total	51.89	8.41 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mobile	44.95	9.86 %
Tab	1.70	29.06 %
Chargers	0.81	43.79 %
EXT WNTY-MOB	0.11	2.53 %
Dig-Acce	0.01	1.93 %
Total	47.57	9.08 %

Branch *	MTD Sales L	Brand Share %
TRY1	9.20	9.39 %
TVR2	2.09	10.21 %
NMM1	1.58	10.29 %
MSI1	1.08	6.07 %
JKM1	0.34	1.67 %
PBR1	0.26	3.04 %
MVM1	0.21	1.16 %
NGT1	0.18	0.85 %
PDK1	0.18	1.83 %
KIK1	0.17	2.24 %
NCK1	0.17	2.00 %
TVR1	0.17	1.50 %
TRY3	0.06	0.42 %
AYR1		0.00 %
TRY2		0.00 %
TYR1		0.00 %
Total	47.57	9.08 %

WEST-01

Property	MTD Sales L	Brand Share %
Mobile	37.60	12.78 %
Tab	1.50	37.57 %
Chargers	0.73	41.90 %
Ear-Buds	0.16	3.58 %
EXT WNTY-MOB	0.07	2.39 %
Pow-Bank	0.02	1.74 %
Dig-Acce	0.01	0.62 %
Total	40.09	11.02 %

Branch *	MTD Sales L	Brand Share %
CBE2	4.87	9.17 %
GDR1	1.39	9.15 %
KGI1	0.98	3.65 %
PDM1	0.70	9.89 %
PPI1	0.55	2.89 %
TPR3	0.48	4.04 %
CBE3	0.46	10.57 %
CBE1	0.27	4.44 %
PLI1	0.21	3.82 %
DPM2	0.15	1.35 %
SNR1	0.14	1.72 %
CBE4	0.09	1.26 %
SYM2	0.01	0.11 %
KMD1	0.01	0.14 %
SUL1	0.01	0.29 %
ANR1		0.02 %
CBE5		0.00 %
CBE6		0.00 %
UMP1		0.00 %
Total	40.09	11.02 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mobile	28.17	7.71 %
Tab	0.70	39.78 %
Chargers	0.51	34.83 %
EXT WNTY-MOB	0.05	0.75 %
Dig-Acce		2.05 %
Total	29.43	7.11 %

Branch *	MTD Sales L	Brand Share %
CUD1	4.50	8.72 %
CDM1	1.97	8.04 %
VPM2	1.93	8.35 %
PRT1	1.83	9.01 %
TVM2	1.53	5.87 %
KKI2	1.14	6.05 %
TDM1	0.99	5.72 %
TRK1	0.99	4.02 %
NVL2	0.52	3.26 %
VPM1	0.40	4.44 %
ULP1	0.35	1.15 %
KML1	0.22	1.96 %
STP1	0.18	2.16 %
SJI1	0.13	0.44 %
KLM1		0.00 %
MKM1		0.00 %
VCM1		0.00 %
Total	29.43	7.11 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Mobile	20.94	36.41 %
Chargers	0.20	57.05 %
EXT WNTY-MOB	0.14	42.20 %
Ear-Buds	0.04	15.07 %
Total	21.32	33.51 %

Branch *	MTD Sales L	Brand Share %
Total	21.32	33.51 %

HO01

Property	MTD Sales L	Brand Share %
Mobile	3.59	3.74 %
SWatch	0.49	12.72 %
Total	4.07	3.91 %

Branch *	MTD Sales L	Brand Share %
GHUB	3.83	3.77 %
MSWH	0.24	9.09 %
Total	4.07	3.91 %