

MTD Sales  
143.66 L

Brand Share %  
2.29 %

Information:

MTD : 01-11-2025 To 24-11-2025

\* Branch where in Brand Share % is less than Overall State's Brand Share **2.29 %** are only listed below

| Property     | MTD Sales L | Brand Share % |
|--------------|-------------|---------------|
| Mobile       | 137.28      | 2.48 %        |
| Chargers     | 3.38        | 9.95 %        |
| Ear-Buds     | 0.84        | 1.06 %        |
| Computer     | 0.52        | 0.12 %        |
| Tab          | 0.50        | 0.80 %        |
| Case         | 0.49        | 48.43 %       |
| SWatch       | 0.35        | 0.78 %        |
| EXT WNTY-MOB | 0.11        | 0.15 %        |
| Pow-Bank     | 0.11        | 0.46 %        |
| Dig-Acce     | 0.08        | 0.48 %        |
| Total        | 143.66      | 2.29 %        |

| Sales Zone  | MTD Sales L | Brand Share % |
|-------------|-------------|---------------|
| SOUTH-01    | 31.76       | 3.19 %        |
| NORTH ARCOT | 17.08       | 2.17 %        |
| WEST-02     | 16.53       | 2.65 %        |
| CHENNAI-02  | 16.35       | 1.78 %        |
| SOUTH-03    | 12.94       | 2.22 %        |
| CHENNAI-01  | 11.81       | 1.60 %        |
| TRICHY-01   | 10.62       | 1.84 %        |
| SOUTH ARCOT | 7.81        | 1.48 %        |
| WEST-01     | 6.57        | 1.64 %        |
| KL-SOUTH    | 6.45        | 12.77 %       |
| HO01        | 5.75        | 6.79 %        |
| Total       | 143.66      | 2.29 %        |

## SOUTH-01

| Property     | MTD Sales L | Brand Share % |
|--------------|-------------|---------------|
| Mobile       | 30.29       | 3.57 %        |
| Chargers     | 0.64        | 13.55 %       |
| Ear-Buds     | 0.31        | 3.13 %        |
| SWatch       | 0.25        | 3.15 %        |
| Case         | 0.18        | 51.19 %       |
| Pow-Bank     | 0.04        | 1.23 %        |
| EXT WNTY-MOB | 0.03        | 0.22 %        |
| Dig-Acce     | 0.01        | 0.52 %        |
| Total        | 31.76       | 3.19 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| TKS2     | 0.51        | 0.78 %        |
| MMT1     | 0.37        | 2.18 %        |
| RND1     | 0.37        | 1.66 %        |
| ERL2     | 0.30        | 1.66 %        |
| TKS1     | 0.29        | 1.05 %        |
| ASM1     | 0.20        | 1.18 %        |
| SGT1     | 0.10        | 0.43 %        |
| KSM1     | 0.06        | 0.48 %        |
| UDN1     | 0.04        | 0.19 %        |
| SDI1     | 0.02        | 0.19 %        |
| SKD1     | 0.02        | 0.17 %        |
| SNL1     | 0.01        | 0.06 %        |
| ARM1     | 0.01        | 0.08 %        |
| VKM1     |             | 0.02 %        |
| APK1     |             | 0.00 %        |
| APK2     |             | 0.00 %        |
| COL1     |             | 0.00 %        |
| KGL1     |             | 0.00 %        |
| TCN1     |             | 0.00 %        |
| TKY1     |             | 0.00 %        |
| TVL2     |             | 0.00 %        |
| Total    | 31.76       | 3.19 %        |

# NORTH ARCOT

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Mobile   | 16.13       | 2.32 %        |
| Chargers | 0.61        | 13.94 %       |
| Tab      | 0.20        | 2.59 %        |
| Ear-Buds | 0.12        | 1.28 %        |
| Dig-Acce | 0.01        | 0.69 %        |
| Case     | 0.01        | 37.26 %       |
| Total    | 17.08       | 2.17 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| KPM2     | 1.87        | 1.69 %        |
| CGM1     | 0.64        | 2.04 %        |
| VSI1     | 0.61        | 1.92 %        |
| VNB1     | 0.47        | 1.67 %        |
| CYR1     | 0.42        | 1.86 %        |
| KPM1     | 0.28        | 1.74 %        |
| SLG1     | 0.22        | 1.12 %        |
| ABR1     | 0.19        | 0.88 %        |
| TRT1     | 0.17        | 1.06 %        |
| ANI1     | 0.06        | 0.53 %        |
| SBR1     | 0.06        | 0.14 %        |
| UGI1     | 0.06        | 0.22 %        |
| CPT1     | 0.01        | 0.08 %        |
| TRL1     | 0.01        | 0.03 %        |
| VEL1     | 0.01        | 0.03 %        |
| WJD1     | 0.01        | 0.03 %        |
| PLR1     |             | 0.00 %        |
| PTU1     |             | 0.00 %        |
| Total    | 17.08       | 2.17 %        |

## WEST-02

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Mobile   | 15.64       | 2.83 %        |
| Chargers | 0.59        | 21.98 %       |
| Ear-Buds | 0.17        | 2.38 %        |
| Tab      | 0.07        | 1.14 %        |
| Dig-Acce | 0.02        | 5.50 %        |
| Pow-Bank | 0.02        | 0.79 %        |
| Case     | 0.02        | 70.15 %       |
| Total    | 16.53       | 2.65 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| TRM1     | 0.36        | 0.94 %        |
| ATU1     | 0.35        | 1.50 %        |
| EPI1     | 0.30        | 1.74 %        |
| PLC1     | 0.28        | 1.59 %        |
| MTR1     | 0.27        | 1.41 %        |
| SLM2     | 0.25        | 1.70 %        |
| VPD1     | 0.23        | 0.80 %        |
| SLM3     | 0.22        | 1.08 %        |
| TCG1     | 0.16        | 1.43 %        |
| EDP1     | 0.08        | 0.68 %        |
| ERD1     | 0.08        | 0.97 %        |
| MCR1     | 0.07        | 0.36 %        |
| OML1     | 0.07        | 0.20 %        |
| DPR2     | 0.06        | 0.47 %        |
| KRI1     | 0.06        | 0.31 %        |
| BMD1     | 0.04        | 0.27 %        |
| SGI1     | 0.04        | 0.16 %        |
| SGG1     | 0.02        | 0.35 %        |
| VKL1     | 0.01        | 0.09 %        |
| 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    | 16.53       | 2.65 %        |

## CHENNAI-02

| Property     | MTD Sales L | Brand Share % |
|--------------|-------------|---------------|
| Mobile       | 16.27       | 1.98 %        |
| Chargers     | 0.38        | 9.21 %        |
| Case         | 0.09        | 39.76 %       |
| Pow-Bank     | 0.05        | 1.60 %        |
| Dig-Acce     | 0.01        | 0.21 %        |
| EXT WNTY-MOB |             | 0.04 %        |
| Tab          |             | -0.02 %       |
| Ear-Buds     | -0.02       | -0.14 %       |
| SWatch       | -0.43       | -10.91 %      |
| Total        | 16.35       | 1.78 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CH12     | 0.83        | 2.08 %        |
| MJR1     | 0.51        | 1.00 %        |
| CH44     | 0.41        | 1.09 %        |
| UKI1     | 0.38        | 1.10 %        |
| CH09     | 0.31        | 1.34 %        |
| CH20     | 0.24        | 0.48 %        |
| CH18     | 0.22        | 0.63 %        |
| MC06     | 0.19        | 0.80 %        |
| CH24     | 0.15        | 0.46 %        |
| CH17     | 0.08        | 0.29 %        |
| CH33     | 0.08        | 0.22 %        |
| MC05     | 0.08        | 0.20 %        |
| GPD1     | 0.07        | 0.20 %        |
| CH27     |             | 0.05 %        |
| CH01     |             | 0.00 %        |
| CH06     |             | 0.00 %        |
| CH23     |             | 0.00 %        |
| CH34     |             | 0.00 %        |
| CH43     |             | 0.00 %        |
| PON1     |             | 0.00 %        |
| CH31     | -1.38       | -10.86 %      |
| Total    | 16.35       | 1.78 %        |

## SOUTH-03

| Property     | MTD Sales L | Brand Share % |
|--------------|-------------|---------------|
| Mobile       | 11.96       | 2.31 %        |
| Computer     | 0.52        | 1.37 %        |
| Chargers     | 0.26        | 9.97 %        |
| SWatch       | 0.13        | 3.72 %        |
| Ear-Buds     | 0.04        | 0.61 %        |
| EXT WNTY-MOB | 0.01        | 0.20 %        |
| Dig-Acce     | 0.01        | 0.92 %        |
| Case         |             | 9.78 %        |
| Total        | 12.94       | 2.22 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| MDU3     | 0.45        | 1.46 %        |
| PNV2     | 0.42        | 2.10 %        |
| ADP1     | 0.23        | 1.29 %        |
| TPT1     | 0.21        | 1.28 %        |
| PKM1     | 0.19        | 1.64 %        |
| TEN1     | 0.17        | 0.69 %        |
| BNR1     | 0.16        | 1.10 %        |
| DGL1     | 0.09        | 0.56 %        |
| DKI1     | 0.02        | 0.10 %        |
| KRR1     | 0.01        | 0.16 %        |
| MLR1     | 0.01        | 0.19 %        |
| NTM1     | 0.01        | 0.08 %        |
| USL1     | 0.01        | 0.08 %        |
| MNM1     |             | 0.05 %        |
| BTU1     |             | 0.00 %        |
| CBM1     |             | 0.00 %        |
| CMR1     |             | 0.00 %        |
| DGL2     |             | 0.00 %        |
| KKD3     |             | 0.00 %        |
| KPT1     |             | 0.00 %        |
| MDU4     |             | 0.00 %        |
| MDU5     |             | 0.00 %        |
| NKI1     |             | 0.00 %        |
| ODM1     |             | 0.00 %        |
| PNI1     |             | 0.00 %        |
| PVI1     |             | 0.00 %        |
| TDI1     |             | 0.00 %        |
| TEN2     |             | 0.00 %        |
| Total    | 12.94       | 2.22 %        |

## CHENNAI-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Mobile   | 11.20       | 1.72 %        |
| Chargers | 0.34        | 9.94 %        |
| Ear-Buds | 0.15        | 1.05 %        |
| SWatch   | 0.08        | 1.60 %        |
| Case     | 0.04        | 24.89 %       |
| Total    | 11.81       | 1.60 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CH38     | 0.34        | 1.11 %        |
| CH07     | 0.25        | 0.66 %        |
| CH45     | 0.22        | 0.74 %        |
| MC10     | 0.14        | 0.69 %        |
| CH14     | 0.07        | 0.18 %        |
| CH35     | 0.07        | 0.20 %        |
| MC09     | 0.07        | 0.61 %        |
| KNR1     | 0.06        | 0.34 %        |
| CH42     | 0.04        | 0.12 %        |
| CH22     | 0.02        | 0.11 %        |
| MRM1     | 0.02        | 0.05 %        |
| CH28     | 0.01        | 0.03 %        |
| SKL1     | 0.01        | 0.06 %        |
| CGL1     | 0.01        | 0.04 %        |
| AVD1     | 0.01        | 0.03 %        |
| CH19     |             | 0.00 %        |
| CH26     |             | 0.00 %        |
| CH37     |             | 0.00 %        |
| CH39     |             | 0.00 %        |
| MC02     |             | 0.00 %        |
| CH08     | -0.19       | -0.56 %       |
| Total    | 11.81       | 1.60 %        |

## TRICHY-01

| Property     | MTD Sales L | Brand Share % |
|--------------|-------------|---------------|
| Mobile       | 10.22       | 2.00 %        |
| Chargers     | 0.15        | 11.20 %       |
| Tab          | 0.12        | 3.32 %        |
| Case         | 0.09        | 88.72 %       |
| EXT WNTY-MOB | 0.04        | 0.74 %        |
| Dig-Acce     |             | 0.94 %        |
| Total        | 10.62       | 1.84 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| TNJ1     | 0.62        | 1.93 %        |
| JKM1     | 0.44        | 2.16 %        |
| MSI1     | 0.24        | 1.59 %        |
| PTK1     | 0.21        | 1.32 %        |
| TVR2     | 0.19        | 0.71 %        |
| MDI1     | 0.07        | 0.66 %        |
| TYR1     | 0.07        | 0.22 %        |
| MVM1     | 0.06        | 0.37 %        |
| TVR1     | 0.06        | 0.39 %        |
| NGT1     | 0.01        | 0.05 %        |
| PBR1     | 0.01        | 0.12 %        |
| NCK1     | 0.01        | 0.13 %        |
| APM1     |             | 0.00 %        |
| AYR1     |             | 0.00 %        |
| KIK1     |             | 0.00 %        |
| ORU1     |             | 0.00 %        |
| PDK1     |             | 0.00 %        |
| TRY2     |             | 0.00 %        |
| TRY3     |             | 0.00 %        |
| TRY4     |             | 0.00 %        |
| Total    | 10.62       | 1.84 %        |

## SOUTH ARCOT

| Property     | MTD Sales L | Brand Share % |
|--------------|-------------|---------------|
| Mobile       | 7.35        | 1.57 %        |
| Chargers     | 0.20        | 14.73 %       |
| Tab          | 0.11        | 3.57 %        |
| Ear-Buds     | 0.08        | 1.84 %        |
| SWatch       | 0.04        | 1.21 %        |
| EXT WNTY-MOB | 0.03        | 0.33 %        |
| Total        | 7.81        | 1.48 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| SJI2     | 0.49        | 1.26 %        |
| TDM1     | 0.47        | 2.05 %        |
| KKI2     | 0.29        | 1.39 %        |
| KML1     | 0.27        | 1.88 %        |
| VPM2     | 0.23        | 0.92 %        |
| VPM1     | 0.14        | 1.67 %        |
| TVM2     | 0.11        | 0.38 %        |
| NVL2     | 0.06        | 0.22 %        |
| VCM1     | 0.06        | 0.62 %        |
| TRK1     | 0.01        | 0.03 %        |
| PRT1     | 0.01        | 0.05 %        |
| STP1     | 0.01        | 0.08 %        |
| ULP1     | 0.01        | 0.03 %        |
| KLM1     |             | 0.00 %        |
| MKM1     |             | 0.00 %        |
| Total    | 7.81        | 1.48 %        |

## WEST-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Mobile   | 6.03        | 1.77 %        |
| SWatch   | 0.28        | 7.33 %        |
| Chargers | 0.19        | 10.18 %       |
| Case     | 0.06        | 68.00 %       |
| Dig-Acce | 0.01        | 1.54 %        |
| Total    | 6.57        | 1.64 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| TPR1     | 0.46        | 1.88 %        |
| CNR1     | 0.34        | 2.21 %        |
| PPI1     | 0.30        | 2.11 %        |
| KMR1     | 0.26        | 0.91 %        |
| GBM1     | 0.21        | 1.09 %        |
| TPR4     | 0.19        | 1.99 %        |
| CBE4     | 0.17        | 2.23 %        |
| KGI1     | 0.17        | 0.57 %        |
| SYM2     | 0.07        | 0.76 %        |
| GDR1     | 0.06        | 0.31 %        |
| KGM1     | 0.01        | 0.12 %        |
| SNR1     | 0.01        | 0.25 %        |
| PLI1     | 0.01        | 0.19 %        |
| SUL1     | 0.01        | 0.20 %        |
| ANR1     |             | 0.00 %        |
| CBE1     |             | 0.00 %        |
| CBE3     |             | 0.00 %        |
| CBE5     |             | 0.00 %        |
| CBE6     |             | 0.00 %        |
| DPM2     |             | 0.00 %        |
| KMD1     |             | 0.00 %        |
| MPM1     |             | 0.00 %        |
| TPR3     |             | 0.00 %        |
| UMP1     |             | 0.00 %        |
| WHCB     |             | 0.00 %        |
| Total    | 6.57        | 1.64 %        |

KL-SOUTH

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Mobile   | 6.43        | 14.61 %       |
| Chargers | 0.02        | 6.56 %        |
| Total    | 6.45        | 12.77 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Total    | 6.45        | 12.77 %       |

HO01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Mobile   | 5.75        | 7.94 %        |
| Total    | 5.75        | 6.79 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| MSWH     |             | 0.00 %        |
| Total    | 5.75        | 6.79 %        |