

MTD Sales
737.53 L

Brand Share %
10.27 %

Information:

MTD : 01-08-2025 To 25-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **10.27 %** are only listed below

Property	MTD Sales L	Brand Share %
Mobile	688.27	11.00 %
Tab	24.96	32.76 %
Chargers	16.88	38.22 %
EXT WNTY-MOB	2.52	4.45 %
Computer	2.51	0.40 %
SWatch	1.53	4.28 %
Ear-Buds	0.50	0.91 %
Pow-Bank	0.16	0.95 %
Case	0.12	28.22 %
Dig-Acce	0.06	0.38 %
Total	737.53	10.27 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	151.46	12.75 %
CHENNAI-01	106.39	11.88 %
CHENNAI-02	98.62	10.32 %
SOUTH-03	78.27	12.06 %
NORTH ARCOT	74.00	9.13 %
WEST-02	65.76	8.80 %
TRICHY-01	64.73	9.40 %
WEST-01	46.77	9.73 %
SOUTH ARCOT	37.22	6.81 %
KL-SOUTH	13.60	25.97 %
HO01	0.70	0.42 %
Total	737.53	10.27 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mobile	142.60	14.76 %
Tab	4.44	29.90 %
Chargers	3.31	42.30 %
EXT WNTY-MOB	0.67	6.00 %
SWatch	0.27	5.60 %
Ear-Buds	0.16	2.22 %
Pow-Bank	0.02	1.06 %
Dig-Acce		0.16 %
Total	151.46	12.75 %

Branch *	MTD Sales L	Brand Share %
TKS2	5.31	9.00 %
TKS1	2.91	6.76 %
TY11	1.90	9.42 %
MAR1	1.44	3.94 %
APK1	1.01	4.09 %
TKY1	0.95	3.62 %
TUT2	0.84	1.64 %
KYR1	0.78	5.28 %
ASM1	0.61	3.67 %
STU2	0.58	5.06 %
SNL1	0.37	1.56 %
PDI1	0.34	2.02 %
SKD1	0.25	2.49 %
MMT1	0.16	0.91 %
KSM1	0.11	0.73 %
SDI1	0.10	0.71 %
VKM1	0.01	0.09 %
COL1		0.00 %
TVL2		0.00 %
Total	151.46	12.75 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mobile	98.30	12.44 %
Tab	4.65	36.11 %
Chargers	2.37	39.81 %
Computer	0.48	0.80 %
EXT WNTY-MOB	0.26	4.40 %
SWatch	0.22	3.81 %
Ear-Buds	0.04	0.55 %
Case	0.03	58.43 %
Pow-Bank	0.02	1.33 %
Total	106.39	11.88 %

Branch *	MTD Sales L	Brand Share %
CH30	5.71	10.07 %
CH14	4.55	6.09 %
MC10	2.10	7.20 %
CH37	1.61	8.34 %
AVD1	1.40	3.09 %
TKM1	1.40	4.77 %
CGL1	1.03	5.42 %
MC09	0.60	4.51 %
CH19	0.44	1.95 %
CH45	0.40	1.41 %
CH22	0.24	1.31 %
CH26	0.24	2.72 %
CH11	0.14	0.93 %
MRM1	0.11	0.34 %
CH28		0.00 %
CH39		0.00 %
Total	106.39	11.88 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mobile	91.30	10.54 %
Tab	3.11	24.80 %
Chargers	2.11	36.50 %
EXT WNTY-MOB	0.82	16.43 %
SWatch	0.53	11.15 %
Computer	0.51	1.07 %
Ear-Buds	0.19	2.07 %
Case	0.04	26.51 %
Pow-Bank	0.02	1.54 %
Total	98.62	10.32 %

Branch *	MTD Sales L	Brand Share %
MC05	2.63	5.30 %
UK11	1.92	4.87 %
CH43	1.60	8.16 %
CH09	1.51	6.91 %
CH34	1.45	3.17 %
CH24	1.15	4.83 %
CH23	1.14	5.29 %
PON1	0.85	5.03 %
CH18	0.84	2.58 %
MJR1	0.71	1.25 %
CH36	0.64	7.03 %
CH33	0.43	1.21 %
MC06	0.37	2.28 %
CH32	0.30	5.20 %
CH27	0.19	1.59 %
CH06	0.11	0.27 %
GPD1	0.09	0.20 %
CH01		0.00 %
CH17		0.00 %
Total	98.62	10.32 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mobile	73.84	13.25 %
Chargers	1.99	48.18 %
Tab	1.36	15.67 %
Computer	0.51	0.84 %
EXT WNTY-MOB	0.49	6.49 %
Pow-Bank	0.05	2.89 %
Dig-Acce	0.02	4.11 %
Case	0.01	13.81 %
Total	78.27	12.06 %

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	78.27	12.06 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mobile	68.57	9.56 %
Tab	3.06	44.96 %
Chargers	1.75	33.98 %
SWatch	0.29	6.06 %
EXT WNTY-MOB	0.22	1.80 %
Ear-Buds	0.12	1.69 %
Total	74.00	9.13 %

Branch *	MTD Sales L	Brand Share %
KPM2	11.36	9.68 %
TRL1	3.88	9.21 %
UGI1	2.36	9.26 %
CGM1	2.15	7.28 %
SLG1	1.99	8.07 %
VNB1	1.98	5.71 %
ARC2	1.89	7.75 %
SBR1	1.81	5.04 %
BGR1	1.78	7.74 %
WJD1	1.47	3.75 %
ABR1	0.64	3.24 %
CPT1	0.53	3.08 %
TRT1	0.35	1.91 %
ANI1	0.30	1.52 %
PTU1	0.23	1.73 %
PLR1		0.00 %
Total	74.00	9.13 %

WEST-02

Property	MTD Sales L	Brand Share %
Mobile	61.07	9.17 %
Tab	2.55	33.06 %
Chargers	1.43	40.86 %
Computer	0.51	0.93 %
SWatch	0.18	4.88 %
Pow-Bank	0.02	1.24 %
Dig-Acce		1.18 %
Total	65.76	8.80 %

Branch *	MTD Sales L	Brand Share %
OML1	3.21	10.23 %
ATU1	2.94	9.66 %
MCR1	2.25	6.92 %
TRM1	1.93	4.05 %
EPI1	1.81	7.97 %
ERD1	1.74	9.44 %
MTR1	1.30	5.33 %
KVP1	0.98	7.17 %
SGI1	0.92	3.78 %
RSP1	0.85	6.96 %
APN1	0.77	5.21 %
NKL2	0.61	1.99 %
KRI1	0.56	2.96 %
PLC1	0.54	2.30 %
EDP1	0.53	3.98 %
VPD1	0.38	1.44 %
DPR1	0.31	2.19 %
TCG1	0.26	1.88 %
KMM1	0.20	1.89 %
PDR1	0.17	3.01 %
VKL1	0.10	1.14 %
DPR2	0.10	0.51 %
SGG1	0.01	0.20 %
CMI1		0.00 %
ERD2		0.00 %
Total	65.76	8.80 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mobile	61.46	10.25 %
Chargers	1.46	49.07 %
Tab	1.18	31.95 %
Computer	0.51	0.72 %
EXT WNTY-MOB	0.06	1.63 %
SWatch	0.04	1.78 %
Case	0.01	39.28 %
Dig-Acce	0.01	0.94 %
Total	64.73	9.40 %

Branch *	MTD Sales L	Brand Share %
TRY1	10.80	8.70 %
KRN1	2.27	9.85 %
PTK1	2.01	7.72 %
NMM1	1.63	8.55 %
PBR1	1.40	9.57 %
MVM1	1.04	5.47 %
MSI1	0.88	4.27 %
JKM1	0.85	3.46 %
KIK1	0.28	3.57 %
NCK1	0.15	1.35 %
TYR1	0.03	0.07 %
AYR1		0.00 %
PDK1		0.00 %
TRY2		0.00 %
TRY3		0.00 %
Total	64.73	9.40 %

WEST-01

Property	MTD Sales L	Brand Share %
Mobile	44.13	11.05 %
Chargers	1.35	38.98 %
Tab	1.21	46.84 %
Dig-Acce	0.02	2.79 %
Pow-Bank	0.02	1.63 %
Case	0.02	41.77 %
EXT WNTY-MOB	0.02	0.61 %
Total	46.77	9.73 %

Branch *	MTD Sales L	Brand Share %
CBE2	6.54	9.39 %
KGI1	3.49	8.32 %
CNR1	1.59	6.36 %
AVI1	0.93	9.12 %
KGM1	0.83	5.75 %
TPR1	0.73	3.57 %
SYM2	0.67	5.73 %
CBE6	0.64	6.01 %
TPR3	0.63	6.51 %
CBE4	0.41	4.34 %
PDM1	0.38	4.22 %
KMD1	0.29	3.11 %
CBE3	0.20	2.69 %
PPI1	0.17	1.30 %
DPM2	0.12	1.00 %
SUL1	0.12	2.07 %
SNR1	0.11	1.53 %
UMP1	0.10	1.29 %
ANR1	0.10	2.18 %
PLI1	0.10	1.31 %
Total	46.77	9.73 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mobile	32.96	6.79 %
Tab	3.39	58.44 %
Chargers	0.87	34.64 %
Total	37.22	6.81 %

Branch *	MTD Sales L	Brand Share %
KKI2	2.64	8.35 %
ULP1	2.39	6.28 %
TRK1	1.95	4.03 %
VPM2	1.84	6.85 %
SJI1	1.58	4.89 %
TDM1	1.21	4.05 %
NVL2	0.53	2.09 %
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	37.22	6.81 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Mobile	13.37	26.75 %
Chargers	0.23	66.49 %
Total	13.60	25.97 %

Branch *	MTD Sales L	Brand Share %
Total	13.60	25.97 %

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 %