

MTD Sales  
986.44 L

Brand Share %  
12.26 %

Information:

MTD : 01-07-2025 To 26-07-2025

\* Branch where in Brand Share % is less than Overall State's Brand Share **12.26 %** are only listed below

| Property     | MTD Sales L | Brand Share % |
|--------------|-------------|---------------|
| Mobile       | 940.34      | 13.37 %       |
| Chargers     | 20.29       | 40.62 %       |
| Tab          | 14.20       | 28.71 %       |
| EXT WNTY-MOB | 5.80        | 7.53 %        |
| Computer     | 2.64        | 0.38 %        |
| SWatch       | 2.25        | 6.23 %        |
| Ear-Buds     | 0.54        | 0.84 %        |
| Case         | 0.18        | 44.66 %       |
| Pow-Bank     | 0.11        | 0.40 %        |
| Dig-Acce     | 0.09        | 0.46 %        |
| Total        | 986.44      | 12.26 %       |

| Sales Zone  | MTD Sales L | Brand Share % |
|-------------|-------------|---------------|
| SOUTH-01    | 182.79      | 14.04 %       |
| CHENNAI-02  | 162.02      | 15.27 %       |
| CHENNAI-01  | 141.24      | 14.80 %       |
| SOUTH-03    | 114.39      | 15.10 %       |
| NORTH ARCOT | 94.95       | 10.44 %       |
| WEST-02     | 79.62       | 9.58 %        |
| TRICHY-01   | 75.48       | 10.40 %       |
| WEST-01     | 66.24       | 13.26 %       |
| SOUTH ARCOT | 49.09       | 7.72 %        |
| KL-SOUTH    | 13.98       | 27.36 %       |
| HO01        | 6.65        | 2.07 %        |
| Total       | 986.44      | 12.26 %       |

## SOUTH-01

| Property     | MTD Sales L | Brand Share % |
|--------------|-------------|---------------|
| Mobile       | 169.61      | 15.96 %       |
| Tab          | 5.93        | 52.29 %       |
| Chargers     | 3.88        | 48.09 %       |
| EXT WNTY-MOB | 1.98        | 11.42 %       |
| Computer     | 1.05        | 0.56 %        |
| SWatch       | 0.19        | 4.92 %        |
| Case         | 0.08        | 91.36 %       |
| Pow-Bank     | 0.04        | 2.18 %        |
| Dig-Acce     | 0.02        | 0.72 %        |
| Total        | 182.79      | 14.04 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| MAR1     | 6.94        | 8.82 %        |
| TKS1     | 5.64        | 10.71 %       |
| TKS2     | 5.46        | 9.40 %        |
| KGL1     | 2.86        | 8.58 %        |
| RND1     | 2.53        | 8.62 %        |
| ARM1     | 2.03        | 11.41 %       |
| TY11     | 1.88        | 7.60 %        |
| TKY1     | 1.84        | 5.96 %        |
| STU2     | 1.69        | 11.11 %       |
| TUT2     | 1.64        | 3.13 %        |
| KSM1     | 1.57        | 9.69 %        |
| ASM1     | 0.73        | 4.01 %        |
| MMT1     | 0.72        | 3.41 %        |
| UDN1     | 0.64        | 3.81 %        |
| PKD1     | 0.62        | 2.02 %        |
| APK1     | 0.42        | 1.88 %        |
| COL1     | 0.29        | 1.91 %        |
| SNL1     | 0.27        | 1.38 %        |
| KYR1     | 0.25        | 2.02 %        |
| VKM1     | 0.09        | 0.66 %        |
| SDI1     |             | 0.00 %        |
| Total    | 182.79      | 14.04 %       |

## CHENNAI-02

| Property     | MTD Sales L | Brand Share % |
|--------------|-------------|---------------|
| Mobile       | 154.12      | 15.99 %       |
| Chargers     | 2.82        | 43.48 %       |
| EXT WNTY-MOB | 1.88        | 20.64 %       |
| Tab          | 1.32        | 15.44 %       |
| Computer     | 1.06        | 1.97 %        |
| SWatch       | 0.49        | 11.08 %       |
| Ear-Buds     | 0.25        | 2.75 %        |
| Case         | 0.05        | 41.64 %       |
| Pow-Bank     | 0.02        | 1.17 %        |
| Dig-Acce     |             | 0.11 %        |
| Total        | 162.02      | 15.27 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CH06     | 3.68        | 8.37 %        |
| CH34     | 3.43        | 7.66 %        |
| CH17     | 2.86        | 12.00 %       |
| MJR1     | 2.45        | 4.37 %        |
| UKI1     | 2.38        | 5.75 %        |
| GPD1     | 1.41        | 3.95 %        |
| CH24     | 1.23        | 5.91 %        |
| CH43     | 1.21        | 5.75 %        |
| CH33     | 1.19        | 3.91 %        |
| CH36     | 1.14        | 7.24 %        |
| PON1     | 0.95        | 3.08 %        |
| CH23     | 0.26        | 1.45 %        |
| CH27     | 0.25        | 4.07 %        |
| MC08     | 0.03        | 0.86 %        |
| CH01     |             | 0.00 %        |
| CH32     |             | 0.00 %        |
| Total    | 162.02      | 15.27 %       |

## CHENNAI-01

| Property     | MTD Sales L | Brand Share % |
|--------------|-------------|---------------|
| Mobile       | 136.58      | 15.91 %       |
| Chargers     | 2.32        | 36.65 %       |
| Tab          | 1.13        | 26.63 %       |
| SWatch       | 0.75        | 16.18 %       |
| EXT WNTY-MOB | 0.25        | 3.27 %        |
| Ear-Buds     | 0.15        | 1.90 %        |
| Pow-Bank     | 0.02        | 1.26 %        |
| Case         | 0.02        | 33.74 %       |
| Dig-Acce     | 0.01        | 0.11 %        |
| Total        | 141.24      | 14.80 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CH16     | 3.42        | 6.83 %        |
| TKM1     | 3.00        | 10.56 %       |
| CGL1     | 2.65        | 10.40 %       |
| CH45     | 2.56        | 7.63 %        |
| CH22     | 2.42        | 11.86 %       |
| SKL1     | 2.25        | 11.89 %       |
| AVD1     | 2.18        | 5.30 %        |
| CH42     | 1.80        | 7.01 %        |
| CH29     | 1.36        | 11.56 %       |
| CH37     | 0.93        | 3.37 %        |
| MRM1     | 0.67        | 1.74 %        |
| MC09     | 0.61        | 3.86 %        |
| CH39     | 0.56        | 7.95 %        |
| CH28     | 0.37        | 1.53 %        |
| KNR1     | 0.22        | 0.70 %        |
| CH11     | 0.20        | 0.88 %        |
| CH26     | 0.01        | 0.12 %        |
| Total    | 141.24      | 14.80 %       |

### SOUTH-03

| Property     | MTD Sales L | Brand Share % |
|--------------|-------------|---------------|
| Mobile       | 110.43      | 16.45 %       |
| Chargers     | 2.43        | 51.17 %       |
| Tab          | 0.80        | 25.05 %       |
| EXT WNTY-MOB | 0.65        | 7.61 %        |
| SWatch       | 0.08        | 3.51 %        |
| Dig-Acce     |             | 0.44 %        |
| Total        | 114.39      | 15.10 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CBM1     | 2.41        | 7.05 %        |
| ADP1     | 2.24        | 10.03 %       |
| TMM1     | 2.08        | 5.79 %        |
| PVI1     | 1.58        | 6.94 %        |
| PKM1     | 1.32        | 7.04 %        |
| DKI1     | 1.17        | 3.97 %        |
| USL1     | 1.12        | 6.20 %        |
| PNI1     | 1.04        | 6.97 %        |
| SGP1     | 0.92        | 10.23 %       |
| NKI1     | 0.63        | 5.02 %        |
| BTU1     | 0.37        | 4.36 %        |
| MLR1     | 0.34        | 2.81 %        |
| SVG1     | 0.27        | 1.53 %        |
| MNM1     | 0.18        | 1.51 %        |
| NTM1     | 0.18        | 0.85 %        |
| KRR1     | 0.13        | 1.94 %        |
| BNR1     | 0.02        | 0.10 %        |
| KPT1     |             | 0.00 %        |
| Total    | 114.39      | 15.10 %       |

### NORTH ARCOT

| Property     | MTD Sales L | Brand Share % |
|--------------|-------------|---------------|
| Mobile       | 90.27       | 11.17 %       |
| Chargers     | 2.06        | 34.50 %       |
| Tab          | 1.89        | 20.44 %       |
| SWatch       | 0.30        | 5.94 %        |
| EXT WNTY-MOB | 0.24        | 1.76 %        |
| Ear-Buds     | 0.14        | 1.91 %        |
| Pow-Bank     | 0.02        | 0.99 %        |
| Case         | 0.01        | 32.63 %       |
| Dig-Acce     |             | 1.13 %        |
| Total        | 94.95       | 10.44 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| KPM2     | 13.39       | 10.93 %       |
| VEL1     | 7.53        | 11.87 %       |
| CGM1     | 3.88        | 12.20 %       |
| KPM1     | 2.24        | 7.19 %        |
| CYR1     | 2.13        | 8.80 %        |
| VSI1     | 2.05        | 5.74 %        |
| SLG1     | 1.95        | 8.44 %        |
| SBR1     | 1.87        | 4.30 %        |
| TRL1     | 1.64        | 4.76 %        |
| ANI1     | 1.49        | 6.78 %        |
| GDM1     | 1.32        | 3.58 %        |
| BGR1     | 0.99        | 3.90 %        |
| CPT1     | 0.72        | 4.41 %        |
| VNB1     | 0.71        | 2.21 %        |
| PLR1     | 0.65        | 3.85 %        |
| ABR1     | 0.39        | 1.26 %        |
| TRT1     | 0.14        | 0.84 %        |
| PTU1     |             | 0.00 %        |
| Total    | 94.95       | 10.44 %       |

## WEST-02

| Property     | MTD Sales L | Brand Share % |
|--------------|-------------|---------------|
| Mobile       | 76.75       | 10.46 %       |
| Chargers     | 1.82        | 39.12 %       |
| Tab          | 0.73        | 18.42 %       |
| SWatch       | 0.19        | 5.57 %        |
| EXT WNTY-MOB | 0.13        | 2.09 %        |
| Total        | 79.62       | 9.58 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| ATU1     | 3.65        | 10.64 %       |
| MTR1     | 3.55        | 10.37 %       |
| NKL2     | 2.22        | 7.34 %        |
| SLM3     | 2.14        | 6.40 %        |
| TRM1     | 2.13        | 4.48 %        |
| MCR1     | 1.86        | 5.47 %        |
| KRI1     | 1.77        | 7.56 %        |
| OML1     | 1.68        | 4.84 %        |
| RSP1     | 1.51        | 9.48 %        |
| ERD2     | 1.46        | 8.66 %        |
| SGI1     | 1.38        | 5.71 %        |
| SLM2     | 1.36        | 6.63 %        |
| EPI1     | 1.01        | 4.59 %        |
| KVP1     | 0.99        | 4.52 %        |
| TCG1     | 0.64        | 4.90 %        |
| EDP1     | 0.58        | 2.97 %        |
| VPD1     | 0.33        | 0.79 %        |
| PDR1     | 0.28        | 4.84 %        |
| VKL1     | 0.21        | 1.93 %        |
| APN1     | 0.15        | 0.65 %        |
| DPR2     | 0.10        | 0.56 %        |
| DPR1     | 0.01        | 0.09 %        |
| CMI1     |             | 0.00 %        |
| KMM1     |             | 0.00 %        |
| PLC1     |             | 0.00 %        |
| Total    | 79.62       | 9.58 %        |

## TRICHY-01

| Property     | MTD Sales L | Brand Share % |
|--------------|-------------|---------------|
| Mobile       | 72.13       | 11.47 %       |
| Chargers     | 1.95        | 49.78 %       |
| Tab          | 1.22        | 35.42 %       |
| EXT WNTY-MOB | 0.17        | 3.63 %        |
| Total        | 75.48       | 10.40 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| TRY1     | 12.43       | 8.94 %        |
| MSI1     | 2.95        | 11.44 %       |
| ORU1     | 2.32        | 8.64 %        |
| JKM1     | 1.73        | 6.16 %        |
| PTK1     | 1.11        | 4.05 %        |
| KUM1     | 0.99        | 4.60 %        |
| TRY3     | 0.86        | 3.57 %        |
| MVM1     | 0.78        | 3.78 %        |
| MDI1     | 0.63        | 4.08 %        |
| PBR1     | 0.38        | 2.59 %        |
| TRY2     | 0.28        | 5.70 %        |
| APM1     | 0.20        | 2.55 %        |
| NCK1     | 0.19        | 2.31 %        |
| TYR1     | 0.14        | 0.40 %        |
| PDK1     | 0.01        | 0.13 %        |
| AYR1     |             | 0.00 %        |
| Total    | 75.48       | 10.40 %       |

## WEST-01

| Property     | MTD Sales L | Brand Share % |
|--------------|-------------|---------------|
| Mobile       | 62.62       | 15.65 %       |
| Chargers     | 1.89        | 48.03 %       |
| Tab          | 0.66        | 22.90 %       |
| Computer     | 0.53        | 0.65 %        |
| EXT WNTY-MOB | 0.50        | 14.84 %       |
| Dig-Acce     | 0.02        | 5.02 %        |
| Case         | 0.02        | 64.23 %       |
| Total        | 66.24       | 13.26 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| GBM1     | 3.26        | 9.98 %        |
| KGI1     | 1.35        | 3.30 %        |
| PPI1     | 1.21        | 7.16 %        |
| UMP1     | 1.06        | 9.38 %        |
| CBE4     | 0.97        | 9.44 %        |
| CBE6     | 0.56        | 6.75 %        |
| TPR3     | 0.44        | 4.01 %        |
| SYM2     | 0.40        | 3.60 %        |
| CBE1     | 0.36        | 4.52 %        |
| AVI1     | 0.26        | 4.49 %        |
| KMD1     | 0.26        | 2.72 %        |
| ANR1     | 0.25        | 6.38 %        |
| SUL1     | 0.20        | 4.07 %        |
| DPM2     | 0.15        | 0.89 %        |
| PLI1     | 0.13        | 1.09 %        |
| KGM1     | 0.13        | 1.17 %        |
| SNR1     | 0.09        | 0.91 %        |
| PDM1     |             | 0.00 %        |
| Total    | 66.24       | 13.26 %       |

## SOUTH ARCOT

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Mobile   | 47.28       | 8.28 %        |
| Chargers | 1.02        | 34.41 %       |
| Tab      | 0.52        | 31.81 %       |
| SWatch   | 0.25        | 10.37 %       |
| Dig-Acce | 0.02        | 1.93 %        |
| Total    | 49.09       | 7.72 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CUD1     | 5.27        | 7.50 %        |
| TRK1     | 4.56        | 8.26 %        |
| VPM2     | 3.55        | 11.27 %       |
| NVL2     | 3.10        | 10.55 %       |
| TDM1     | 2.43        | 9.31 %        |
| MKM1     | 2.30        | 12.09 %       |
| KLM1     | 1.85        | 6.03 %        |
| CDM1     | 1.83        | 5.22 %        |
| SJI1     | 1.72        | 4.62 %        |
| TVM2     | 0.82        | 1.76 %        |
| STP1     | 0.45        | 2.86 %        |
| PRT1     | 0.43        | 1.39 %        |
| ULP1     | 0.16        | 0.36 %        |
| VCM1     | 0.14        | 0.72 %        |
| KML1     |             | 0.00 %        |
| VPM1     |             | 0.00 %        |
| Total    | 49.09       | 7.72 %        |

## KL-SOUTH

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Mobile   | 13.95       | 30.26 %       |
| Chargers | 0.04        | 20.02 %       |
| Total    | 13.98       | 27.36 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Total    | 13.98       | 27.36 %       |

HO01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Mobile   | 6.59        | 2.28 %        |
| Chargers | 0.06        | 2.21 %        |
| Total    | 6.65        | 2.07 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| GHUB     | 6.65        | 2.10 %        |
| MSWH     |             | 0.00 %        |
| Total    | 6.65        | 2.07 %        |