

MTD Sales
787.17 L

Brand Share %
10.41 %

Information:

MTD : 01-08-2025 To 26-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **10.41 %** are only listed below

Property	MTD Sales L	Brand Share %
Mobile	736.22	11.17 %
Tab	25.90	32.52 %
Chargers	17.51	38.25 %
EXT WNTY-MOB	2.65	4.51 %
Computer	2.51	0.38 %
SWatch	1.53	4.04 %
Ear-Buds	0.50	0.86 %
Pow-Bank	0.16	0.91 %
Case	0.12	28.22 %
Dig-Acce	0.06	0.40 %
Total	787.17	10.41 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	155.66	12.67 %
CHENNAI-01	111.04	12.01 %
CHENNAI-02	108.05	10.91 %
SOUTH-03	86.66	12.28 %
NORTH ARCOT	77.89	9.25 %
TRICHY-01	70.89	9.59 %
WEST-02	68.28	8.62 %
WEST-01	50.32	10.02 %
SOUTH ARCOT	42.09	6.87 %
KL-SOUTH	15.59	26.64 %
HO01	0.70	0.42 %
Total	787.17	10.41 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mobile	146.68	14.66 %
Tab	4.44	29.35 %
Chargers	3.42	42.49 %
EXT WNTY-MOB	0.67	5.84 %
SWatch	0.27	5.22 %
Ear-Buds	0.16	2.14 %
Pow-Bank	0.02	1.02 %
Dig-Acce		0.16 %
Total	155.66	12.67 %

Branch *	MTD Sales L	Brand Share %
TKS2	5.31	8.89 %
TKS1	3.13	7.09 %
KGL1	2.87	10.11 %
TYI1	2.15	10.22 %
MAR1	1.44	3.78 %
UDN1	1.39	9.73 %
APK1	1.01	4.05 %
TKY1	0.95	3.52 %
KYR1	0.93	5.86 %
TUT2	0.84	1.62 %
ASM1	0.62	3.72 %
STU2	0.58	5.06 %
SNL1	0.37	1.55 %
PDI1	0.34	1.98 %
SKD1	0.25	2.29 %
MMT1	0.16	0.87 %
KSM1	0.11	0.73 %
SDI1	0.10	0.71 %
VKM1	0.01	0.08 %
COL1		0.00 %
TVL2		0.00 %
Total	155.66	12.67 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mobile	102.88	12.60 %
Tab	4.65	35.35 %
Chargers	2.44	39.78 %
Computer	0.48	0.78 %
EXT WNTY-MOB	0.27	4.51 %
SWatch	0.22	3.64 %
Ear-Buds	0.04	0.53 %
Case	0.03	58.43 %
Pow-Bank	0.02	1.29 %
Total	111.04	12.01 %

Branch *	MTD Sales L	Brand Share %
CH30	5.71	10.07 %
CH14	4.55	5.92 %
MC10	2.33	7.84 %
CH37	1.61	7.87 %
AVD1	1.56	3.27 %
TKM1	1.40	4.65 %
CGL1	1.03	5.37 %
MC09	0.60	4.39 %
MC02	0.49	10.29 %
CH19	0.44	1.81 %
CH45	0.40	1.33 %
CH22	0.24	1.23 %
CH26	0.24	2.72 %
CH11	0.14	0.91 %
MRM1	0.11	0.33 %
CH28		0.00 %
CH39		0.00 %
Total	111.04	12.01 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mobile	100.29	11.16 %
Tab	3.31	26.00 %
Chargers	2.28	38.01 %
EXT WNTY-MOB	0.88	16.92 %
SWatch	0.53	10.72 %
Computer	0.51	1.04 %
Ear-Buds	0.19	2.00 %
Case	0.04	26.51 %
Pow-Bank	0.02	1.49 %
Dig-Acce		0.13 %
Total	108.05	10.91 %

Branch *	MTD Sales L	Brand Share %
MC05	2.63	5.26 %
UK11	1.92	4.82 %
CH09	1.70	7.54 %
CH43	1.70	7.35 %
CH34	1.45	2.92 %
CH24	1.15	4.71 %
CH23	1.14	5.13 %
CH18	0.94	2.78 %
MJR1	0.71	1.21 %
CH36	0.65	7.10 %
MC08	0.49	9.32 %
CH33	0.43	1.20 %
MC06	0.37	2.23 %
CH32	0.30	5.07 %
CH27	0.19	1.59 %
CH06	0.11	0.27 %
GPD1	0.09	0.20 %
CH01		0.00 %
CH17		0.00 %
Total	108.05	10.91 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mobile	81.95	13.53 %
Chargers	2.04	46.79 %
Tab	1.56	17.56 %
EXT WNTY-MOB	0.52	6.65 %
Computer	0.51	0.75 %
Pow-Bank	0.05	2.68 %
Dig-Acce	0.02	3.85 %
Case	0.01	13.81 %
Total	86.66	12.28 %

Branch *	MTD Sales L	Brand Share %
DKI1	2.46	8.53 %
TPT1	1.80	9.91 %
ADP1	1.67	7.44 %
MLR1	1.27	7.39 %
PVI1	1.23	6.19 %
USL1	0.64	2.95 %
TMM1	0.61	2.26 %
BNR1	0.59	3.49 %
PNI1	0.58	5.42 %
PKM1	0.45	2.68 %
SGP1	0.31	2.22 %
KPT1	0.30	1.50 %
ODM1	0.20	1.23 %
PNV1	0.20	3.62 %
MNM1	0.15	1.46 %
KKD2	0.14	1.78 %
NKI1	0.10	0.77 %
SVG1	0.10	0.54 %
KRR1	0.02	0.42 %
BTU1		0.07 %
NTM1		0.00 %
Total	86.66	12.28 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mobile	72.20	9.67 %
Tab	3.25	46.53 %
Chargers	1.81	34.26 %
SWatch	0.29	5.89 %
EXT WNTY-MOB	0.22	1.73 %
Ear-Buds	0.12	1.65 %
Total	77.89	9.25 %

Branch *	MTD Sales L	Brand Share %
KPM2	12.30	10.12 %
VEL1	4.52	10.17 %
TRL1	3.88	8.60 %
KPM1	2.80	9.56 %
SBR1	2.77	7.32 %
VNB1	2.44	6.43 %
UGI1	2.36	8.79 %
CGM1	2.15	6.84 %
SLG1	2.08	8.00 %
BGR1	2.02	8.60 %
ARC2	1.89	7.66 %
WJD1	1.47	3.64 %
ABR1	0.64	3.24 %
CPT1	0.53	2.97 %
TRT1	0.35	1.91 %
ANI1	0.30	1.46 %
PTU1	0.23	1.69 %
PLR1		0.00 %
Total	77.89	9.25 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mobile	67.62	10.50 %
Chargers	1.46	47.01 %
Tab	1.18	27.67 %
Computer	0.51	0.68 %
EXT WNTY-MOB	0.06	1.58 %
SWatch	0.04	1.72 %
Case	0.01	39.28 %
Dig-Acce	0.01	0.88 %
Total	70.89	9.59 %

Branch *	MTD Sales L	Brand Share %
TRY1	12.31	9.55 %
NMM1	2.14	10.39 %
PTK1	2.01	7.50 %
PBR1	1.40	9.15 %
MVM1	1.04	5.11 %
MSI1	0.88	3.92 %
JKM1	0.85	3.29 %
KIK1	0.28	3.53 %
NCK1	0.15	1.16 %
TYR1	0.03	0.06 %
AYR1		0.00 %
PDK1		0.00 %
TRY2		0.00 %
TRY3		0.00 %
Total	70.89	9.59 %

WEST-02

Property	MTD Sales L	Brand Share %
Mobile	63.53	9.00 %
Tab	2.55	31.33 %
Chargers	1.48	40.66 %
Computer	0.51	0.89 %
SWatch	0.18	4.61 %
Pow-Bank	0.02	1.19 %
Dig-Acce		1.11 %
Total	68.28	8.62 %

Branch *	MTD Sales L	Brand Share %
OML1	3.32	9.59 %
MCR1	2.25	6.38 %
SLM2	1.96	10.09 %
TRM1	1.93	3.90 %
EPI1	1.90	7.89 %
ERD1	1.89	10.06 %
MTR1	1.30	4.64 %
RSP1	1.13	7.80 %
KVP1	0.98	6.90 %
SGI1	0.92	3.70 %
APN1	0.77	4.57 %
NKL2	0.61	1.90 %
KRI1	0.56	2.90 %
PLC1	0.54	2.29 %
EDP1	0.53	3.76 %
VPD1	0.38	1.25 %
DPR2	0.38	1.96 %
DPR1	0.31	2.17 %
VKL1	0.26	2.77 %
TCG1	0.26	1.61 %
KMM1	0.20	1.82 %
PDR1	0.17	3.00 %
SGG1	0.02	0.31 %
CMI1		0.00 %
ERD2		0.00 %
Total	68.28	8.62 %

WEST-01

Property	MTD Sales L	Brand Share %
Mobile	47.37	11.35 %
Chargers	1.43	40.13 %
Tab	1.43	46.00 %
EXT WNTY-MOB	0.03	1.17 %
Dig-Acce	0.02	2.67 %
Pow-Bank	0.02	1.54 %
Case	0.02	41.77 %
Total	50.32	10.02 %

Branch *	MTD Sales L	Brand Share %
CBE2	6.54	9.15 %
KGI1	3.49	8.13 %
CNR1	1.78	6.75 %
SYM2	0.98	7.46 %
AVI1	0.93	8.40 %
KGM1	0.83	5.75 %
TPR1	0.73	3.54 %
PDM1	0.64	6.80 %
CBE6	0.64	6.00 %
TPR3	0.63	6.17 %
CBE4	0.41	4.28 %
KMD1	0.29	2.92 %
CBE3	0.20	2.66 %
PPI1	0.17	1.21 %
DPM2	0.12	0.99 %
SUL1	0.12	2.02 %
SNR1	0.11	1.53 %
UMP1	0.10	1.15 %
ANR1	0.10	2.18 %
PLI1	0.10	1.31 %
Total	50.32	10.02 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mobile	37.67	6.94 %
Tab	3.52	56.94 %
Chargers	0.90	32.72 %
Total	42.09	6.87 %

Branch *	MTD Sales L	Brand Share %
KKI2	2.64	7.61 %
ULP1	2.39	5.64 %
VPM2	2.28	7.43 %
TRK1	1.95	3.91 %
SJI1	1.58	4.47 %
TDM1	1.21	3.48 %
KLM1	1.10	3.32 %
PRT1	0.54	2.35 %
NVL2	0.53	1.67 %
VPM1	0.42	3.13 %
VCM1	0.28	1.75 %
TVM2	0.20	0.54 %
STP1	0.19	1.30 %
KML1		0.00 %
MKM1		0.00 %
Total	42.09	6.87 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Mobile	15.35	27.75 %
Chargers	0.24	64.66 %
Total	15.59	26.64 %

Branch *	MTD Sales L	Brand Share %
Total	15.59	26.64 %

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 %