

MTD Sales
865.61 L

Brand Share %
10.54 %

Information:

MTD : 01-08-2025 To 27-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **10.54 %** are only listed below

Property	MTD Sales L	Brand Share %
Mobile	811.64	11.35 %
Tab	27.77	32.27 %
Chargers	18.41	37.69 %
EXT WNTY-MOB	2.85	4.51 %
Computer	2.51	0.35 %
SWatch	1.53	3.75 %
Ear-Buds	0.54	0.85 %
Pow-Bank	0.16	0.84 %
Case	0.12	25.69 %
Dig-Acce	0.07	0.42 %
Total	865.61	10.54 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	174.25	12.64 %
CHENNAI-02	123.67	11.14 %
CHENNAI-01	121.93	12.05 %
SOUTH-03	97.83	12.66 %
NORTH ARCOT	81.07	9.03 %
TRICHY-01	75.43	9.73 %
WEST-02	72.01	8.56 %
WEST-01	54.85	10.33 %
SOUTH ARCOT	46.63	7.05 %
KL-SOUTH	17.23	27.13 %
HO01	0.70	0.42 %
Total	865.61	10.54 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mobile	163.90	14.63 %
Tab	5.51	32.64 %
Chargers	3.69	41.32 %
EXT WNTY-MOB	0.70	5.18 %
SWatch	0.27	4.78 %
Ear-Buds	0.16	1.98 %
Pow-Bank	0.02	0.91 %
Dig-Acce		0.15 %
Total	174.25	12.64 %

Branch *	MTD Sales L	Brand Share %
TKS2	5.94	8.38 %
TKS1	3.41	6.93 %
KGL1	2.87	9.18 %
TUT2	2.73	4.55 %
TYI1	2.15	9.29 %
APK1	1.61	5.70 %
MAR1	1.44	3.51 %
UDN1	1.39	8.37 %
KYR1	1.09	6.50 %
TKY1	0.95	3.05 %
SNL1	0.87	3.31 %
ASM1	0.62	3.21 %
STU2	0.58	4.42 %
PDI1	0.34	1.69 %
SKD1	0.25	1.83 %
MMT1	0.16	0.73 %
SDI1	0.12	0.85 %
KSM1	0.11	0.64 %
VKM1	0.01	0.08 %
COL1		0.00 %
TVL2		0.00 %
Total	174.25	12.64 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mobile	115.27	11.49 %
Tab	3.71	26.04 %
Chargers	2.39	37.32 %
EXT WNTY-MOB	0.97	16.67 %
SWatch	0.53	9.97 %
Computer	0.51	0.87 %
Ear-Buds	0.22	2.02 %
Case	0.04	26.51 %
Pow-Bank	0.02	1.29 %
Dig-Acce		0.12 %
Total	123.67	11.14 %

Branch *	MTD Sales L	Brand Share %
MC05	2.89	5.36 %
PON1	2.40	10.10 %
MC06	2.28	9.27 %
UKI1	1.92	4.58 %
CH43	1.70	7.02 %
CH34	1.45	2.60 %
MJR1	1.34	2.01 %
CH18	1.32	3.75 %
CH24	1.15	4.22 %
CH23	1.14	4.99 %
CH33	0.43	1.15 %
CH32	0.30	4.44 %
CH27	0.19	1.53 %
CH06	0.11	0.25 %
GPD1	0.10	0.18 %
CH01		0.00 %
CH17		0.00 %
Total	123.67	11.14 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mobile	113.46	12.67 %
Tab	4.85	34.97 %
Chargers	2.54	37.47 %
Computer	0.48	0.71 %
EXT WNTY-MOB	0.28	4.47 %
SWatch	0.22	3.39 %
Ear-Buds	0.04	0.48 %
Case	0.03	56.56 %
Pow-Bank	0.02	1.18 %
Total	121.93	12.05 %

Branch *	MTD Sales L	Brand Share %
CH30	5.96	10.16 %
CH14	4.91	6.07 %
MC10	2.48	7.61 %
CH38	2.34	8.76 %
CH37	1.61	6.84 %
AVD1	1.57	2.97 %
TKM1	1.40	4.39 %
MRM1	1.13	3.21 %
CGL1	1.03	3.34 %
CH19	0.93	3.43 %
MC09	0.60	4.13 %
MC02	0.49	9.35 %
CH45	0.40	1.32 %
CH22	0.24	1.15 %
CH26	0.24	2.53 %
CH11	0.14	0.79 %
CH28		0.00 %
CH39		0.00 %
Total	121.93	12.05 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mobile	93.01	13.99 %
Chargers	2.12	46.07 %
Tab	1.56	17.28 %
EXT WNTY-MOB	0.55	6.60 %
Computer	0.51	0.69 %
Pow-Bank	0.05	2.45 %
Dig-Acce	0.02	3.60 %
Case	0.01	9.97 %
Total	97.83	12.66 %

Branch *	MTD Sales L	Brand Share %
DKI1	2.55	8.52 %
MDU4	2.17	10.38 %
TPT1	1.96	9.58 %
ADP1	1.93	7.41 %
MLR1	1.42	7.88 %
SGP1	1.24	8.14 %
PVI1	1.23	5.94 %
NTM1	0.96	4.16 %
USL1	0.87	3.69 %
TMM1	0.77	2.20 %
BNR1	0.59	3.23 %
PNI1	0.58	5.42 %
PKM1	0.46	2.48 %
KPT1	0.30	1.38 %
ODM1	0.28	1.52 %
PNV1	0.20	3.24 %
MNM1	0.15	1.32 %
KKD2	0.14	1.77 %
NKI1	0.10	0.71 %
SVG1	0.10	0.48 %
BTU1		0.05 %
Total	97.83	12.66 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mobile	75.27	9.49 %
Tab	3.25	41.34 %
Chargers	1.87	33.91 %
SWatch	0.29	5.54 %
EXT WNTY-MOB	0.26	2.01 %
Ear-Buds	0.12	1.56 %
Total	81.07	9.03 %

Branch *	MTD Sales L	Brand Share %
KPM2	12.76	9.82 %
VEL1	4.82	10.33 %
VEL2	4.57	9.82 %
TRL1	3.88	7.92 %
KPM1	3.08	9.87 %
SBR1	2.77	7.16 %
VNB1	2.69	6.70 %
UGI1	2.58	8.67 %
CGM1	2.39	7.42 %
SLG1	2.08	7.49 %
BGR1	2.02	8.32 %
ARC2	1.89	7.13 %
WJD1	1.47	3.60 %
ABR1	0.64	3.20 %
CPT1	0.53	2.83 %
TRT1	0.35	1.63 %
ANI1	0.30	1.40 %
PTU1	0.23	1.50 %
PLR1		0.00 %
Total	81.07	9.03 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mobile	72.13	10.66 %
Chargers	1.49	47.20 %
Tab	1.18	27.67 %
Computer	0.51	0.65 %
EXT WNTY-MOB	0.06	1.54 %
SWatch	0.04	1.64 %
Case	0.01	36.45 %
Dig-Acce	0.01	0.86 %
Total	75.43	9.73 %

Branch *	MTD Sales L	Brand Share %
TRY1	13.23	9.84 %
KRN1	2.69	10.39 %
PTK1	2.35	8.26 %
MDI1	2.24	10.18 %
TVR1	1.41	10.39 %
PBR1	1.40	8.47 %
MVM1	1.20	5.73 %
MSI1	0.88	3.81 %
JKM1	0.85	3.17 %
KIK1	0.28	3.21 %
TYR1	0.19	0.39 %
NCK1	0.15	1.05 %
AYR1		0.00 %
PDK1		0.00 %
TRY2		0.00 %
TRY3		0.00 %
Total	75.43	9.73 %

WEST-02

Property	MTD Sales L	Brand Share %
Mobile	67.01	8.91 %
Tab	2.75	31.13 %
Chargers	1.54	40.28 %
Computer	0.51	0.86 %
SWatch	0.18	4.23 %
Pow-Bank	0.02	1.13 %
Dig-Acce		1.05 %
Total	72.01	8.56 %

Branch *	MTD Sales L	Brand Share %
BMD1	2.39	10.49 %
MCR1	2.25	5.56 %
SLM2	2.16	10.32 %
TRM1	1.94	3.65 %
EPI1	1.90	7.51 %
ERD1	1.89	9.55 %
MTR1	1.59	5.22 %
RSP1	1.13	7.51 %
KVP1	0.98	6.12 %
SGI1	0.92	3.57 %
APN1	0.77	4.35 %
NKL2	0.61	1.81 %
KRI1	0.56	2.63 %
PLC1	0.54	2.20 %
EDP1	0.53	3.47 %
VPD1	0.48	1.44 %
DPR2	0.38	1.92 %
DPR1	0.31	2.07 %
VKL1	0.26	2.68 %
TCG1	0.26	1.45 %
KMM1	0.20	1.79 %
PDR1	0.17	2.77 %
SGG1	0.02	0.28 %
CMI1		0.00 %
ERD2		0.00 %
Total	72.01	8.56 %

WEST-01

Property	MTD Sales L	Brand Share %
Mobile	51.76	11.78 %
Chargers	1.57	41.26 %
Tab	1.43	43.09 %
EXT WNTY-MOB	0.03	1.10 %
Dig-Acce	0.03	3.12 %
Pow-Bank	0.02	1.43 %
Case	0.02	40.11 %
Total	54.85	10.33 %

Branch *	MTD Sales L	Brand Share %
CBE2	7.02	9.32 %
KGI1	3.49	7.85 %
CNR1	1.79	6.59 %
SYM2	0.98	6.74 %
AVI1	0.93	8.15 %
KGM1	0.83	5.26 %
TPR1	0.73	3.30 %
PDM1	0.65	6.80 %
CBE6	0.64	5.11 %
TPR3	0.63	5.81 %
CBE4	0.41	3.82 %
KMD1	0.29	2.89 %
CBE3	0.20	2.66 %
PPI1	0.17	1.19 %
DPM2	0.12	0.95 %
SUL1	0.12	1.99 %
SNR1	0.11	1.45 %
UMP1	0.10	1.14 %
ANR1	0.10	1.99 %
PLI1	0.10	1.08 %
Total	54.85	10.33 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mobile	42.15	7.21 %
Tab	3.52	52.68 %
Chargers	0.96	32.49 %
Total	46.63	7.05 %

Branch *	MTD Sales L	Brand Share %
KKI2	2.84	7.93 %
ULP1	2.39	5.19 %
VPM2	2.28	7.00 %
TRK1	1.95	3.54 %
SJI1	1.72	4.42 %
KLM1	1.36	3.81 %
TDM1	1.21	3.29 %
PRT1	0.54	2.23 %
NVL2	0.53	1.53 %
VPM1	0.42	2.75 %
VCM1	0.28	1.65 %
TVM2	0.20	0.51 %
STP1	0.19	1.20 %
KML1		0.00 %
MKM1		0.00 %
Total	46.63	7.05 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Mobile	17.00	28.18 %
Chargers	0.24	64.67 %
Total	17.23	27.13 %

Branch *	MTD Sales L	Brand Share %
Total	17.23	27.13 %

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 %