

MTD Sales
153.78 L

Brand Share %
2.22 %

Information:

MTD : 01-11-2025 To 27-11-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **2.22 %** are only listed below

Property	MTD Sales L	Brand Share %
Mobile	146.61	2.41 %
Chargers	3.77	10.14 %
Ear-Buds	0.84	0.96 %
Tab	0.75	1.05 %
Case	0.53	47.98 %
Computer	0.52	0.11 %
SWatch	0.39	0.80 %
Pow-Bank	0.16	0.56 %
EXT WNTY-MOB	0.14	0.17 %
Dig-Acce	0.08	0.48 %
Total	153.78	2.22 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	33.90	3.09 %
NORTH ARCOT	17.69	2.03 %
WEST-02	17.16	2.45 %
CHENNAI-02	16.93	1.69 %
SOUTH-03	13.70	2.11 %
CHENNAI-01	12.37	1.53 %
TRICHY-01	11.20	1.74 %
HO01	9.07	9.73 %
SOUTH ARCOT	8.04	1.43 %
KL-SOUTH	6.99	12.67 %
WEST-01	6.73	1.54 %
Total	153.78	2.22 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mobile	32.16	3.44 %
Chargers	0.79	14.74 %
Ear-Buds	0.31	2.77 %
SWatch	0.30	3.34 %
Case	0.21	54.47 %
Pow-Bank	0.09	2.18 %
EXT WNTY-MOB	0.03	0.20 %
Dig-Acce	0.01	0.48 %
Total	33.90	3.09 %

Branch *	MTD Sales L	Brand Share %
MAR1	0.65	2.19 %
TKS2	0.51	0.74 %
MMT1	0.37	2.08 %
ERL2	0.30	1.49 %
TKS1	0.29	0.93 %
SKD1	0.23	1.74 %
SGT1	0.21	0.83 %
ASM1	0.20	1.10 %
KSM1	0.06	0.39 %
UDN1	0.04	0.18 %
APK1	0.02	0.14 %
SDI1	0.02	0.18 %
SNL1	0.01	0.05 %
ARM1	0.01	0.06 %
VKM1		0.02 %
APK2		0.00 %
COL1		0.00 %
KGL1		0.00 %
TCN1		0.00 %
TKY1		0.00 %
TVL2		0.00 %
Total	33.90	3.09 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mobile	16.59	2.15 %
Chargers	0.65	13.07 %
Tab	0.32	3.64 %
Ear-Buds	0.12	1.14 %
Dig-Acce	0.01	0.68 %
Case	0.01	35.63 %
Total	17.69	2.03 %

Branch *	MTD Sales L	Brand Share %
KPM2	1.88	1.54 %
CGM1	0.64	1.94 %
VSI1	0.61	1.78 %
VNB1	0.47	1.44 %
CYR1	0.42	1.69 %
KPM1	0.28	1.58 %
SLG1	0.22	1.04 %
ABR1	0.19	0.83 %
TRT1	0.17	0.97 %
UGI1	0.07	0.23 %
ANI1	0.06	0.49 %
SBR1	0.06	0.13 %
CPT1	0.01	0.07 %
TRL1	0.01	0.03 %
VEL1	0.01	0.02 %
WJD1	0.01	0.02 %
PLR1		0.00 %
PTU1		0.00 %
Total	17.69	2.03 %

WEST-02

Property	MTD Sales L	Brand Share %
Mobile	16.26	2.61 %
Chargers	0.60	20.27 %
Ear-Buds	0.17	2.21 %
Tab	0.07	0.97 %
Dig-Acce	0.02	5.18 %
Pow-Bank	0.02	0.71 %
Case	0.02	66.67 %
Total	17.16	2.45 %

Branch *	MTD Sales L	Brand Share %
SLM3	0.49	2.07 %
TRM1	0.36	0.88 %
ATU1	0.35	1.36 %
EPI1	0.30	1.52 %
PLC1	0.28	1.44 %
MTR1	0.27	1.30 %
SLM2	0.25	1.52 %
VPD1	0.23	0.72 %
TCG1	0.16	1.28 %
EDP1	0.08	0.62 %
ERD1	0.08	0.89 %
MCR1	0.07	0.30 %
OML1	0.07	0.17 %
DPR2	0.06	0.46 %
KRI1	0.06	0.26 %
BMD1	0.04	0.24 %
SGI1	0.04	0.15 %
SGG1	0.02	0.32 %
VKL1	0.01	0.08 %
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	17.16	2.45 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mobile	16.78	1.87 %
Chargers	0.42	9.18 %
Case	0.10	40.05 %
Pow-Bank	0.05	1.49 %
EXT WNTY-MOB	0.03	0.30 %
Dig-Acce	0.01	0.19 %
Tab		-0.02 %
Ear-Buds	-0.02	-0.13 %
SWatch	-0.43	-8.72 %
Total	16.93	1.69 %

Branch *	MTD Sales L	Brand Share %
MJR1	0.51	0.93 %
CH44	0.41	1.02 %
UKI1	0.38	1.07 %
CH09	0.31	1.21 %
CH20	0.24	0.46 %
CH18	0.23	0.62 %
MC06	0.19	0.77 %
CH24	0.15	0.40 %
CH17	0.08	0.28 %
CH33	0.08	0.21 %
MC05	0.08	0.20 %
GPD1	0.07	0.19 %
CH27		0.05 %
CH01		0.00 %
CH06		0.00 %
CH23		0.00 %
CH34		0.00 %
CH43		0.00 %
PON1		0.00 %
CH31	-1.37	-10.56 %
Total	16.93	1.69 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mobile	12.59	2.17 %
Computer	0.52	1.27 %
Chargers	0.28	9.62 %
SWatch	0.13	3.43 %
Tab	0.12	2.92 %
Ear-Buds	0.04	0.55 %
EXT WNTY-MOB	0.01	0.18 %
Dig-Acce	0.01	0.90 %
Case		6.69 %
Total	13.70	2.11 %

Branch *	MTD Sales L	Brand Share %
MDU3	0.45	1.37 %
PNV2	0.42	1.98 %
DGL1	0.28	1.44 %
ADP1	0.23	1.17 %
TPT1	0.21	1.12 %
PKM1	0.19	1.43 %
BNR1	0.17	1.04 %
TEN1	0.17	0.60 %
DKI1	0.02	0.09 %
KRR1	0.01	0.11 %
MLR1	0.01	0.16 %
NTM1	0.01	0.08 %
USL1	0.01	0.07 %
MNM1		0.04 %
BTU1		0.00 %
CBM1		0.00 %
CMR1		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	13.70	2.11 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mobile	11.73	1.63 %
Chargers	0.36	9.49 %
Ear-Buds	0.15	0.98 %
SWatch	0.08	1.52 %
Case	0.04	24.78 %
Dig-Acce		0.09 %
Total	12.37	1.53 %

Branch *	MTD Sales L	Brand Share %
CH38	0.35	1.00 %
CH07	0.25	0.57 %
CH45	0.22	0.67 %
MC10	0.14	0.66 %
CH29	0.09	2.09 %
CH14	0.07	0.16 %
CH35	0.07	0.19 %
MC09	0.07	0.51 %
KNR1	0.06	0.30 %
CH42	0.04	0.12 %
CH22	0.02	0.13 %
MRM1	0.02	0.05 %
CH28	0.01	0.03 %
SKL1	0.01	0.05 %
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	-0.52 %
Total	12.37	1.53 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mobile	10.77	1.89 %
Chargers	0.18	11.45 %
Tab	0.12	2.94 %
Case	0.09	70.05 %
EXT WNTY-MOB	0.04	0.66 %
Dig-Acce		0.84 %
Total	11.20	1.74 %

Branch *	MTD Sales L	Brand Share %
TNJ1	0.62	1.74 %
JKM1	0.44	1.91 %
MSI1	0.24	1.42 %
PTK1	0.21	1.10 %
TVR2	0.19	0.66 %
TYR1	0.07	0.21 %
MDI1	0.07	0.65 %
MVM1	0.06	0.35 %
TVR1	0.06	0.33 %
NGT1	0.01	0.04 %
PBR1	0.01	0.10 %
NCK1	0.01	0.10 %
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	11.20	1.74 %

HO01

Property	MTD Sales L	Brand Share %
Mobile	9.07	11.66 %
Total	9.07	9.73 %

Branch *	MTD Sales L	Brand Share %
MSWH		0.00 %
Total	9.07	9.73 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mobile	7.53	1.50 %
Chargers	0.25	17.00 %
Tab	0.11	3.35 %
Ear-Buds	0.08	1.72 %
SWatch	0.04	1.13 %
EXT WNTY-MOB	0.03	0.30 %
Total	8.04	1.43 %

Branch *	MTD Sales L	Brand Share %
SJI2	0.49	1.20 %
TDM1	0.47	2.02 %
KKI2	0.29	1.25 %
KML1	0.27	1.70 %
VPM2	0.23	0.87 %
PRT1	0.20	0.88 %
VPM1	0.14	1.56 %
TVM2	0.11	0.33 %
VCM1	0.08	0.90 %
NVL2	0.06	0.21 %
TRK1	0.01	0.03 %
STP1	0.01	0.07 %
ULP1	0.01	0.03 %
KLM1		0.00 %
MKM1		0.00 %
Total	8.04	1.43 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Mobile	6.94	14.41 %
Chargers	0.05	13.56 %
Total	6.99	12.67 %

Branch *	MTD Sales L	Brand Share %
Total	6.99	12.67 %

WEST-01

Property	MTD Sales L	Brand Share %
Mobile	6.20	1.66 %
SWatch	0.28	6.58 %
Chargers	0.19	9.31 %
Case	0.06	68.00 %
Dig-Acce	0.01	1.49 %
Total	6.73	1.54 %

Branch *	MTD Sales L	Brand Share %
TPR1	0.46	1.82 %
TPR2	0.42	2.21 %
CNR1	0.34	1.83 %
PPI1	0.30	1.83 %
KMR1	0.26	0.83 %
GBM1	0.21	1.02 %
CBE4	0.17	2.07 %
KGI1	0.17	0.53 %
SYM2	0.07	0.69 %
GDR1	0.06	0.30 %
KGM1	0.01	0.12 %
SNR1	0.01	0.22 %
PLI1	0.01	0.17 %
SUL1	0.01	0.18 %
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	6.73	1.54 %