

MTD Sales
896.03 L

Brand Share %
10.61 %

Information:

MTD : 01-08-2025 To 28-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **10.61 %** are only listed below

Property	MTD Sales L	Brand Share %
Mobile	841.34	11.43 %
Tab	28.10	32.02 %
Chargers	18.67	37.52 %
EXT WNTY-MOB	2.94	4.54 %
Computer	2.51	0.34 %
SWatch	1.53	3.62 %
Ear-Buds	0.57	0.87 %
Pow-Bank	0.16	0.81 %
Case	0.12	25.51 %
Dig-Acce	0.08	0.45 %
Total	896.03	10.61 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	181.69	12.77 %
CHENNAI-02	128.39	11.27 %
CHENNAI-01	124.75	11.95 %
SOUTH-03	102.27	12.95 %
NORTH ARCOT	83.76	9.04 %
TRICHY-01	78.00	9.77 %
WEST-02	74.91	8.67 %
WEST-01	55.89	10.27 %
SOUTH ARCOT	47.58	6.96 %
KL-SOUTH	18.08	27.39 %
HO01	0.70	0.42 %
Total	896.03	10.61 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mobile	171.30	14.76 %
Tab	5.51	31.94 %
Chargers	3.72	41.15 %
EXT WNTY-MOB	0.70	5.03 %
SWatch	0.27	4.55 %
Ear-Buds	0.16	1.89 %
Pow-Bank	0.02	0.87 %
Dig-Acce		0.13 %
Total	181.69	12.77 %

Branch *	MTD Sales L	Brand Share %
TKS2	6.03	8.26 %
TKS1	3.41	6.75 %
TCN1	3.32	10.57 %
KGL1	2.87	9.16 %
TUT2	2.73	4.45 %
TYI1	2.15	9.00 %
APK1	1.61	5.49 %
MAR1	1.44	3.45 %
UDN1	1.39	8.00 %
TKY1	0.95	3.01 %
SNL1	0.87	3.20 %
ASM1	0.62	2.98 %
STU2	0.58	4.35 %
PDI1	0.35	1.72 %
KSM1	0.30	1.69 %
SKD1	0.25	1.79 %
MMT1	0.16	0.72 %
SDI1	0.12	0.80 %
VKM1	0.01	0.08 %
COL1		0.00 %
TVL2		0.00 %
Total	181.69	12.77 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mobile	119.69	11.62 %
Tab	3.91	27.06 %
Chargers	2.42	36.80 %
EXT WNTY-MOB	1.00	16.78 %
SWatch	0.53	9.71 %
Computer	0.51	0.85 %
Ear-Buds	0.25	2.26 %
Case	0.04	26.51 %
Pow-Bank	0.02	1.25 %
Dig-Acce	0.01	0.30 %
Total	128.39	11.27 %

Branch *	MTD Sales L	Brand Share %
MC05	2.89	5.36 %
PON1	2.40	9.65 %
MC06	2.28	9.07 %
UKI1	1.92	4.55 %
CH43	1.70	6.94 %
CH34	1.45	2.51 %
MJR1	1.34	1.99 %
CH18	1.32	3.63 %
CH24	1.24	4.48 %
CH23	1.14	4.99 %
MC08	0.85	10.50 %
CH33	0.44	1.14 %
CH32	0.30	4.44 %
CH06	0.26	0.58 %
CH27	0.19	1.53 %
GPD1	0.10	0.18 %
CH01		0.00 %
CH17		0.00 %
Total	128.39	11.27 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mobile	116.24	12.58 %
Tab	4.85	34.45 %
Chargers	2.58	37.41 %
Computer	0.48	0.69 %
EXT WNTY-MOB	0.28	4.35 %
SWatch	0.22	3.30 %
Ear-Buds	0.04	0.47 %
Case	0.03	56.56 %
Pow-Bank	0.02	1.15 %
Total	124.75	11.95 %

Branch *	MTD Sales L	Brand Share %
CH30	5.96	10.12 %
CH14	4.91	5.95 %
MC10	2.48	7.52 %
CH38	2.34	8.35 %
CH37	1.61	6.72 %
AVD1	1.58	2.99 %
TKM1	1.40	4.28 %
MRM1	1.13	3.12 %
CGL1	1.13	3.15 %
CH19	0.93	3.31 %
CH45	0.68	2.21 %
MC09	0.61	4.10 %
MC02	0.49	9.03 %
CH22	0.43	1.94 %
CH26	0.40	4.18 %
CH11	0.14	0.76 %
CH28		0.00 %
CH39		0.00 %
Total	124.75	11.95 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mobile	97.37	14.29 %
Chargers	2.16	46.23 %
Tab	1.56	17.28 %
EXT WNTY-MOB	0.59	6.95 %
Computer	0.51	0.69 %
Pow-Bank	0.05	2.38 %
Dig-Acce	0.02	3.52 %
Case	0.01	9.97 %
Total	102.27	12.95 %

Branch *	MTD Sales L	Brand Share %
DKI1	2.72	9.01 %
MDU4	2.27	10.59 %
TPT1	1.96	9.24 %
ADP1	1.93	7.23 %
MLR1	1.42	7.60 %
PVI1	1.33	6.38 %
SGP1	1.24	8.07 %
USL1	0.97	4.04 %
NTM1	0.96	4.14 %
TMM1	0.92	2.63 %
BNR1	0.78	3.94 %
KRR1	0.62	10.58 %
PNI1	0.58	5.41 %
PKM1	0.46	2.42 %
KPT1	0.30	1.33 %
ODM1	0.28	1.48 %
PNV1	0.20	3.24 %
MNM1	0.15	1.30 %
KKD2	0.14	1.77 %
NKI1	0.10	0.70 %
SVG1	0.10	0.48 %
BTU1		0.05 %
Total	102.27	12.95 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mobile	77.80	9.49 %
Tab	3.38	42.27 %
Chargers	1.89	33.46 %
SWatch	0.29	5.34 %
EXT WNTY-MOB	0.27	2.05 %
Ear-Buds	0.12	1.51 %
Dig-Acce		0.25 %
Total	83.76	9.04 %

Branch *	MTD Sales L	Brand Share %
KPM2	13.06	9.48 %
VEL2	5.12	10.41 %
VEL1	4.82	10.24 %
TRL1	3.88	7.88 %
KPM1	3.08	9.63 %
SBR1	2.77	6.78 %
VNB1	2.69	6.53 %
BGR1	2.66	10.16 %
UGI1	2.58	8.41 %
CGM1	2.49	7.60 %
SLG1	2.08	7.49 %
ARC2	1.89	6.90 %
WJD1	1.47	3.56 %
CPT1	0.67	3.42 %
ABR1	0.64	3.18 %
ANI1	0.46	2.15 %
TRT1	0.35	1.61 %
PTU1	0.23	1.45 %
PLR1		0.00 %
Total	83.76	9.04 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mobile	74.69	10.73 %
Chargers	1.50	46.19 %
Tab	1.18	24.49 %
Computer	0.51	0.63 %
EXT WNTY-MOB	0.06	1.58 %
SWatch	0.04	1.61 %
Case	0.01	36.45 %
Dig-Acce	0.01	0.85 %
Total	78.00	9.77 %

Branch *	MTD Sales L	Brand Share %
TRY1	13.42	9.73 %
KRN1	2.69	10.28 %
PTK1	2.50	8.66 %
MDI1	2.24	9.81 %
TVR1	1.41	10.24 %
PBR1	1.40	8.40 %
MVM1	1.20	5.57 %
APM1	0.99	10.25 %
MSI1	0.88	3.81 %
JKM1	0.85	3.06 %
KIK1	0.28	3.00 %
TYR1	0.19	0.38 %
NCK1	0.15	1.02 %
AYR1		0.00 %
PDK1		0.00 %
TRY2		0.00 %
TRY3		0.00 %
Total	78.00	9.77 %

WEST-02

Property	MTD Sales L	Brand Share %
Mobile	69.88	9.04 %
Tab	2.75	31.13 %
Chargers	1.56	40.04 %
Computer	0.51	0.84 %
SWatch	0.18	4.03 %
Pow-Bank	0.02	1.11 %
Dig-Acce		0.52 %
Total	74.91	8.67 %

Branch *	MTD Sales L	Brand Share %
MCR1	2.25	5.49 %
SLM2	2.16	10.21 %
ERD1	2.04	9.90 %
TRM1	1.94	3.60 %
EPI1	1.90	7.30 %
MTR1	1.59	5.12 %
RSP1	1.13	7.50 %
KVP1	0.98	5.99 %
SGI1	0.92	3.50 %
APN1	0.77	4.02 %
NKL2	0.61	1.71 %
KRI1	0.56	2.49 %
PLC1	0.54	2.04 %
EDP1	0.53	3.44 %
VPD1	0.48	1.43 %
DPR2	0.38	1.91 %
DPR1	0.31	1.95 %
VKL1	0.26	2.65 %
TCG1	0.26	1.43 %
KMM1	0.20	1.75 %
PDR1	0.17	2.77 %
SGG1	0.02	0.26 %
CMI1		0.00 %
ERD2		0.00 %
Total	74.91	8.67 %

WEST-01

Property	MTD Sales L	Brand Share %
Mobile	52.78	11.72 %
Chargers	1.59	41.16 %
Tab	1.43	43.09 %
EXT WNTY-MOB	0.03	1.09 %
Dig-Acce	0.03	3.09 %
Pow-Bank	0.02	1.37 %
Case	0.02	38.58 %
Total	55.89	10.27 %

Branch *	MTD Sales L	Brand Share %
CBE2	7.02	9.08 %
KGI1	3.49	7.76 %
CNR1	1.79	6.52 %
SYM2	0.98	6.68 %
AVI1	0.93	7.58 %
KGM1	0.83	4.91 %
TPR1	0.73	3.30 %
PDM1	0.65	6.80 %
CBE6	0.64	4.98 %
TPR3	0.63	5.62 %
CBE4	0.41	3.67 %
KMD1	0.29	2.89 %
CBE3	0.20	2.66 %
PPI1	0.17	1.13 %
DPM2	0.12	0.92 %
SUL1	0.12	1.99 %
SNR1	0.11	1.43 %
UMP1	0.10	1.14 %
ANR1	0.10	1.94 %
PLI1	0.10	0.97 %
Total	55.89	10.27 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mobile	43.07	7.11 %
Tab	3.52	51.08 %
Chargers	0.99	32.84 %
Total	47.58	6.96 %

Branch *	MTD Sales L	Brand Share %
KKI2	2.94	8.11 %
ULP1	2.39	4.98 %
VPM2	2.28	6.69 %
TRK1	2.18	3.77 %
SJI1	1.72	4.40 %
KLM1	1.36	3.78 %
TDM1	1.21	3.27 %
PRT1	0.54	2.18 %
NVL2	0.53	1.48 %
VPM1	0.42	2.69 %
VCM1	0.28	1.60 %
TVM2	0.20	0.50 %
STP1	0.19	1.14 %
KML1		0.00 %
MKM1		0.00 %
Total	47.58	6.96 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Mobile	17.83	28.40 %
Chargers	0.25	65.62 %
Total	18.08	27.39 %

Branch *	MTD Sales L	Brand Share %
PAS1	1.65	10.28 %
Total	18.08	27.39 %

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 %