

MTD Sales
747.27 L

Brand Share %
10.08 %

Information:

MTD : 01-09-2025 To 28-09-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **10.08 %** are only listed below

Property	MTD Sales L	Brand Share %
Mobile	712.08	10.96 %
Tab	13.58	18.08 %
Chargers	10.76	29.80 %
Computer	5.17	0.89 %
EXT WNTY-MOB	3.07	4.13 %
Ear-Buds	1.34	2.32 %
SWatch	0.87	1.99 %
Dig-Acce	0.21	0.84 %
Pow-Bank	0.13	0.72 %
Case	0.06	14.94 %
Total	747.27	10.08 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	158.39	12.02 %
CHENNAI-02	126.57	11.84 %
CHENNAI-01	89.16	9.92 %
SOUTH-03	68.74	9.95 %
WEST-02	67.82	9.14 %
NORTH ARCOT	65.34	7.92 %
TRICHY-01	60.73	9.57 %
WEST-01	45.53	9.50 %
SOUTH ARCOT	38.55	6.86 %
KL-SOUTH	22.38	30.09 %
HO01	4.07	3.45 %
Total	747.27	10.08 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mobile	151.08	13.74 %
Chargers	2.12	33.52 %
Tab	2.08	12.88 %
Computer	1.59	0.99 %
EXT WNTY-MOB	0.96	6.32 %
SWatch	0.38	5.36 %
Ear-Buds	0.15	2.03 %
Pow-Bank	0.02	0.96 %
Dig-Acce	0.01	0.37 %
Total	158.39	12.02 %

Branch *	MTD Sales L	Brand Share %
TUT2	3.87	7.90 %
TKS2	3.62	6.71 %
RND1	3.29	9.78 %
VLY1	3.01	7.30 %
MAR1	2.06	5.65 %
PKD1	1.77	7.91 %
KSM1	1.61	5.54 %
TKY1	1.60	7.05 %
UDN1	1.49	8.36 %
APK2	1.49	6.30 %
VKM1	1.24	9.66 %
SDI1	1.01	3.42 %
TYI1	0.94	5.65 %
TCN1	0.91	3.58 %
PDI1	0.43	2.70 %
APK1	0.38	2.43 %
KYR1	0.35	1.95 %
ASM1	0.30	1.89 %
SKD1		0.00 %
TVL2		0.00 %
MMT1	-0.08	-0.42 %
Total	158.39	12.02 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mobile	121.59	12.67 %
Tab	1.69	11.75 %
Chargers	1.57	28.08 %
EXT WNTY-MOB	0.80	9.65 %
Computer	0.50	0.92 %
Ear-Buds	0.36	4.18 %
Case	0.03	23.03 %
Pow-Bank	0.02	1.24 %
Dig-Acce	0.01	0.10 %
Total	126.57	11.84 %

Branch *	MTD Sales L	Brand Share %
CH21	10.12	10.04 %
CH12	5.03	9.87 %
CH18	2.90	6.27 %
UKI1	2.89	8.60 %
GPD1	2.18	4.89 %
CH43	2.01	8.95 %
PON1	1.85	5.84 %
CH33	1.80	5.66 %
MC06	1.55	6.60 %
CH09	1.14	4.67 %
CH36	0.83	6.73 %
CH34	0.81	1.39 %
MJR1	0.56	1.04 %
CH23	0.24	1.98 %
CH06	0.16	0.73 %
CH01		0.00 %
MC08		0.00 %
Total	126.57	11.84 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mobile	84.79	10.58 %
Tab	1.54	15.91 %
Chargers	1.40	27.03 %
Computer	1.04	1.94 %
Ear-Buds	0.19	2.20 %
EXT WNTY-MOB	0.17	2.18 %
Case	0.03	58.93 %
Dig-Acce		0.09 %
Total	89.16	9.92 %

Branch *	MTD Sales L	Brand Share %
CH14	4.90	6.87 %
CH42	2.73	7.93 %
CH11	2.15	10.07 %
CH38	1.69	5.52 %
CH45	1.40	5.27 %
CH28	1.33	4.86 %
SKL1	1.01	5.47 %
CH19	0.92	3.22 %
MRM1	0.65	1.53 %
CGL1	0.64	2.98 %
CH37	0.63	2.77 %
CH39	0.61	4.69 %
AVD1	0.47	1.40 %
MC10	0.40	1.34 %
CH26	0.19	2.87 %
MC09	0.18	1.72 %
TKM1	0.02	0.10 %
MC02	0.01	0.31 %
Total	89.16	9.92 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mobile	64.79	10.52 %
Computer	1.52	3.17 %
Chargers	0.97	31.94 %
Tab	0.59	11.38 %
EXT WNTY-MOB	0.53	7.21 %
Ear-Buds	0.29	5.24 %
Pow-Bank	0.04	2.44 %
Dig-Acce		0.48 %
Total	68.74	9.95 %

Branch *	MTD Sales L	Brand Share %
PVI1	2.52	7.27 %
KKD3	1.84	7.54 %
DGL1	1.83	8.74 %
SVG1	1.49	9.01 %
DKI1	1.21	5.42 %
MDU3	1.13	5.67 %
ADP1	0.79	3.91 %
KRR1	0.69	8.03 %
KPT1	0.54	2.85 %
DGL2	0.51	5.16 %
TPT1	0.46	2.38 %
SGP1	0.44	5.35 %
USL1	0.38	2.14 %
PNI1	0.37	3.81 %
KYK1	0.35	2.65 %
ODM1	0.28	1.45 %
NKI1	0.26	1.47 %
PNV1	0.26	3.24 %
PKM1	0.23	2.04 %
BTU1	0.10	0.83 %
MNM1	0.10	1.39 %
NTM1	0.10	0.83 %
CBM1		0.00 %
KKD2		0.00 %
MLR1		0.00 %
Total	68.74	9.95 %

WEST-02

Property	MTD Sales L	Brand Share %
Mobile	65.81	9.97 %
Chargers	0.88	25.66 %
Computer	0.52	0.91 %
Tab	0.40	7.02 %
EXT WNTY-MOB	0.09	2.18 %
Ear-Buds	0.08	1.65 %
Pow-Bank	0.02	1.09 %
Dig-Acce	0.01	1.44 %
Total	67.82	9.14 %

Branch *	MTD Sales L	Brand Share %
MTR1	1.99	7.95 %
HRR1	1.89	6.32 %
EPI1	1.80	8.96 %
OML1	1.66	4.13 %
PLC1	1.29	6.19 %
TRM1	1.27	2.60 %
MCR1	1.03	3.51 %
NKL2	0.97	2.92 %
VPD1	0.79	2.82 %
RSP1	0.79	7.34 %
ERD2	0.49	3.79 %
EDP1	0.34	2.23 %
KVP1	0.33	2.46 %
KRI1	0.32	2.23 %
TCG1	0.20	1.71 %
KMM1	0.09	1.12 %
SGI1	0.06	0.21 %
DPR1	0.01	0.08 %
DPR2	0.01	0.05 %
CMI1		0.00 %
PDR1		0.00 %
SGG1		0.00 %
SLM2		0.00 %
Total	67.82	9.14 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mobile	61.66	8.39 %
Tab	2.23	25.89 %
Chargers	1.16	25.52 %
Dig-Acce	0.14	8.07 %
EXT WNTY-MOB	0.07	0.50 %
Ear-Buds	0.07	1.12 %
Total	65.34	7.92 %

Branch *	MTD Sales L	Brand Share %
KPM2	10.84	9.02 %
VEL1	2.52	5.91 %
CGM1	2.48	5.69 %
WJP1	2.42	7.85 %
BGR1	2.17	9.17 %
VSI1	1.96	6.80 %
SBR1	1.63	5.90 %
VNB1	1.52	4.71 %
TRL1	1.05	2.94 %
KPM1	0.72	2.76 %
GDM1	0.54	2.00 %
ABR1	0.37	1.21 %
PLR1	0.36	1.86 %
ANI1	0.26	1.69 %
WJD1	0.20	0.44 %
CPT1	0.13	0.97 %
PTU1		0.00 %
Total	65.34	7.92 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mobile	57.29	10.31 %
Tab	2.26	33.77 %
Chargers	0.98	42.11 %
EXT WNTY-MOB	0.19	3.60 %
Dig-Acce	0.01	0.89 %
Total	60.73	9.57 %

Branch *	MTD Sales L	Brand Share %
NGT1	2.42	8.80 %
TVR2	2.28	8.85 %
MSI1	1.42	6.26 %
PBR1	0.81	7.93 %
APM1	0.60	8.32 %
JKM1	0.35	1.51 %
MVM1	0.21	1.00 %
PDK1	0.18	1.49 %
KIK1	0.17	2.05 %
NCK1	0.17	1.68 %
TVR1	0.17	1.16 %
TRY3	0.06	0.34 %
AYR1		0.00 %
TRY2		0.00 %
TYR1		0.00 %
Total	60.73	9.57 %

WEST-01

Property	MTD Sales L	Brand Share %
Mobile	42.90	10.93 %
Tab	1.50	33.51 %
Chargers	0.86	30.23 %
Ear-Buds	0.16	2.93 %
EXT WNTY-MOB	0.07	2.13 %
Dig-Acce	0.02	1.76 %
Pow-Bank	0.02	1.37 %
Total	45.53	9.50 %

Branch *	MTD Sales L	Brand Share %
CBE2	5.69	8.50 %
CNR1	2.79	9.38 %
TPR1	1.86	10.07 %
TPR2	1.84	7.54 %
GDR1	1.39	8.03 %
KGI1	0.99	2.42 %
PPI1	0.55	2.80 %
TPR3	0.48	3.17 %
CBE3	0.46	8.63 %
CBE1	0.27	3.68 %
PLI1	0.21	2.60 %
CBE4	0.18	2.04 %
DPM2	0.15	1.23 %
SNR1	0.14	1.43 %
SYM2	0.01	0.10 %
KMD1	0.01	0.10 %
SUL1	0.01	0.24 %
ANR1		0.02 %
CBE5		0.00 %
CBE6		0.00 %
UMP1		0.00 %
Total	45.53	9.50 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mobile	36.60	7.31 %
Tab	1.27	41.60 %
Chargers	0.62	29.34 %
EXT WNTY-MOB	0.05	0.61 %
Dig-Acce		0.65 %
Total	38.55	6.86 %

Branch *	MTD Sales L	Brand Share %
TRK1	2.18	3.55 %
VPM2	2.10	7.61 %
TDM1	1.97	6.20 %
PRT1	1.96	8.40 %
TVM2	1.69	4.91 %
KKI2	1.59	6.13 %
NVL2	0.69	2.58 %
VPM1	0.40	3.79 %
ULP1	0.35	0.91 %
MKM1	0.26	1.97 %
KML1	0.22	1.61 %
STP1	0.19	1.91 %
SJI1	0.13	0.38 %
KLM1		0.00 %
VCM1		0.00 %
Total	38.55	6.86 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Mobile	21.99	32.49 %
Chargers	0.21	51.50 %
EXT WNTY-MOB	0.14	25.22 %
Ear-Buds	0.04	13.82 %
Total	22.38	30.09 %

Branch *	MTD Sales L	Brand Share %
PAS1	1.98	9.60 %
Total	22.38	30.09 %

HO01

Property	MTD Sales L	Brand Share %
Mobile	3.59	3.30 %
SWatch	0.49	12.61 %
Total	4.07	3.45 %

Branch *	MTD Sales L	Brand Share %
GHUB	3.83	3.32 %
MSWH	0.24	8.88 %
Total	4.07	3.45 %