

MTD Sales
993.50 L

Brand Share %
10.97 %

Information:

MTD : 01-08-2025 To 30-08-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **10.97 %** are only listed below

Property	MTD Sales L	Brand Share %
Mobile	935.61	11.86 %
Tab	29.33	31.58 %
Chargers	19.69	37.28 %
EXT WNTY-MOB	3.20	4.70 %
Computer	2.51	0.32 %
SWatch	1.89	4.10 %
Ear-Buds	0.74	1.05 %
Dig-Acce	0.23	1.21 %
Pow-Bank	0.18	0.86 %
Case	0.12	25.01 %
Total	993.50	10.97 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	202.70	13.18 %
CHENNAI-02	141.53	11.66 %
CHENNAI-01	134.49	12.16 %
SOUTH-03	109.36	13.03 %
NORTH ARCOT	96.36	9.40 %
WEST-02	87.69	9.43 %
TRICHY-01	83.40	9.96 %
WEST-01	65.36	11.13 %
SOUTH ARCOT	51.27	6.97 %
KL-SOUTH	20.65	27.71 %
HO01	0.70	0.42 %
Total	993.50	10.97 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Mobile	191.75	15.28 %
Tab	5.51	28.93 %
Chargers	3.86	40.25 %
EXT WNTY-MOB	0.77	5.21 %
SWatch	0.63	9.18 %
Ear-Buds	0.16	1.73 %
Pow-Bank	0.02	0.78 %
Dig-Acce		0.13 %
Total	202.70	13.18 %

Branch *	MTD Sales L	Brand Share %
TKS2	6.61	8.71 %
TUT2	4.08	6.14 %
TKS1	3.56	6.65 %
TCN1	3.51	10.24 %
KGL1	2.87	9.06 %
TYI1	2.24	8.66 %
UDN1	1.64	8.77 %
APK1	1.61	5.01 %
MAR1	1.59	3.64 %
TKY1	1.43	4.15 %
STU2	1.01	7.02 %
MMT1	0.89	3.66 %
SNL1	0.87	3.08 %
VKM1	0.78	3.24 %
ASM1	0.62	2.79 %
PDI1	0.35	1.70 %
KSM1	0.30	1.59 %
SKD1	0.25	1.60 %
SDI1	0.12	0.79 %
COL1		0.00 %
TVL2		0.00 %
Total	202.70	13.18 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Mobile	131.59	11.97 %
Tab	4.95	31.08 %
Chargers	2.51	36.40 %
EXT WNTY-MOB	1.08	16.98 %
SWatch	0.53	9.27 %
Computer	0.51	0.83 %
Ear-Buds	0.30	2.50 %
Case	0.04	26.51 %
Pow-Bank	0.02	1.16 %
Dig-Acce	0.01	0.30 %
Total	141.53	11.66 %

Branch *	MTD Sales L	Brand Share %
MC05	3.53	6.36 %
MC06	2.43	9.28 %
PON1	2.40	8.83 %
UKI1	2.05	4.61 %
CH43	1.94	7.46 %
CH18	1.80	4.58 %
CH34	1.77	2.89 %
MJR1	1.66	2.40 %
CH24	1.57	5.40 %
GPD1	1.47	2.42 %
CH23	1.14	4.90 %
MC08	0.85	9.87 %
CH33	0.44	1.04 %
CH32	0.30	4.36 %
CH06	0.26	0.56 %
CH27	0.19	1.52 %
CH01		0.00 %
CH17		0.00 %
Total	141.53	11.66 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Mobile	125.66	12.82 %
Tab	4.85	34.27 %
Chargers	2.74	37.41 %
Computer	0.48	0.66 %
EXT WNTY-MOB	0.29	4.38 %
SWatch	0.22	3.09 %
Dig-Acce	0.15	2.71 %
Ear-Buds	0.04	0.44 %
Case	0.03	56.56 %
Pow-Bank	0.02	1.06 %
Total	134.49	12.16 %

Branch *	MTD Sales L	Brand Share %
CH30	6.22	10.28 %
CH14	4.91	5.67 %
CH38	2.50	8.23 %
MC10	2.48	7.01 %
AVD1	1.74	3.23 %
CH37	1.71	6.90 %
TKM1	1.40	4.20 %
MRM1	1.28	3.14 %
CH19	1.16	3.88 %
CGL1	1.13	2.94 %
CH45	0.84	2.54 %
MC09	0.61	3.77 %
CH22	0.58	2.45 %
MC02	0.49	9.03 %
CH26	0.40	3.79 %
CH11	0.30	1.54 %
CH28	0.16	0.60 %
CH39		0.00 %
Total	134.49	12.16 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Mobile	104.29	14.39 %
Chargers	2.31	46.19 %
Tab	1.56	16.63 %
EXT WNTY-MOB	0.62	7.08 %
Computer	0.51	0.65 %
Pow-Bank	0.05	2.22 %
Dig-Acce	0.02	3.31 %
Case	0.01	9.97 %
Total	109.36	13.03 %

Branch *	MTD Sales L	Brand Share %
DKI1	2.72	8.63 %
ADP1	2.09	7.41 %
TPT1	1.97	8.39 %
BNR1	1.54	7.10 %
MLR1	1.42	7.28 %
PVI1	1.34	6.35 %
SGP1	1.24	7.92 %
TMM1	1.20	3.08 %
USL1	0.97	3.91 %
NTM1	0.96	3.86 %
KRR1	0.62	9.25 %
PNI1	0.58	4.91 %
PKM1	0.46	2.34 %
KPT1	0.30	1.27 %
ODM1	0.28	1.40 %
PNV1	0.20	3.23 %
MNM1	0.15	1.25 %
KKD2	0.14	1.77 %
NKI1	0.10	0.68 %
SVG1	0.10	0.46 %
BTU1		0.04 %
Total	109.36	13.03 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Mobile	90.22	9.98 %
Tab	3.38	39.18 %
Chargers	2.00	32.68 %
EXT WNTY-MOB	0.31	2.16 %
SWatch	0.29	4.75 %
Ear-Buds	0.16	1.88 %
Dig-Acce		0.24 %
Total	96.36	9.40 %

Branch *	MTD Sales L	Brand Share %
KPM2	14.28	9.88 %
VEL1	5.44	10.77 %
TRL1	4.37	8.50 %
UGI1	3.44	10.38 %
KPM1	3.08	9.26 %
BGR1	2.98	10.86 %
SLG1	2.84	9.24 %
CGM1	2.79	7.78 %
SBR1	2.77	6.41 %
VNB1	2.69	6.18 %
ARC2	2.21	7.27 %
WJD1	2.19	3.84 %
ABR1	1.72	4.13 %
TRT1	1.54	6.67 %
CPT1	0.95	4.56 %
ANI1	0.75	3.37 %
PTU1	0.23	1.37 %
PLR1		0.00 %
Total	96.36	9.40 %

WEST-02

Property	MTD Sales L	Brand Share %
Mobile	82.50	9.92 %
Tab	2.75	29.46 %
Chargers	1.70	40.13 %
Computer	0.51	0.78 %
SWatch	0.18	3.68 %
Pow-Bank	0.04	2.11 %
Dig-Acce		0.50 %
Total	87.69	9.43 %

Branch *	MTD Sales L	Brand Share %
ATU1	3.75	10.07 %
MCR1	2.35	5.39 %
TRM1	2.32	4.14 %
SLM2	2.27	10.17 %
MTR1	2.27	6.40 %
ERD1	2.04	8.90 %
RSP1	1.13	7.22 %
NKL2	1.07	2.80 %
KVP1	0.98	5.75 %
SGI1	0.92	3.31 %
APN1	0.77	3.86 %
EDP1	0.74	4.56 %
PLC1	0.69	2.33 %
VPD1	0.63	1.73 %
KRI1	0.56	2.37 %
DPR1	0.50	2.85 %
DPR2	0.38	1.84 %
KMM1	0.29	2.27 %
TCG1	0.28	1.52 %
VKL1	0.26	2.57 %
PDR1	0.17	2.63 %
SGG1	0.12	1.34 %
CMI1		0.00 %
ERD2		0.00 %
Total	87.69	9.43 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Mobile	79.82	10.92 %
Chargers	1.56	45.92 %
Tab	1.38	27.48 %
Computer	0.51	0.61 %
EXT WNTY-MOB	0.06	1.55 %
SWatch	0.04	1.50 %
Case	0.01	36.45 %
Dig-Acce	0.01	0.83 %
Total	83.40	9.96 %

Branch *	MTD Sales L	Brand Share %
TRY1	13.71	9.75 %
PTK1	2.50	8.43 %
MDI1	2.24	9.56 %
TVR1	1.41	9.78 %
PBR1	1.40	7.81 %
MVM1	1.20	5.25 %
APM1	0.99	10.03 %
MSI1	0.88	3.11 %
JKM1	0.85	2.90 %
KIK1	0.38	3.59 %
TYR1	0.19	0.36 %
NCK1	0.15	1.01 %
AYR1		0.00 %
PDK1		0.00 %
TRY2		0.00 %
TRY3		0.00 %
Total	83.40	9.96 %

WEST-01

Property	MTD Sales L	Brand Share %
Mobile	62.00	12.80 %
Chargers	1.74	41.27 %
Tab	1.43	41.28 %
Ear-Buds	0.08	1.73 %
EXT WNTY-MOB	0.05	1.45 %
Dig-Acce	0.03	3.02 %
Pow-Bank	0.02	1.23 %
Case	0.02	34.61 %
Total	65.36	11.13 %

Branch *	MTD Sales L	Brand Share %
CBE2	8.16	10.08 %
KGI1	3.50	7.41 %
CNR1	2.14	6.78 %
TPR1	1.36	5.70 %
SYM2	0.98	6.27 %
AVI1	0.93	7.49 %
KGM1	0.83	4.66 %
ANR1	0.70	10.66 %
PDM1	0.65	6.68 %
CBE6	0.64	4.78 %
TPR3	0.63	5.41 %
CBE4	0.41	3.57 %
KMD1	0.29	2.74 %
CBE3	0.20	2.66 %
PLI1	0.19	1.76 %
PPI1	0.17	1.05 %
DPM2	0.12	0.83 %
SUL1	0.12	1.92 %
SNR1	0.11	1.41 %
UMP1	0.10	1.12 %
Total	65.36	11.13 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Mobile	46.73	7.18 %
Tab	3.52	51.08 %
Chargers	1.02	32.42 %
Total	51.27	6.97 %

Branch *	MTD Sales L	Brand Share %
KKI2	3.35	8.35 %
TRK1	2.93	4.73 %
ULP1	2.39	4.70 %
VPM2	2.28	6.41 %
SJI1	1.72	3.89 %
KLM1	1.36	3.58 %
TDM1	1.21	3.10 %
PRT1	0.85	3.08 %
NVL2	0.53	1.41 %
VPM1	0.42	2.60 %
TVM2	0.39	0.91 %
VCM1	0.28	1.55 %
STP1	0.19	1.09 %
KML1		0.00 %
MKM1		0.00 %
Total	51.27	6.97 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Mobile	20.37	28.64 %
Chargers	0.26	63.90 %
EXT WNTY-MOB	0.02	3.47 %
Total	20.65	27.71 %

Branch *	MTD Sales L	Brand Share %
PAS1	1.65	9.45 %
Total	20.65	27.71 %

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 %