



TN : SONY Sales Performance 01/10/2026 9:06 AM

MTD Sales  
854.21 L

Brand Share %  
17.32 %

Information:  
MTD : 01-09-2026 To 30-09-2026  
\* Branch where in Brand Share % is less than Overall State's Brand Share **17.32 %** are only listed below

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 691.93      | 15.04 %       |
| Home-The | 162.28      | 48.93 %       |
| Total    | 854.21      | 17.32 %       |

| Sales Zone  | MTD Sales L | Brand Share % |
|-------------|-------------|---------------|
| SOUTH-01    | 181.87      | 21.95 %       |
| CHENNAI-02  | 145.68      | 21.61 %       |
| SOUTH-03    | 104.16      | 19.17 %       |
| TRICHY-01   | 100.50      | 15.00 %       |
| CHENNAI-01  | 86.35       | 13.88 %       |
| WEST-01     | 70.23       | 25.03 %       |
| SOUTH ARCOT | 61.35       | 15.99 %       |
| WEST-02     | 49.46       | 14.90 %       |
| NORTH ARCOT | 41.29       | 10.66 %       |
| WEST-03     | 13.32       | 6.37 %        |
| Total       | 854.21      | 17.32 %       |

# SOUTH-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 143.82      | 18.87 %       |
| Home-The | 38.05       | 57.35 %       |
| Total    | 181.87      | 21.95 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| RND2     | 3.34        | 13.24 %       |
| VLY1     | 2.70        | 14.45 %       |
| MAR1     | 2.54        | 7.60 %        |
| RND1     | 2.15        | 10.35 %       |
| APK1     | 1.94        | 13.17 %       |
| UDN1     | 1.66        | 15.69 %       |
| SNL1     | 1.60        | 9.30 %        |
| ERL2     | 1.57        | 13.69 %       |
| TCN1     | 1.56        | 11.23 %       |
| MMT1     | 1.06        | 10.77 %       |
| PDI1     | 1.00        | 10.42 %       |
| VKM1     | 0.99        | 9.61 %        |
| ASM1     | 0.86        | 8.52 %        |
| KSM1     | 0.79        | 9.41 %        |
| STU2     | 0.67        | 8.56 %        |
| SDI1     | 0.62        | 3.09 %        |
| SKD1     | 0.59        | 4.94 %        |
| TKY1     | 0.55        | 7.75 %        |
| TYI1     | 0.52        | 4.80 %        |
| SGT1     | 0.47        | 14.04 %       |
| ARM1     | 0.42        | 4.53 %        |
| COL1     | 0.31        | 4.88 %        |
| KGL1     | 0.25        | 2.94 %        |
| PKD1     | 0.14        | 0.83 %        |
| KYR1     | 0.13        | 2.33 %        |
| S2SD     |             | 0.00 %        |
| VNR1     |             | 0.00 %        |
| WHTV     |             | 0.00 %        |
| Total    | 181.87      | 21.95 %       |

## CHENNAI-02

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 125.39      | 19.79 %       |
| Home-The | 20.30       | 49.74 %       |
| Total    | 145.68      | 21.61 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CH03     | 10.43       | 15.29 %       |
| CH34     | 3.53        | 11.20 %       |
| CH18     | 3.02        | 11.14 %       |
| CH06     | 2.84        | 12.60 %       |
| CH33     | 2.52        | 13.15 %       |
| CH17     | 2.46        | 11.24 %       |
| CH24     | 1.96        | 8.45 %        |
| CH44     | 1.79        | 9.83 %        |
| CH27     | 1.61        | 15.63 %       |
| CH37     | 1.03        | 10.75 %       |
| PON1     | 0.91        | 5.67 %        |
| CH31     | 0.79        | 13.98 %       |
| CH46     | 0.68        | 9.97 %        |
| CH35     | 0.61        | 2.66 %        |
| CH23     | 0.52        | 5.04 %        |
| CH36     | 0.52        | 6.20 %        |
| CH43     | 0.43        | 2.79 %        |
| UKI1     | 0.38        | 4.92 %        |
| GPD1     | 0.14        | 1.86 %        |
| CH01     |             | 0.00 %        |
| CH32     |             | 0.00 %        |
| WHC3     |             | 0.00 %        |
| WCHN     | -2.15       | 12.92 %       |
| Total    | 145.68      | 21.61 %       |

**SOUTH-03**

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 86.20       | 16.99 %       |
| Home-The | 17.96       | 49.86 %       |
| Total    | 104.16      | 19.17 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| PVI1     | 1.79        | 9.82 %        |
| KRR1     | 1.53        | 14.73 %       |
| TDI1     | 1.01        | 6.97 %        |
| PKM1     | 0.91        | 11.47 %       |
| USL1     | 0.70        | 7.83 %        |
| PNV2     | 0.67        | 8.90 %        |
| MNM1     | 0.66        | 12.06 %       |
| TPT1     | 0.54        | 5.17 %        |
| NKI1     | 0.53        | 5.35 %        |
| NTM1     | 0.52        | 5.13 %        |
| CMR1     | 0.43        | 5.22 %        |
| MDU3     | 0.33        | 3.03 %        |
| DKI1     | 0.26        | 1.87 %        |
| MLR1     | 0.21        | 1.92 %        |
| KPT1     | 0.21        | 4.32 %        |
| ADP1     | 0.21        | 3.28 %        |
| MDU5     | 0.15        | 1.93 %        |
| BTU1     | 0.14        | 2.10 %        |
| KYK1     | 0.14        | 2.37 %        |
| MPA1     | 0.14        | 1.45 %        |
| SGP1     | 0.14        | 1.78 %        |
| PNI1     | 0.13        | 2.81 %        |
| ATG1     | 0.08        | 0.55 %        |
| CBM1     | 0.08        | 0.58 %        |
| MDU4     |             | 0.00 %        |
| SZSD     |             | 0.00 %        |
| Total    | 104.16      | 19.17 %       |

# TRICHY-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 84.88       | 13.37 %       |
| Home-The | 15.62       | 44.67 %       |
| Total    | 100.50      | 15.00 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| MVM1     | 7.93        | 16.12 %       |
| PBR2     | 5.70        | 16.13 %       |
| TVR2     | 5.67        | 15.16 %       |
| PDK2     | 3.59        | 16.82 %       |
| JKM1     | 1.78        | 9.43 %        |
| KIK1     | 1.55        | 5.83 %        |
| MSI1     | 1.33        | 9.20 %        |
| KUM2     | 1.20        | 5.59 %        |
| PBR1     | 1.07        | 15.55 %       |
| TTP1     | 0.94        | 5.85 %        |
| APM1     | 0.82        | 13.52 %       |
| TRY4     | 0.81        | 4.82 %        |
| NCK1     | 0.80        | 9.98 %        |
| TZSD     | 0.60        | -95.17 %      |
| TVR1     | 0.54        | 3.21 %        |
| PDK1     | 0.52        | 5.44 %        |
| KRN1     | 0.52        | 5.75 %        |
| TRY2     | 0.29        | 8.35 %        |
| NGT1     | 0.22        | 0.59 %        |
| ORU1     | 0.14        | 2.27 %        |
| TRY3     | 0.13        | 0.88 %        |
| AYR1     |             | 0.00 %        |
| NMM1     |             | 0.00 %        |
| WTRZ     |             | 0.00 %        |
| Total    | 100.50      | 15.00 %       |

## CHENNAI-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 72.63       | 12.29 %       |
| Home-The | 13.72       | 43.90 %       |
| Total    | 86.35       | 13.88 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CH16     | 4.74        | 8.94 %        |
| KNR1     | 2.19        | 14.21 %       |
| CH45     | 2.05        | 6.47 %        |
| CH47     | 1.91        | 5.67 %        |
| AVD1     | 1.88        | 8.09 %        |
| CH28     | 1.76        | 5.13 %        |
| CH38     | 1.57        | 11.37 %       |
| CH22     | 1.41        | 6.44 %        |
| GUD2     | 1.39        | 12.46 %       |
| GUD1     | 1.00        | 4.06 %        |
| SKL1     | 0.86        | 5.82 %        |
| CH39     | 0.73        | 11.73 %       |
| CH25     | 0.40        | 1.70 %        |
| TKM1     | 0.22        | 2.27 %        |
| CH42     | 0.20        | 0.88 %        |
| MRM1     | 0.14        | 0.59 %        |
| CH08     | 0.11        | 1.12 %        |
| CH49     | 0.06        | 0.18 %        |
| CGL1     |             | 0.00 %        |
| CH29     |             | 0.00 %        |
| MC09     |             | 0.00 %        |
| Total    | 86.35       | 13.88 %       |

## WEST-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 51.75       | 20.38 %       |
| Home-The | 18.48       | 69.43 %       |
| Total    | 70.23       | 25.03 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| SUL1     | 2.12        | 14.45 %       |
| SNR1     | 1.82        | 11.58 %       |
| CBE1     | 1.80        | 16.64 %       |
| KGI1     | 1.29        | 15.45 %       |
| MPM1     | 1.13        | 9.27 %        |
| UMP1     | 0.94        | 7.91 %        |
| GDR1     | 0.61        | 10.27 %       |
| CBE5     | 0.55        | 8.47 %        |
| PPI1     | 0.43        | 11.40 %       |
| ANR1     | 0.21        | 7.91 %        |
| KMD1     | 0.15        | 2.16 %        |
| CBE3     | 0.14        | 1.70 %        |
| WZSD     | 0.11        | 4.51 %        |
| DPM2     | 0.08        | 1.07 %        |
| PDM1     |             | 0.00 %        |
| WHCB     |             | 0.00 %        |
| Total    | 70.23       | 25.03 %       |

## SOUTH ARCOT

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 50.89       | 14.20 %       |
| Home-The | 10.45       | 41.41 %       |
| Total    | 61.35       | 15.99 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| POY2     | 2.58        | 9.86 %        |
| TDM1     | 2.54        | 12.70 %       |
| KLM1     | 1.61        | 6.28 %        |
| TRK1     | 1.22        | 4.12 %        |
| PRT1     | 0.66        | 4.51 %        |
| TVM1     | 0.52        | 3.73 %        |
| KML1     | 0.42        | 3.10 %        |
| ULP1     | 0.25        | 1.53 %        |
| VCM1     | 0.21        | 5.08 %        |
| MKM1     | 0.13        | 1.58 %        |
| STP1     |             | 0.00 %        |
| TVM2     |             | 0.00 %        |
| VPM1     |             | 0.00 %        |
| WHNV     |             | 0.00 %        |
| Total    | 61.35       | 15.99 %       |

## WEST-02

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 37.00       | 12.09 %       |
| Home-The | 12.46       | 47.96 %       |
| Total    | 49.46       | 14.90 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| SLM2     | 1.59        | 11.16 %       |
| DPR2     | 1.33        | 13.91 %       |
| SGI1     | 1.21        | 16.36 %       |
| HRR1     | 1.20        | 11.52 %       |
| PNG1     | 0.57        | 6.56 %        |
| APN1     | 0.55        | 5.50 %        |
| MTR1     | 0.42        | 4.62 %        |
| OML1     | 0.38        | 3.02 %        |
| EPI1     | 0.27        | 2.01 %        |
| VPD1     | 0.21        | 2.06 %        |
| PMP1     | 0.14        | 1.75 %        |
| EDP1     | 0.08        | 1.57 %        |
| TRM1     | 0.04        | 0.24 %        |
| ATU1     |             | 0.00 %        |
| BMD1     |             | 0.00 %        |
| MCR1     |             | 0.00 %        |
| PLC1     |             | 0.00 %        |
| WHKP     |             | 0.00 %        |
| WZWH     |             | 0.00 %        |
| Total    | 49.46       | 14.90 %       |

# NORTH ARCOT

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 32.57       | 9.03 %        |
| Home-The | 8.72        | 32.69 %       |
| Total    | 41.29       | 10.66 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| PLR1     | 1.82        | 9.50 %        |
| VEL3     | 1.65        | 8.19 %        |
| CPT1     | 1.23        | 13.86 %       |
| GDM1     | 1.15        | 9.16 %        |
| SBR1     | 1.13        | 4.61 %        |
| KPM1     | 0.96        | 9.45 %        |
| VEL2     | 0.94        | 5.11 %        |
| VEL1     | 0.93        | 8.09 %        |
| SLG1     | 0.81        | 15.29 %       |
| VNB1     | 0.75        | 4.82 %        |
| ABR1     | 0.67        | 3.79 %        |
| AKM1     | 0.40        | 2.31 %        |
| CGM1     | 0.27        | 1.79 %        |
| UGI1     | 0.26        | 6.61 %        |
| WJP1     | 0.21        | 2.03 %        |
| ANI1     | 0.20        | 2.45 %        |
| WJD1     | 0.14        | 1.30 %        |
| VSI1     |             | 0.02 %        |
| ARC2     |             | 0.00 %        |
| BGR1     |             | 0.00 %        |
| NASD     |             | 0.00 %        |
| PTU1     |             | 0.00 %        |
| WHVL     |             | 0.00 %        |
| TRT1     | -0.12       | -1.73 %       |
| Total    | 41.29       | 10.66 %       |

# WEST-03

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 6.81        | 3.56 %        |
| Home-The | 6.52        | 36.72 %       |
| Total    | 13.32       | 6.37 %        |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| ERD2     | 3.06        | 9.73 %        |
| ERD1     | 2.43        | 12.35 %       |
| NKL2     | 1.32        | 5.79 %        |
| TPR2     | 1.19        | 5.65 %        |
| RSP1     | 0.84        | 5.90 %        |
| SGG1     | 0.80        | 13.58 %       |
| AVI1     | 0.54        | 5.22 %        |
| KGM1     | 0.41        | 4.92 %        |
| GBM1     | 0.34        | 5.33 %        |
| KMM1     | 0.33        | 7.11 %        |
| CMI1     | 0.21        | 3.85 %        |
| TPR3     | 0.14        | 2.58 %        |
| SYM2     | 0.14        | 1.00 %        |
| VKL1     | 0.14        | 3.12 %        |
| PDR1     | 0.13        | 1.45 %        |
| TPR1     | 0.08        | 0.66 %        |
| TCG1     |             | 0.00 %        |
| W3SD     |             | 0.00 %        |
| WHPD     |             | 0.00 %        |
| Total    | 13.32       | 6.37 %        |