



TN : SONY Sales Performance 01/11/2025 9:07 AM

MTD Sales
1,967.43 L

Brand Share %
18.77 %

Information:
MTD : 01-10-2025 To 31-10-2025
* Branch where in Brand Share % is less than Overall State's Brand Share **18.77 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	1,684.46	17.03 %
Home-The	282.98	47.57 %
Total	1,967.43	18.77 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	345.98	21.49 %
SOUTH-03	327.19	22.11 %
WEST-02	245.22	17.11 %
TRICHY-01	231.74	18.11 %
CHENNAI-02	220.94	22.57 %
WEST-01	204.13	20.19 %
SOUTH ARCOT	170.55	22.15 %
CHENNAI-01	141.49	12.75 %
NORTH ARCOT	74.95	9.93 %
KL-SOUTH	5.25	9.22 %
Total	1,967.43	18.77 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	289.53	19.08 %
Home-The	56.45	61.11 %
Total	345.98	21.49 %

Branch *	MTD Sales L	Brand Share %
VLY1	6.47	17.33 %
RND1	6.20	12.25 %
RPM1	5.28	8.93 %
PKD1	4.90	10.93 %
ASM1	4.70	17.25 %
ARM1	4.50	16.75 %
STU2	4.34	15.34 %
APK1	3.88	9.82 %
APK2	3.72	14.46 %
PDI1	3.30	12.95 %
VNR1	3.01	10.59 %
SNL1	2.85	8.20 %
MMT1	2.70	11.75 %
SDI1	2.58	8.28 %
SKD1	2.47	10.14 %
TKY1	2.27	9.37 %
MAR1	2.25	5.38 %
TCN1	2.05	6.15 %
UDN1	1.64	9.71 %
VKM1	1.23	6.79 %
TYI1	1.17	6.28 %
KYR1	0.70	3.87 %
ERL2	0.51	1.49 %
KSM1	0.42	5.00 %
SGT1	0.34	3.76 %
COL1		0.00 %
S2SD		0.00 %
WHTV		0.00 %
Total	345.98	21.49 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	282.27	20.24 %
Home-The	44.92	52.67 %
Total	327.19	22.11 %

Branch *	MTD Sales L	Brand Share %
KKD3	8.57	15.56 %
TEN2	7.18	18.51 %
MDU3	5.22	12.56 %
ATG1	4.07	10.92 %
ADP1	2.50	11.00 %
MNM1	2.33	14.98 %
KYK1	2.19	10.58 %
PVI1	2.15	6.62 %
MLR1	2.12	7.94 %
CBM1	2.01	5.24 %
CMR1	1.92	8.94 %
USL1	1.87	5.42 %
NKI1	1.70	6.09 %
MDU4	1.68	6.94 %
KPT1	1.67	8.57 %
PNV1	1.61	9.08 %
DKI1	1.32	4.12 %
TDI1	0.93	3.92 %
MDU5	0.86	5.07 %
BTU1	0.83	4.83 %
MPA1	0.80	2.25 %
TPT1	0.49	2.83 %
PKM1	0.34	2.27 %
NTM1	0.33	1.59 %
SGP1	0.29	1.71 %
KKD2		0.00 %
SZSD		0.00 %
Total	327.19	22.11 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	208.35	15.38 %
Home-The	36.86	46.90 %
Total	245.22	17.11 %

Branch *	MTD Sales L	Brand Share %
SLM2	5.29	10.84 %
NKL2	4.54	7.40 %
OML1	4.51	10.03 %
TCG1	4.09	12.12 %
MTR1	3.60	9.37 %
EPI1	3.24	7.71 %
EDP1	2.52	8.68 %
VPD1	2.48	4.97 %
SGG1	2.19	10.57 %
TRM1	1.99	4.69 %
ATU1	1.99	3.60 %
KMM1	1.48	6.88 %
SGI1	1.26	5.10 %
VKL1	1.18	6.70 %
CMI1	1.18	5.81 %
PDR1	1.11	5.36 %
RSP1	0.87	2.30 %
BMD1	0.66	2.62 %
KVP1	0.34	1.42 %
MCR1	0.23	0.70 %
HRR1	0.12	0.56 %
WHKP		0.00 %
WHPD		0.00 %
WZWH		0.00 %
Total	245.22	17.11 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	203.81	16.68 %
Home-The	27.93	48.30 %
Total	231.74	18.11 %

Branch *	MTD Sales L	Brand Share %
KUM1	9.31	13.29 %
JKM1	8.82	18.36 %
TRY3	5.92	15.05 %
MSI1	5.34	17.74 %
PDK1	3.95	13.85 %
TTP1	3.70	10.14 %
AYR1	2.24	7.99 %
TVR1	2.22	9.39 %
KRN1	1.60	6.72 %
MVM1	1.56	2.00 %
NGT1	1.20	2.92 %
KIK1	1.04	3.47 %
ORU1	0.82	4.81 %
APM1	0.48	3.91 %
NCK1	0.20	1.12 %
NMM1	0.11	0.45 %
TZSD		0.00 %
Total	231.74	18.11 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	197.23	21.22 %
Home-The	23.71	47.89 %
Total	220.94	22.57 %

Branch *	MTD Sales L	Brand Share %
CH34	6.11	14.24 %
CH44	5.80	16.58 %
CH24	5.10	15.28 %
CH06	4.01	8.75 %
UKI1	2.09	10.92 %
CH43	2.08	7.07 %
CH17	2.02	6.98 %
GPD1	1.22	5.25 %
MC06	0.73	18.00 %
CH23	0.56	3.36 %
CH31	0.51	4.91 %
CH33	0.47	1.67 %
CH46	0.33	2.42 %
CH32	0.23	8.11 %
CH27		0.00 %
CH36		0.00 %
PON1		0.00 %
Total	220.94	22.57 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	174.27	18.44 %
Home-The	29.86	45.27 %
Total	204.13	20.19 %

Branch *	MTD Sales L	Brand Share %
TPR2	7.10	11.53 %
MPM1	3.73	10.88 %
CBE1	3.08	10.45 %
KMD1	2.85	12.56 %
KGI1	2.53	12.15 %
TPR3	2.32	9.94 %
SYM2	2.24	7.13 %
GBM1	2.23	8.08 %
SUL1	2.22	8.45 %
GDR1	1.96	7.49 %
CNR1	1.74	9.44 %
AVI1	1.65	5.08 %
CBE5	1.62	9.60 %
ANR1	1.57	16.07 %
PDM1	1.36	6.55 %
PPI1	1.35	5.54 %
TPR1	1.21	3.02 %
TPR4	1.19	5.91 %
CBE6	1.13	3.77 %
DPM2	0.89	2.89 %
KGM1	0.62	4.00 %
CBE3	0.55	4.19 %
SNR1	0.52	1.66 %
WHCB		0.00 %
WZSD		0.00 %
Total	204.13	20.19 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	145.08	20.15 %
Home-The	25.46	50.84 %
Total	170.55	22.15 %

Branch *	MTD Sales L	Brand Share %
TDM1	4.00	10.45 %
KLM1	2.48	6.39 %
VPM1	1.87	15.97 %
TVM1	1.42	9.40 %
VCM1	1.14	6.83 %
MKM1	1.05	7.42 %
ULP1	0.91	2.25 %
TRK1	0.82	1.69 %
STP1	0.65	4.34 %
KML1	0.53	2.41 %
PRT1	0.42	1.37 %
WHUT		0.00 %
Total	170.55	22.15 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	122.97	11.69 %
Home-The	18.53	31.99 %
Total	141.49	12.75 %

Branch *	MTD Sales L	Brand Share %
CH05	12.66	16.69 %
CH08	11.67	17.88 %
CH22	6.04	16.42 %
CH16	3.91	4.91 %
GUD2	3.21	10.14 %
CH42	2.55	5.65 %
CH38	2.10	10.41 %
TKM1	1.44	7.06 %
CH11	1.44	4.05 %
CH28	1.34	2.37 %
SKL1	1.24	3.42 %
AVD1	1.22	2.17 %
CH35	1.16	3.60 %
MRM1	0.64	1.29 %
CH39	0.60	3.17 %
CGL1	0.59	2.39 %
CH45	0.47	1.11 %
CH26	0.34	3.76 %
GUD1		0.00 %
CH29		0.00 %
CH37		0.00 %
CH40		0.00 %
MC09		0.00 %
MC10		0.00 %
WHC3		0.00 %
WCHN	-1.15	15.67 %
Total	141.49	12.75 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	57.68	8.23 %
Home-The	17.28	32.32 %
Total	74.95	9.93 %

Branch *	MTD Sales L	Brand Share %
CYR1	3.63	13.32 %
TRT1	3.15	8.45 %
PLR1	2.59	12.17 %
VEL2	2.09	6.05 %
ABR1	2.08	7.57 %
ARC2	1.60	7.32 %
KPM1	1.59	6.62 %
SBR1	1.52	3.50 %
CPT1	1.47	5.38 %
AKM1	1.45	3.43 %
VSI1	1.41	3.64 %
BGR1	1.30	6.80 %
WJP1	0.77	2.94 %
SLG1	0.72	3.65 %
WJD1	0.72	3.35 %
CGM1	0.69	3.39 %
UGI1	0.54	2.20 %
VEL1	0.40	1.62 %
VNB1	0.35	1.35 %
ANI1	0.20	1.18 %
PTU1	0.19	2.90 %
WHVL		0.00 %
Total	74.95	9.93 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	3.26	6.15 %
Home-The	1.99	51.42 %
Total	5.25	9.22 %

Branch *	MTD Sales L	Brand Share %
TVP1	3.11	9.15 %
PAS1	0.18	1.32 %
TVSD		0.00 %
Total	5.25	9.22 %