



TN : SONY Sales Performance 02/04/2026 9:06 AM

MTD Sales
61.47 L

Brand Share %
14.60 %

Information:

MTD : 01-04-2026 To 01-04-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **14.60 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	53.86	13.42 %
Home-The	7.62	38.92 %
Total	61.47	14.60 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	11.40	16.94 %
TRICHY-01	10.59	17.73 %
SOUTH-03	10.34	18.12 %
WEST-01	8.50	22.53 %
WEST-02	5.95	11.90 %
CHENNAI-02	5.30	13.02 %
SOUTH ARCOT	5.11	13.58 %
CHENNAI-01	2.59	5.60 %
NORTH ARCOT	1.68	6.88 %
Total	61.47	14.60 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	8.67	13.84 %
Home-The	2.73	58.72 %
Total	11.40	16.94 %

Branch *	MTD Sales L	Brand Share %
TVL1	0.48	7.67 %
TUT1	0.33	5.13 %
VLY1	0.23	13.21 %
ERL2	0.15	7.80 %
STU2	0.15	6.96 %
MMT1	0.14	11.49 %
ASM1	0.08	10.63 %
APK1		0.00 %
APK2		0.00 %
ARM1		0.00 %
KGL1		0.00 %
KSM1		0.00 %
MAR1		0.00 %
PDI1		0.00 %
RND1		0.00 %
SDI1		0.00 %
SKD1		0.00 %
SNL1		0.00 %
TKY1		0.00 %
VKM1		0.00 %
VNR1		0.00 %
VNR2		0.00 %
Total	11.40	16.94 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	10.20	17.48 %
Home-The	0.38	28.40 %
Total	10.59	17.73 %

Branch *	MTD Sales L	Brand Share %
TRY1	0.94	13.20 %
TNJ2	0.47	14.50 %
KUM1	0.33	8.55 %
KIK1	0.09	3.70 %
APM1		0.00 %
AYR1		0.00 %
JKM1		0.00 %
KRN1		0.00 %
MSI1		0.00 %
MVM1		0.00 %
NCK1		0.00 %
NGT1		0.00 %
NMM1		0.00 %
ORU1		0.00 %
PBR1		0.00 %
PDK1		0.00 %
TRY3		0.00 %
TTP1		0.00 %
Total	10.59	17.73 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	9.09	17.02 %
Home-The	1.25	34.16 %
Total	10.34	18.12 %

Branch *	MTD Sales L	Brand Share %
DGL1	0.47	13.43 %
ADP1		0.00 %
ATG1		0.00 %
BNR1		0.00 %
BTU1		0.00 %
CBM1		0.00 %
CMR1		0.00 %
DGL2		0.00 %
DKI1		0.00 %
KKD3		0.00 %
KYK1		0.00 %
MDU2		0.00 %
MDU3		0.00 %
MDU4		0.00 %
MDU5		0.00 %
MNM1		0.00 %
MPA1		0.00 %
NKI1		0.00 %
NTM1		0.00 %
PKM1		0.00 %
PNI1		0.00 %
PNV2		0.00 %
PVI1		0.00 %
SGP1		0.00 %
TDI1		0.00 %
TEN2		0.00 %
TPT1		0.00 %
USL1		0.00 %
WHMD		0.00 %
Total	10.34	18.12 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	6.92	19.63 %
Home-The	1.58	63.72 %
Total	8.50	22.53 %

Branch *	MTD Sales L	Brand Share %
KMD1	0.31	10.52 %
ANR1		0.00 %
AVI1		0.00 %
CBE1		0.00 %
CBE3		0.00 %
CBE6		0.00 %
CNR1		0.00 %
DPM2		0.00 %
GDR1		0.00 %
KGI1		0.00 %
KGM1		0.00 %
MPM1		0.00 %
PDM1		0.00 %
PPI1		0.00 %
SNR1		0.00 %
SUL1		0.00 %
SYM2		0.00 %
TPR1		0.00 %
TPR4		0.00 %
UMP1		0.00 %
Total	8.50	22.53 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	5.95	12.20 %
Total	5.95	11.90 %

Branch *	MTD Sales L	Brand Share %
ATU1	0.32	7.75 %
APN1		0.00 %
BMD1		0.00 %
CMI1		0.00 %
DPR2		0.00 %
EDP1		0.00 %
EPI1		0.00 %
ERD2		0.00 %
HSR1		0.00 %
KAM1		0.00 %
KMM1		0.00 %
KVP1		0.00 %
MCR1		0.00 %
MTR1		0.00 %
NKL2		0.00 %
OML1		0.00 %
PLC1		0.00 %
PMP1		0.00 %
RSP1		0.00 %
SGG1		0.00 %
SGI1		0.00 %
SLM2		0.00 %
SLM3		0.00 %
TCG1		0.00 %
TRM1		0.00 %
VKL1		0.00 %
VPD1		0.00 %
WHKP		0.00 %
Total	5.95	11.90 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	4.62	11.87 %
Home-The	0.69	37.45 %
Total	5.30	13.02 %

Branch *	MTD Sales L	Brand Share %
UKI1	0.47	13.81 %
CH15		0.00 %
CH17		0.00 %
CH20		0.00 %
CH23		0.00 %
CH24		0.00 %
CH27		0.00 %
CH32		0.00 %
CH33		0.00 %
CH34		0.00 %
CH36		0.00 %
CH41		0.00 %
CH43		0.00 %
CH44		0.00 %
CH50		0.00 %
CH51		0.00 %
GPD1		0.00 %
MJR1		0.00 %
PON1		0.00 %
Total	5.30	13.02 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	4.60	12.49 %
Home-The	0.52	62.83 %
Total	5.11	13.58 %

Branch *	MTD Sales L	Brand Share %
POY1	0.32	10.37 %
CDM1	0.31	9.65 %
ULP1	0.15	6.58 %
CUD1		0.00 %
KLM1		0.00 %
KML1		0.00 %
MKM1		0.00 %
PRT1		0.00 %
STP1		0.00 %
TDM1		0.00 %
TVM1		0.00 %
TVM2		0.00 %
VCM1		0.00 %
VPM1		0.00 %
VPM2		0.00 %
Total	5.11	13.58 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	2.36	5.36 %
Home-The	0.23	10.12 %
Total	2.59	5.60 %

Branch *	MTD Sales L	Brand Share %
AVD1		0.00 %
CGL1		0.00 %
CH05		0.00 %
CH07		0.00 %
CH08		0.00 %
CH14		0.00 %
CH16		0.00 %
CH22		0.00 %
CH25		0.00 %
CH26		0.00 %
CH28		0.00 %
CH30		0.00 %
CH35		0.00 %
CH37		0.00 %
CH38		0.00 %
CH39		0.00 %
CH42		0.00 %
CH45		0.00 %
CH47		0.00 %
CH49		0.00 %
CZWH		0.00 %
GUD1		0.00 %
GUD2		0.00 %
KNR1		0.00 %
MRM1		0.00 %
SKL1		0.00 %
TKM1		0.00 %
Total	2.59	5.60 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	1.45	6.24 %
Home-The	0.23	18.87 %
Total	1.68	6.88 %

Branch *	MTD Sales L	Brand Share %
SBR1	0.23	10.91 %
ABR1		0.00 %
AKM1		0.00 %
ANI1		0.00 %
ARC2		0.00 %
BGR1		0.00 %
CGM1		0.00 %
CPT1		0.00 %
CYR1		0.00 %
GDM1		0.00 %
KPM1		0.00 %
PLR1		0.00 %
PTU1		0.00 %
SLG1		0.00 %
TRR1		0.00 %
TRT1		0.00 %
VEL1		0.00 %
VEL2		0.00 %
VNB1		0.00 %
VSI1		0.00 %
WJD1		0.00 %
WJP1		0.00 %
Total	1.68	6.88 %