



TN : SONY Sales Performance 03/04/2026 9:07 AM

MTD Sales
99.62 L

Brand Share %
16.78 %

Information:

MTD : 01-04-2026 To 02-04-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **16.78 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	87.97	15.54 %
Home-The	11.65	41.86 %
Total	99.62	16.78 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-03	17.96	22.47 %
TRICHY-01	17.12	18.72 %
SOUTH-01	16.95	17.33 %
WEST-01	14.53	24.70 %
CHENNAI-02	9.54	16.65 %
WEST-02	9.44	13.84 %
SOUTH ARCOT	8.20	17.09 %
CHENNAI-01	3.85	6.36 %
NORTH ARCOT	2.01	6.37 %
Total	99.62	16.78 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	15.77	21.20 %
Home-The	2.18	39.69 %
Total	17.96	22.47 %

Branch *	MTD Sales L	Brand Share %
MDU2	0.65	15.16 %
DGL1	0.47	9.21 %
MPA1	0.21	5.38 %
BNR1		0.00 %
BTU1		0.00 %
CBM1		0.00 %
CMR1		0.00 %
DGL2		0.00 %
DKI1		0.00 %
KKD3		0.00 %
KPT1		0.00 %
KYK1		0.00 %
MDU3		0.00 %
MDU4		0.00 %
MDU5		0.00 %
MNM1		0.00 %
NKI1		0.00 %
NTM1		0.00 %
PKM1		0.00 %
PNV2		0.00 %
PVI1		0.00 %
SGP1		0.00 %
SZSD		0.00 %
TDI1		0.00 %
TEN2		0.00 %
TPT1		0.00 %
USL1		0.00 %
WHMD		0.00 %
Total	17.96	22.47 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	16.22	18.20 %
Home-The	0.91	37.63 %
Total	17.12	18.72 %

Branch *	MTD Sales L	Brand Share %
TVR1	0.63	16.30 %
KUM1	0.33	6.85 %
TRY3	0.14	5.88 %
KIK1	0.09	3.56 %
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 %
TRY2		0.00 %
TTP1		0.00 %
TZSD		0.00 %
Total	17.12	18.72 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	13.41	14.66 %
Home-The	3.54	56.17 %
Total	16.95	17.33 %

Branch *	MTD Sales L	Brand Share %
TUT1	0.84	8.81 %
VLY1	0.23	11.58 %
ERL2	0.15	6.96 %
STU2	0.15	5.97 %
MMT1	0.14	9.92 %
APK1		0.00 %
APK2		0.00 %
ARM1		0.00 %
KGL1		0.00 %
KSM1		0.00 %
MAR1		0.00 %
RND1		0.00 %
S2SD		0.00 %
SDI1		0.00 %
SKD1		0.00 %
SNL1		0.00 %
TKY1		0.00 %
VKM1		0.00 %
VNR1		0.00 %
VNR2		0.00 %
PDI1	-0.47	-51.91 %
Total	16.95	17.33 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	11.96	21.79 %
Home-The	2.57	65.43 %
Total	14.53	24.70 %

Branch *	MTD Sales L	Brand Share %
KMD1	0.31	8.43 %
CBE1	0.27	11.21 %
ANR1		0.00 %
AVI1		0.00 %
CBE3		0.00 %
CBE6		0.00 %
CNR1		0.00 %
DPM2		0.00 %
GDR1		0.00 %
KGI1		0.00 %
KGM1		0.00 %
PDM1		0.00 %
PPI1		0.00 %
SNR1		0.00 %
SYM2		0.00 %
TPR1		0.00 %
TPR4		0.00 %
UMP1		0.00 %
WZSD		0.00 %
Total	14.53	24.70 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	8.85	15.98 %
Home-The	0.69	36.27 %
Total	9.54	16.65 %

Branch *	MTD Sales L	Brand Share %
CH03	0.64	10.96 %
UKI1	0.47	13.81 %
CH18	0.33	11.98 %
CH15	0.33	11.38 %
CH17		0.00 %
CH23		0.00 %
CH24		0.00 %
CH27		0.00 %
CH31		0.00 %
CH32		0.00 %
CH33		0.00 %
CH34		0.00 %
CH36		0.00 %
CH43		0.00 %
CH46		0.00 %
CH50		0.00 %
CH51		0.00 %
MJR1		0.00 %
PON1		0.00 %
Total	9.54	16.65 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	9.01	13.61 %
Home-The	0.43	21.54 %
Total	9.44	13.84 %

Branch *	MTD Sales L	Brand Share %
SLM2	0.48	10.11 %
HSR1	0.34	16.19 %
KRI1	0.32	8.76 %
ATU1	0.32	5.88 %
SGI1	0.15	14.80 %
WHKP	0.14	3.98 %
APN1		0.00 %
BMD1		0.00 %
CMI1		0.00 %
EDP1		0.00 %
EPI1		0.00 %
ERD2		0.00 %
KAM1		0.00 %
KMM1		0.00 %
MCR1		0.00 %
MTR1		0.00 %
NKL2		0.00 %
OML1		0.00 %
PDR1		0.00 %
PLC1		0.00 %
PMP1		0.00 %
RSP1		0.00 %
SGG1		0.00 %
SLM3		0.00 %
TCG1		0.00 %
TRM1		0.00 %
VKL1		0.00 %
VPD1		0.00 %
WHPD		0.00 %
WZWH		0.00 %
Total	9.44	13.84 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	7.47	15.97 %
Home-The	0.73	59.10 %
Total	8.20	17.09 %

Branch *	MTD Sales L	Brand Share %
VPM2	0.48	11.84 %
POY1	0.32	10.37 %
ULP1	0.15	5.52 %
KLM1		0.00 %
KML1		0.00 %
MKM1		0.00 %
PRT1		0.00 %
STP1		0.00 %
TDM1		0.00 %
TVM1		0.00 %
TVM2		0.00 %
VPM1		0.00 %
WHUT		0.00 %
Total	8.20	17.09 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	3.49	6.06 %
Home-The	0.37	11.89 %
Total	3.85	6.36 %

Branch *	MTD Sales L	Brand Share %
CH48	0.33	12.58 %
AVD1		0.00 %
CGL1		0.00 %
CH05		0.00 %
CH07		0.00 %
CH08		0.00 %
CH16		0.00 %
CH22		0.00 %
CH25		0.00 %
CH26		0.00 %
CH28		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 %
WCHN		0.00 %
WHC3		0.00 %
Total	3.85	6.36 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	1.78	5.90 %
Home-The	0.23	15.88 %
Total	2.01	6.37 %

Branch *	MTD Sales L	Brand Share %
SBR1	0.23	8.43 %
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 %
UGI1		0.00 %
VEL1		0.00 %
VEL2		0.00 %
VNB1		0.00 %
VSI1		0.00 %
WHVL		0.00 %
WJD1		0.00 %
WJP1		0.00 %
Total	2.01	6.37 %