



TN : SONY Sales Performance 03/05/2026 9:06 AM

MTD Sales
118.30 L

Brand Share %
14.98 %

Information:

MTD : 01-05-2026 To 02-05-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **14.98 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	108.32	14.17 %
Home-The	9.98	39.38 %
Total	118.30	14.98 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	25.62	20.67 %
SOUTH-03	19.20	18.20 %
TRICHY-01	16.62	15.25 %
WEST-01	13.88	19.62 %
SOUTH ARCOT	13.40	21.04 %
CHENNAI-01	11.98	10.95 %
WEST-02	9.74	10.69 %
CHENNAI-02	5.79	7.91 %
NORTH ARCOT	2.06	4.77 %
Total	118.30	14.98 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	23.97	19.90 %
Home-The	1.65	46.89 %
Total	25.62	20.67 %

Branch *	MTD Sales L	Brand Share %
PKD1	0.25	11.46 %
ERL2	0.14	6.00 %
STU2	0.13	4.87 %
APK1		0.00 %
ARM1		0.00 %
KGL1		0.00 %
KSM1		0.00 %
KYR1		0.00 %
MAR1		0.00 %
SDI1		0.00 %
SKD1		0.00 %
SVK1		0.00 %
TCN1		0.00 %
TKY1		0.00 %
TYI1		0.00 %
VKM1		0.00 %
VLY1		0.00 %
VNR1		0.00 %
Total	25.62	20.67 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	17.16	17.05 %
Home-The	2.05	41.70 %
Total	19.20	18.20 %

Branch *	MTD Sales L	Brand Share %
MDU2	0.75	12.98 %
MDU6	0.40	10.63 %
MDU4	0.15	13.80 %
MDU7	0.15	7.74 %
ATG1		0.00 %
DGL2		0.00 %
DKI1		0.00 %
KKD3		0.00 %
KPT1		0.00 %
KRR1		0.00 %
KYK1		0.00 %
MDU5		0.00 %
MLR1		0.00 %
MPA1		0.00 %
NKI1		0.00 %
NTM1		0.00 %
ODM1		0.00 %
PNV2		0.00 %
PVI1		0.00 %
SGP1		0.00 %
TDI1		0.00 %
TMM1		0.00 %
TPT1		0.00 %
USL1		0.00 %
Total	19.20	18.20 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	15.20	14.29 %
Home-The	1.42	54.08 %
Total	16.62	15.25 %

Branch *	MTD Sales L	Brand Share %
MDI1	0.89	14.13 %
TVR2	0.53	10.31 %
TRY3	0.50	9.15 %
TYR1	0.38	10.98 %
TTP1	0.23	12.46 %
MVM1	0.15	3.17 %
JKM1	0.14	9.02 %
APM1		0.00 %
AYR1		0.00 %
KIK1		0.00 %
KUM1		0.00 %
KUM2		0.00 %
MSI1		0.00 %
NCK1		0.00 %
NGT1		0.00 %
NMM1		0.00 %
ORU1		0.00 %
PBR1		0.00 %
PDK1		0.00 %
TRY2		0.00 %
TVR1		0.00 %
WTRZ		0.00 %
Total	16.62	15.25 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	13.14	19.31 %
Home-The	0.74	27.56 %
Total	13.88	19.62 %

Branch *	MTD Sales L	Brand Share %
PLI1	0.41	14.05 %
UMP1	0.14	3.09 %
TPR1	0.08	1.55 %
ANR1		0.00 %
AVI1		0.00 %
CBE3		0.00 %
CBE4		0.00 %
CNR1		0.00 %
DPM2		0.00 %
GBM1		0.00 %
GDR1		0.00 %
KGI1		0.00 %
KGM1		0.00 %
KMD1		0.00 %
MPM1		0.00 %
PDM1		0.00 %
PPI1		0.00 %
SNR1		0.00 %
SUL1		0.00 %
SYM2		0.00 %
TPR3		0.00 %
TPR4		0.00 %
Total	13.88	19.62 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	12.53	20.21 %
Home-The	0.88	50.52 %
Total	13.40	21.04 %

Branch *	MTD Sales L	Brand Share %
ULP1	0.51	11.58 %
CDM1		0.00 %
KLM1		0.00 %
KML1		0.00 %
MKM1		0.00 %
PRT1		0.00 %
STP1		0.00 %
TDM1		0.00 %
TRK1		0.00 %
TVM1		0.00 %
TVM2		0.00 %
VCM1		0.00 %
VCM2		0.00 %
WHUT		0.00 %
Total	13.40	21.04 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	11.27	10.55 %
Home-The	0.71	27.10 %
Total	11.98	10.95 %

Branch *	MTD Sales L	Brand Share %
CH05	1.06	12.12 %
CH14	0.89	14.51 %
CH47	0.41	5.06 %
CH35	0.15	4.97 %
CH08	0.15	2.91 %
AVD1		0.00 %
CGL1		0.00 %
CH16		0.00 %
CH22		0.00 %
CH25		0.00 %
CH26		0.00 %
CH28		0.00 %
CH37		0.00 %
CH38		0.00 %
CH39		0.00 %
CH42		0.00 %
CH45		0.00 %
CH49		0.00 %
GUD1		0.00 %
GUD2		0.00 %
KNR1		0.00 %
MRM1		0.00 %
SKL1		0.00 %
TKM1		0.00 %
Total	11.98	10.95 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	7.74	8.83 %
Home-The	2.00	57.96 %
Total	9.74	10.69 %

Branch *	MTD Sales L	Brand Share %
NKL2	0.30	11.15 %
SGI1	0.21	5.62 %
SLM2	0.21	6.11 %
SGG1	0.15	13.28 %
APN1		0.00 %
ATU1		0.00 %
BMD1		0.00 %
DPR1		0.00 %
EDP1		0.00 %
EPI1		0.00 %
ERD1		0.00 %
ERD2		0.00 %
HRR1		0.00 %
HSR2		0.00 %
KAM1		0.00 %
KMM1		0.00 %
KVP1		0.00 %
MCR1		0.00 %
MTR1		0.00 %
OML1		0.00 %
PDR1		0.00 %
PLC1		0.00 %
VKL1		0.00 %
VPD1		0.00 %
Total	9.74	10.69 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	5.26	7.43 %
Home-The	0.53	22.59 %
Total	5.79	7.91 %

Branch *	MTD Sales L	Brand Share %
CH03	0.75	9.80 %
CH51	0.50	11.14 %
CH21	0.40	9.57 %
UKI1	0.15	12.74 %
CH06		0.00 %
CH17		0.00 %
CH20		0.00 %
CH23		0.00 %
CH24		0.00 %
CH27		0.00 %
CH33		0.00 %
CH34		0.00 %
CH36		0.00 %
CH43		0.00 %
CH46		0.00 %
CH50		0.00 %
GPD1		0.00 %
PON1		0.00 %
MJR1	-1.30	-60.34 %
Total	5.79	7.91 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	2.06	4.93 %
Total	2.06	4.77 %

Branch *	MTD Sales L	Brand Share %
ABR1		0.00 %
AKM1		0.00 %
ANI1		0.00 %
ARC2		0.00 %
BGR1		0.00 %
CGM1		0.00 %
CPT1		0.00 %
CYR1		0.00 %
KPM1		0.00 %
KPM2		0.00 %
PLR1		0.00 %
PTU1		0.00 %
SBR1		0.00 %
SLG1		0.00 %
TRT1		0.00 %
UGI1		0.00 %
VEL1		0.00 %
VEL2		0.00 %
VNB1		0.00 %
VSI1		0.00 %
WJD1		0.00 %
WJP1		0.00 %
Total	2.06	4.77 %