



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

MTD Sales
131.55 L

Brand Share %
17.30 %

Information:

MTD : 01-04-2026 To 03-04-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **17.30 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	116.43	16.06 %
Home-The	15.12	42.82 %
Total	131.55	17.30 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-03	26.14	24.42 %
TRICHY-01	23.93	20.32 %
SOUTH-01	22.34	18.09 %
WEST-01	17.68	23.85 %
WEST-02	12.92	15.09 %
CHENNAI-02	11.98	16.62 %
SOUTH ARCOT	9.95	16.67 %
CHENNAI-01	4.40	5.63 %
NORTH ARCOT	2.21	5.22 %
Total	131.55	17.30 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	23.75	23.56 %
Home-The	2.39	38.37 %
Total	26.14	24.42 %

Branch *	MTD Sales L	Brand Share %
DGL1	1.09	14.85 %
MPA1	0.75	13.14 %
MLR1	0.34	14.57 %
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 %
TEN2		0.00 %
TPT1		0.00 %
USL1		0.00 %
WHMD		0.00 %
Total	26.14	24.42 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	22.44	19.63 %
Home-The	1.48	43.33 %
Total	23.93	20.32 %

Branch *	MTD Sales L	Brand Share %
TNJ2	0.78	17.09 %
TVR1	0.63	13.85 %
KUM1	0.33	5.36 %
TRY3	0.14	4.28 %
KIK1	0.09	3.44 %
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 %
PDK1		0.00 %
TRY2		0.00 %
TTP1		0.00 %
TZSD		0.00 %
Total	23.93	20.32 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	17.66	15.25 %
Home-The	4.68	60.38 %
Total	22.34	18.09 %

Branch *	MTD Sales L	Brand Share %
TUT1	1.30	12.28 %
TUT2	0.47	16.13 %
ERL2	0.36	11.58 %
VLY1	0.23	10.99 %
VNR2	0.22	4.39 %
STU2	0.15	5.36 %
MMT1	0.14	8.44 %
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 %
SGT1		0.00 %
SNL1		0.00 %
TKY1		0.00 %
VKM1		0.00 %
VNR1		0.00 %
PDI1	-0.47	-34.19 %
Total	22.34	18.09 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	14.82	21.34 %
Home-The	2.86	61.23 %
Total	17.68	23.85 %

Branch *	MTD Sales L	Brand Share %
KMD1	0.31	8.09 %
GBM1	0.14	13.47 %
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	17.68	23.85 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	12.40	14.88 %
Home-The	0.52	23.12 %
Total	12.92	15.09 %

Branch *	MTD Sales L	Brand Share %
SLM2	0.48	8.77 %
KRI1	0.32	7.46 %
ATU1	0.32	5.09 %
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	12.92	15.09 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	10.76	15.62 %
Home-The	1.22	38.32 %
Total	11.98	16.62 %

Branch *	MTD Sales L	Brand Share %
CH03	0.97	12.26 %
CH50	0.50	15.16 %
UKI1	0.47	12.03 %
CH15	0.33	9.85 %
CH17		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 %
CH51		0.00 %
MJR1		0.00 %
PON1		0.00 %
Total	11.98	16.62 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	9.00	15.52 %
Home-The	0.95	55.60 %
Total	9.95	16.67 %

Branch *	MTD Sales L	Brand Share %
POY1	0.32	8.78 %
ULP1	0.15	4.03 %
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	9.95	16.67 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	3.81	5.16 %
Home-The	0.58	13.95 %
Total	4.40	5.63 %

Branch *	MTD Sales L	Brand Share %
CH14	0.57	12.86 %
CH48	0.33	10.89 %
CH05	0.33	7.02 %
CGL1	0.14	3.58 %
AVD1		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	4.40	5.63 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	1.78	4.40 %
Home-The	0.43	22.62 %
Total	2.21	5.22 %

Branch *	MTD Sales L	Brand Share %
KPM2	0.68	14.74 %
SBR1	0.23	7.01 %
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	2.21	5.22 %