



TN : SONY Sales Performance 04/05/2026 9:06 AM

MTD Sales
143.07 L

Brand Share %
14.71 %

Information:

MTD : 01-05-2026 To 03-05-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **14.71 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	128.30	13.69 %
Home-The	14.77	42.34 %
Total	143.07	14.71 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	33.94	21.45 %
SOUTH-03	20.96	16.67 %
TRICHY-01	19.32	14.76 %
SOUTH ARCOT	18.00	22.17 %
WEST-01	14.60	17.21 %
CHENNAI-01	14.39	10.85 %
WEST-02	11.55	10.59 %
CHENNAI-02	7.07	7.55 %
NORTH ARCOT	3.23	5.78 %
Total	143.07	14.71 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	31.69	20.63 %
Home-The	2.25	48.29 %
Total	33.94	21.45 %

Branch *	MTD Sales L	Brand Share %
TUT2	0.61	13.76 %
SNL1	0.40	12.32 %
PKD1	0.25	11.46 %
SVK1	0.25	5.42 %
TCN1	0.25	8.85 %
ERL2	0.14	5.34 %
STU2	0.13	4.40 %
APK1		0.00 %
ARM1		0.00 %
KGL1		0.00 %
KSM1		0.00 %
KYR1		0.00 %
MAR1		0.00 %
SDI1		0.00 %
TKY1		0.00 %
TYI1		0.00 %
VKM1		0.00 %
VLY1		0.00 %
VNR1		0.00 %
Total	33.94	21.45 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	18.91	15.71 %
Home-The	2.05	38.48 %
Total	20.96	16.67 %

Branch *	MTD Sales L	Brand Share %
MDU2	0.75	10.68 %
MDU4	0.15	7.55 %
MDU7	0.15	6.30 %
ATG1		0.00 %
DGL2		0.00 %
DKI1		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	20.96	16.67 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	17.76	13.88 %
Home-The	1.57	51.78 %
Total	19.32	14.76 %

Branch *	MTD Sales L	Brand Share %
TVR2	0.93	12.44 %
TRY3	0.50	8.94 %
KUM1	0.40	6.25 %
TYR1	0.38	9.20 %
TTP1	0.23	7.84 %
MVM1	0.15	2.84 %
JKM1	0.14	5.07 %
APM1		0.00 %
AYR1		0.00 %
KIK1		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	19.32	14.76 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	16.15	20.67 %
Home-The	1.85	61.04 %
Total	18.00	22.17 %

Branch *	MTD Sales L	Brand Share %
TRK1	1.04	13.49 %
ULP1	0.51	10.05 %
CDM1		0.00 %
KLM1		0.00 %
KML1		0.00 %
MKM1		0.00 %
STP1		0.00 %
TDM1		0.00 %
TVM1		0.00 %
TVM2		0.00 %
VCM1		0.00 %
VCM2		0.00 %
WHUT		0.00 %
Total	18.00	22.17 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	13.34	16.33 %
Home-The	1.27	39.55 %
Total	14.60	17.21 %

Branch *	MTD Sales L	Brand Share %
PLI1	0.41	10.76 %
CBE4	0.39	11.09 %
CBE6	0.37	13.91 %
UMP1	0.14	3.09 %
TPR1	0.08	1.34 %
ANR1		0.00 %
AVI1		0.00 %
CBE3		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	14.60	17.21 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	12.66	9.93 %
Home-The	1.73	33.82 %
Total	14.39	10.85 %

Branch *	MTD Sales L	Brand Share %
CH05	1.45	14.36 %
CH47	0.54	5.96 %
CH35	0.15	4.56 %
CH08	0.15	2.42 %
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	14.39	10.85 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	9.32	8.89 %
Home-The	2.23	51.95 %
Total	11.55	10.59 %

Branch *	MTD Sales L	Brand Share %
ERD2	0.53	8.88 %
NKL2	0.30	5.83 %
BMD1	0.22	14.13 %
SGI1	0.21	5.43 %
SLM2	0.21	4.84 %
SGG1	0.15	13.28 %
APN1		0.00 %
ATU1		0.00 %
DPR1		0.00 %
EDP1		0.00 %
EPI1		0.00 %
ERD1		0.00 %
HRR1		0.00 %
HSR2		0.00 %
KAM1		0.00 %
KVP1		0.00 %
MCR1		0.00 %
MTR1		0.00 %
OML1		0.00 %
PDR1		0.00 %
PLC1		0.00 %
VPD1		0.00 %
Total	11.55	10.59 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	5.52	6.15 %
Home-The	1.56	39.79 %
Total	7.07	7.55 %

Branch *	MTD Sales L	Brand Share %
CH03	0.75	6.98 %
CH21	0.40	6.88 %
CH44	0.38	13.24 %
UKI1	0.15	9.63 %
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 %
MC06		0.00 %
PON1		0.00 %
MJR1	-0.95	-27.24 %
Total	7.07	7.55 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	2.95	5.50 %
Home-The	0.28	11.97 %
Total	3.23	5.78 %

Branch *	MTD Sales L	Brand Share %
AKM1	0.41	12.78 %
TRL1	0.39	13.75 %
TRT1	0.28	7.86 %
ANI1	0.25	8.07 %
ABR1		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 %
UGI1		0.00 %
VEL1		0.00 %
VEL2		0.00 %
VNB1		0.00 %
VSI1		0.00 %
WJD1		0.00 %
WJP1		0.00 %
Total	3.23	5.78 %