



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

MTD Sales
153.41 L

Brand Share %
16.71 %

Information:

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

* Branch where in Brand Share % is less than Overall State's Brand Share **16.71 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	134.55	15.40 %
Home-The	18.87	42.36 %
Total	153.41	16.71 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-03	27.86	22.47 %
SOUTH-01	27.56	19.09 %
TRICHY-01	26.50	18.69 %
WEST-01	18.99	21.53 %
CHENNAI-02	15.25	17.08 %
WEST-02	14.26	14.19 %
SOUTH ARCOT	12.71	16.31 %
CHENNAI-01	7.13	7.17 %
NORTH ARCOT	3.15	5.99 %
Total	153.41	16.71 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	25.27	21.55 %
Home-The	2.59	38.32 %
Total	27.86	22.47 %

Branch *	MTD Sales L	Brand Share %
DGL1	1.09	11.87 %
MPA1	0.75	11.59 %
KKD3	0.51	8.32 %
TEN2	0.50	13.76 %
MLR1	0.34	13.89 %
ADP1	0.33	15.40 %
BTU1		0.00 %
CBM1		0.00 %
CMR1		0.00 %
DGL2		0.00 %
DKI1		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 %
TPT1		0.00 %
USL1		0.00 %
WHMD		0.00 %
Total	27.86	22.47 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	22.12	16.35 %
Home-The	5.43	59.82 %
Total	27.56	19.09 %

Branch *	MTD Sales L	Brand Share %
TUT1	1.71	14.49 %
TUT2	0.47	12.92 %
ERL2	0.36	9.34 %
SKD1	0.36	16.12 %
VL1	0.31	11.37 %
RND1	0.31	7.06 %
VNR2	0.22	4.10 %
STU2	0.15	5.12 %
APK1		0.00 %
APK2		0.00 %
ARM1		0.00 %
KGL1		0.00 %
KSM1		0.00 %
MAR1		0.00 %
S2SD		0.00 %
SDI1		0.00 %
SGT1		0.00 %
SNL1		0.00 %
TKY1		0.00 %
VKM1		0.00 %
PDI1	-0.47	-23.05 %
Total	27.56	19.09 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	24.41	17.80 %
Home-The	2.09	45.25 %
Total	26.50	18.69 %

Branch *	MTD Sales L	Brand Share %
TNJ1	1.26	14.81 %
TVR1	0.63	13.46 %
TRY3	0.52	12.98 %
KUM1	0.33	3.95 %
KIK1	0.09	2.51 %
NGT1	0.09	2.08 %
APM1		0.00 %
AYR1		0.00 %
JKM1		0.00 %
KRN1		0.00 %
MSI1		0.00 %
MVM1		0.00 %
NCK1		0.00 %
NMM1		0.00 %
ORU1		0.00 %
PDK1		0.00 %
TTP1		0.00 %
TZSD		0.00 %
WTRZ		0.00 %
Total	26.50	18.69 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	16.00	19.29 %
Home-The	3.00	56.60 %
Total	18.99	21.53 %

Branch *	MTD Sales L	Brand Share %
KMD1	0.31	7.58 %
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	18.99	21.53 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	13.47	15.78 %
Home-The	1.78	45.18 %
Total	15.25	17.08 %

Branch *	MTD Sales L	Brand Share %
CH03	1.12	11.89 %
CH15	0.85	14.39 %
CH50	0.50	11.82 %
UKI1	0.47	11.64 %
CH51	0.08	2.60 %
CH17		0.00 %
CH27		0.00 %
CH31		0.00 %
CH32		0.00 %
CH33		0.00 %
CH34		0.00 %
CH43		0.00 %
CH46		0.00 %
MJR1		0.00 %
PON1		0.00 %
Total	15.25	17.08 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	12.84	13.33 %
Home-The	1.42	34.09 %
Total	14.26	14.19 %

Branch *	MTD Sales L	Brand Share %
SLM2	0.48	7.88 %
KRI1	0.41	8.75 %
ATU1	0.32	4.99 %
SGI1	0.23	13.00 %
APN1	0.15	8.89 %
WHKP	0.14	3.98 %
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	14.26	14.19 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	11.31	15.07 %
Home-The	1.40	48.51 %
Total	12.71	16.31 %

Branch *	MTD Sales L	Brand Share %
TDM1	0.41	10.54 %
VCM1	0.22	11.97 %
ULP1	0.15	3.76 %
KLM1		0.00 %
KML1		0.00 %
MKM1		0.00 %
PRT1		0.00 %
STP1		0.00 %
TVM1		0.00 %
TVM2		0.00 %
VPM1		0.00 %
WHUT		0.00 %
Total	12.71	16.31 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	6.41	6.79 %
Home-The	0.72	14.15 %
Total	7.13	7.17 %

Branch *	MTD Sales L	Brand Share %
CH14	0.71	13.43 %
CH49	0.50	9.06 %
CH25	0.38	6.39 %
CH05	0.33	6.76 %
CGL1	0.14	2.51 %
AVD1		0.00 %
CH07		0.00 %
CH08		0.00 %
CH16		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 %
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	7.13	7.17 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	2.71	5.44 %
Home-The	0.44	16.10 %
Total	3.15	5.99 %

Branch *	MTD Sales L	Brand Share %
KPM2	0.68	12.08 %
VSI1	0.53	13.53 %
SBR1	0.23	5.96 %
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 %
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 %
WJD1		0.00 %
WJP1		0.00 %
Total	3.15	5.99 %