



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

MTD Sales
159.24 L

Brand Share %
14.73 %

Information:

MTD : 01-05-2026 To 04-05-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **14.73 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	142.08	13.64 %
Home-The	17.16	43.46 %
Total	159.24	14.73 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	38.03	21.44 %
SOUTH-03	23.54	16.88 %
TRICHY-01	21.23	14.76 %
SOUTH ARCOT	18.37	20.72 %
CHENNAI-01	15.76	10.79 %
WEST-01	15.37	16.70 %
WEST-02	15.34	12.33 %
CHENNAI-02	7.67	7.30 %
NORTH ARCOT	3.94	6.13 %
Total	159.24	14.73 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	35.69	20.72 %
Home-The	2.34	45.01 %
Total	38.03	21.44 %

Branch *	MTD Sales L	Brand Share %
TUT2	0.61	13.76 %
UDN1	0.40	13.94 %
SNL1	0.40	10.24 %
PKD1	0.25	9.82 %
SVK1	0.25	5.05 %
TCN1	0.25	8.09 %
ERL2	0.14	4.98 %
STU2	0.13	4.37 %
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	38.03	21.44 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	20.57	15.46 %
Home-The	2.97	46.36 %
Total	23.54	16.88 %

Branch *	MTD Sales L	Brand Share %
MDU2	1.14	14.34 %
CBM1	0.23	13.07 %
MDU4	0.15	7.03 %
MDU7	0.15	5.40 %
ATG1		0.00 %
DGL2		0.00 %
DKI1		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	23.54	16.88 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	19.66	14.00 %
Home-The	1.57	46.47 %
Total	21.23	14.76 %

Branch *	MTD Sales L	Brand Share %
TVR2	0.93	10.99 %
TRY3	0.50	8.38 %
KRN1	0.41	13.96 %
KUM1	0.40	5.41 %
TYR1	0.38	9.20 %
TTP1	0.23	7.84 %
MVM1	0.15	2.66 %
JKM1	0.14	4.20 %
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	21.23	14.76 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	16.52	19.31 %
Home-The	1.85	59.14 %
Total	18.37	20.72 %

Branch *	MTD Sales L	Brand Share %
TRK1	1.04	13.26 %
PRT1	0.81	14.58 %
ULP1	0.51	9.93 %
CDM1	0.38	12.25 %
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	18.37	20.72 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	13.80	9.82 %
Home-The	1.96	35.45 %
Total	15.76	10.79 %

Branch *	MTD Sales L	Brand Share %
CH47	0.54	5.37 %
CH35	0.15	4.20 %
CH08	0.15	2.32 %
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 %
WCHN		0.00 %
Total	15.76	10.79 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	13.74	15.54 %
Home-The	1.63	45.65 %
Total	15.37	16.70 %

Branch *	MTD Sales L	Brand Share %
PLI1	0.41	10.11 %
CBE4	0.39	10.64 %
CBE6	0.37	11.43 %
SUL1	0.21	9.06 %
CNR1	0.15	6.58 %
UMP1	0.14	2.87 %
TPR1	0.08	1.23 %
ANR1		0.00 %
AVI1		0.00 %
CBE3		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 %
SYM2		0.00 %
TPR3		0.00 %
TPR4		0.00 %
Total	15.37	16.70 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	12.73	10.64 %
Home-The	2.61	54.11 %
Total	15.34	12.33 %

Branch *	MTD Sales L	Brand Share %
HSR2	0.63	7.28 %
NKL2	0.30	5.41 %
CMI1	0.22	10.98 %
BMD1	0.22	11.94 %
SGI1	0.21	5.11 %
SLM2	0.21	4.68 %
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 %
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	15.34	12.33 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	5.91	5.89 %
Home-The	1.76	37.02 %
Total	7.67	7.30 %

Branch *	MTD Sales L	Brand Share %
CH15	1.42	14.33 %
CH03	0.75	5.53 %
CH21	0.40	6.29 %
CH44	0.38	12.52 %
GPD1	0.21	13.12 %
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 %
MC06		0.00 %
PON1		0.00 %
MJR1	-0.95	-24.54 %
Total	7.67	7.30 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	3.46	5.62 %
Home-The	0.48	17.68 %
Total	3.94	6.13 %

Branch *	MTD Sales L	Brand Share %
AKM1	0.41	12.27 %
TRL1	0.39	12.66 %
TRT1	0.28	7.86 %
ANI1	0.25	7.36 %
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	3.94	6.13 %