



TN : SONY Sales Performance 05/10/2025 9:06 AM

MTD Sales
193.01 L

Brand Share %
19.08 %

Information:
MTD : 01-10-2025 To 04-10-2025
* Branch where in Brand Share % is less than Overall State's Brand Share **19.08 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	167.05	17.58 %
Home-The	25.96	42.66 %
Total	193.01	19.08 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-03	27.01	19.84 %
SOUTH-01	26.69	20.68 %
WEST-02	24.43	19.22 %
CHENNAI-02	24.17	24.02 %
WEST-01	23.37	23.33 %
TRICHY-01	23.03	16.51 %
CHENNAI-01	17.05	12.72 %
SOUTH ARCOT	16.70	24.58 %
NORTH ARCOT	10.33	14.52 %
KL-SOUTH	0.23	4.04 %
Total	193.01	19.08 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	23.33	18.16 %
Home-The	3.68	47.83 %
Total	27.01	19.84 %

Branch *	MTD Sales L	Brand Share %
KRR1	0.59	10.82 %
MDU5	0.51	18.40 %
MLR1	0.51	12.21 %
MDU3	0.50	10.79 %
DGL2	0.33	16.57 %
TEN1	0.33	11.62 %
PVI1	0.23	8.51 %
KKD3	0.18	2.52 %
PNI1	0.12	11.92 %
BNR1	0.11	6.07 %
PNV1	0.11	5.92 %
DKI1	0.11	5.21 %
ADP1		0.00 %
ATG1		0.00 %
BTU1		0.00 %
CBM1		0.00 %
CMR1		0.00 %
KKD2		0.00 %
KPT1		0.00 %
KYK1		0.00 %
MDU4		0.00 %
MPA1		0.00 %
NTM1		0.00 %
PKM1		0.00 %
SGP1		0.00 %
SZSD		0.00 %
TDI1		0.00 %
TPT1		0.00 %
USL1		0.00 %
Total	27.01	19.84 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	20.84	17.34 %
Home-The	5.86	65.74 %
Total	26.69	20.68 %

Branch *	MTD Sales L	Brand Share %
RPM1	0.97	14.84 %
MAR1	0.51	11.75 %
SNL1	0.25	10.51 %
TYI1	0.25	9.45 %
SDI1	0.12	6.04 %
SKD1	0.12	10.53 %
UDN1	0.12	7.28 %
VNR1	0.11	4.89 %
APK1		0.00 %
ARM1		0.00 %
COL1		0.00 %
ERL2		0.00 %
KGL1		0.00 %
KSM1		0.00 %
KYR1		0.00 %
MMT1		0.00 %
PKD1		0.00 %
RND1		0.00 %
S2SD		0.00 %
SGT1		0.00 %
TKY1		0.00 %
TVL2		0.00 %
VKM1		0.00 %
VLY1		0.00 %
Total	26.69	20.68 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	20.94	17.55 %
Home-The	3.49	44.86 %
Total	24.43	19.22 %

Branch *	MTD Sales L	Brand Share %
HSR1	1.18	17.59 %
TRM1	0.67	15.97 %
TCG1	0.51	17.58 %
VPD1	0.51	12.34 %
OML1	0.40	11.67 %
PDR1	0.39	12.82 %
DPR2	0.20	9.91 %
SLM2	0.19	5.14 %
NKL2	0.12	2.22 %
RSP1	0.12	3.30 %
KVP1	0.11	4.26 %
ATU1		0.00 %
BMD1		0.00 %
DPR1		0.00 %
EDP1		0.00 %
EPI1		0.00 %
HRR1		0.00 %
MCR1		0.00 %
MTR1		0.00 %
PLC1		0.00 %
PMP1		0.00 %
SGG1		0.00 %
SGI1		0.00 %
VKL1		0.00 %
WZWH		0.00 %
Total	24.43	19.22 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	22.59	23.71 %
Home-The	1.58	29.59 %
Total	24.17	24.02 %

Branch *	MTD Sales L	Brand Share %
CH15	0.72	7.57 %
CH24	0.68	15.75 %
CH44	0.68	18.24 %
GPD1	0.20	14.08 %
CH17	0.12	5.74 %
CH01		0.00 %
CH06		0.00 %
CH23		0.00 %
CH27		0.00 %
CH31		0.00 %
CH32		0.00 %
CH33		0.00 %
CH36		0.00 %
CH43		0.00 %
CH46		0.00 %
MC06		0.00 %
PON1		0.00 %
UKI1		0.00 %
Total	24.17	24.02 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	19.37	20.97 %
Home-The	4.00	51.19 %
Total	23.37	23.33 %

Branch *	MTD Sales L	Brand Share %
GDR1	0.34	17.11 %
GBM1	0.24	6.47 %
KMD1	0.12	3.30 %
AVI1	0.12	3.50 %
KGM1	0.12	5.65 %
CBE1		0.00 %
CBE3		0.00 %
CBE6		0.00 %
CNR1		0.00 %
DPM2		0.00 %
KGI1		0.00 %
PDM1		0.00 %
PPI1		0.00 %
SNR1		0.00 %
SUL1		0.00 %
SYM2		0.00 %
TPR1		0.00 %
TPR3		0.00 %
TPR4		0.00 %
WZSD		0.00 %
Total	23.37	23.33 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	20.65	15.49 %
Home-The	2.38	38.92 %
Total	23.03	16.51 %

Branch *	MTD Sales L	Brand Share %
KUM1	0.95	10.11 %
TVR2	0.83	14.43 %
PDK1	0.56	16.94 %
JKM1	0.51	12.51 %
TRY2	0.34	16.05 %
MVM1	0.25	2.87 %
TTP1	0.25	6.40 %
MSI1	0.12	6.30 %
NCK1	0.12	10.69 %
APM1		0.00 %
KIK1		0.00 %
KRN1		0.00 %
NGT1		0.00 %
NMM1		0.00 %
ORU1		0.00 %
PBR1		0.00 %
TVR1		0.00 %
Total	23.03	16.51 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	15.80	12.45 %
Home-The	1.25	17.47 %
Total	17.05	12.72 %

Branch *	MTD Sales L	Brand Share %
CH16	1.11	10.92 %
CH08	0.75	8.88 %
CH38	0.51	18.43 %
CH42	0.34	7.55 %
CH11	0.18	4.95 %
AVD1	0.12	3.08 %
CGL1		0.00 %
CH22		0.00 %
CH26		0.00 %
CH28		0.00 %
CH29		0.00 %
CH35		0.00 %
CH37		0.00 %
CH45		0.00 %
CZWH		0.00 %
GUD1		0.00 %
KNR1		0.00 %
MRM1		0.00 %
SKL1		0.00 %
TKM1		0.00 %
WHC3		0.00 %
Total	17.05	12.72 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	14.45	22.84 %
Home-The	2.24	48.32 %
Total	16.70	24.58 %

Branch *	MTD Sales L	Brand Share %
TDM1	0.65	12.23 %
MKM1	0.12	5.70 %
TRK1	0.12	2.33 %
CDM1		0.00 %
KLM1		0.00 %
KML1		0.00 %
PRT1		0.00 %
STP1		0.00 %
ULP1		0.00 %
Total	16.70	24.58 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	8.84	13.40 %
Home-The	1.49	28.91 %
Total	10.33	14.52 %

Branch *	MTD Sales L	Brand Share %
GDM1	0.51	13.57 %
VSI1	0.35	9.71 %
ABR1	0.34	12.75 %
VEL2	0.12	3.86 %
ANI1		0.00 %
BGR1		0.00 %
CPT1		0.00 %
CYR1		0.00 %
KPM1		0.00 %
PTU1		0.00 %
SLG1		0.00 %
UGI1		0.00 %
VEL1		0.00 %
VNB1		0.00 %
WJD1		0.00 %
WJP1		0.00 %
Total	10.33	14.52 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	0.23	4.25 %
Total	0.23	4.04 %

Branch *	MTD Sales L	Brand Share %
TVP1	0.23	8.62 %
KLR1		0.00 %
PAS1		0.00 %
Total	0.23	4.04 %