



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

MTD Sales
185.30 L

Brand Share %
16.28 %

Information:

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

* Branch where in Brand Share % is less than Overall State's Brand Share **16.28 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	162.74	15.02 %
Home-The	22.56	41.31 %
Total	185.30	16.28 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	33.35	18.41 %
TRICHY-01	30.94	18.34 %
SOUTH-03	30.11	20.76 %
CHENNAI-02	22.54	18.49 %
WEST-01	22.10	20.27 %
WEST-02	17.29	14.19 %
SOUTH ARCOT	13.29	14.68 %
CHENNAI-01	10.69	8.40 %
NORTH ARCOT	4.99	6.89 %
Total	185.30	16.28 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	27.07	15.89 %
Home-The	6.28	58.22 %
Total	33.35	18.41 %

Branch *	MTD Sales L	Brand Share %
TUT1	2.24	14.00 %
VNR2	0.98	13.84 %
ERL2	0.58	13.84 %
VNR1	0.48	15.52 %
UDN1	0.42	15.76 %
SKD1	0.36	10.51 %
KYR1	0.35	15.50 %
VLY1	0.31	11.37 %
RND1	0.31	6.00 %
SDI1	0.25	7.86 %
STU2	0.15	4.72 %
APK1		0.00 %
APK2		0.00 %
ARM1		0.00 %
KGL1		0.00 %
KSM1		0.00 %
MAR1		0.00 %
S2SD		0.00 %
SGT1		0.00 %
TKY1		0.00 %
VKM1		0.00 %
PDI1	-0.47	-16.69 %
Total	33.35	18.41 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	28.70	17.60 %
Home-The	2.24	39.48 %
Total	30.94	18.34 %

Branch *	MTD Sales L	Brand Share %
TNJ1	1.26	12.83 %
TVR1	0.63	11.15 %
NGT1	0.60	9.75 %
TRY3	0.52	11.42 %
KUM1	0.33	3.37 %
KIK1	0.09	2.34 %
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	30.94	18.34 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	27.09	19.70 %
Home-The	3.02	40.06 %
Total	30.11	20.76 %

Branch *	MTD Sales L	Brand Share %
DGL1	1.09	9.90 %
MPA1	0.75	10.63 %
KKD3	0.51	7.27 %
TEN2	0.50	12.37 %
MLR1	0.34	13.89 %
ADP1	0.33	14.78 %
CBM1	0.14	2.70 %
BTU1		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	30.11	20.76 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	20.46	17.50 %
Home-The	2.07	42.09 %
Total	22.54	18.49 %

Branch *	MTD Sales L	Brand Share %
CH03	1.36	10.39 %
CH15	0.85	10.78 %
CH50	0.50	8.75 %
CH44	0.48	13.75 %
UKI1	0.47	9.89 %
GPD1	0.31	12.91 %
CH51	0.08	2.49 %
CH17		0.00 %
CH27		0.00 %
CH31		0.00 %
CH32		0.00 %
CH33		0.00 %
CH34		0.00 %
CH43		0.00 %
CH46		0.00 %
PON1		0.00 %
Total	22.54	18.49 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	18.67	18.28 %
Home-The	3.43	49.57 %
Total	22.10	20.27 %

Branch *	MTD Sales L	Brand Share %
KMD1	0.46	9.37 %
TPR3	0.14	9.60 %
GBM1	0.14	13.47 %
ANR1		0.00 %
AVI1		0.00 %
CBE3		0.00 %
CBE6		0.00 %
DPM2		0.00 %
GDR1		0.00 %
KGI1		0.00 %
KGM1		0.00 %
PPI1		0.00 %
SNR1		0.00 %
SYM2		0.00 %
TPR1		0.00 %
TPR4		0.00 %
WZSD		0.00 %
Total	22.10	20.27 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	15.72	13.42 %
Home-The	1.57	33.46 %
Total	17.29	14.19 %

Branch *	MTD Sales L	Brand Share %
HSR1	0.85	15.06 %
SLM2	0.48	7.18 %
ATU1	0.32	4.41 %
SGI1	0.23	13.00 %
APN1	0.15	6.34 %
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	17.29	14.19 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	11.31	13.07 %
Home-The	1.98	49.33 %
Total	13.29	14.68 %

Branch *	MTD Sales L	Brand Share %
POY2	1.14	16.13 %
TRK1	1.01	16.00 %
TDM1	0.41	8.94 %
VCM1	0.22	9.89 %
KLM1	0.15	3.36 %
ULP1	0.15	3.31 %
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	13.29	14.68 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	9.45	7.84 %
Home-The	1.25	18.43 %
Total	10.69	8.40 %

Branch *	MTD Sales L	Brand Share %
CH05	1.11	14.97 %
CH16	0.78	9.79 %
CH14	0.71	10.93 %
CH49	0.50	7.31 %
CH25	0.38	5.32 %
KNR1	0.21	10.83 %
CGL1	0.14	2.30 %
AVD1		0.00 %
CH07		0.00 %
CH08		0.00 %
CH26		0.00 %
CH28		0.00 %
CH35		0.00 %
CH37		0.00 %
CH39		0.00 %
CH42		0.00 %
CH45		0.00 %
CH47		0.00 %
CZWH		0.00 %
GUD1		0.00 %
GUD2		0.00 %
MC10		0.00 %
MRM1		0.00 %
SKL1		0.00 %
TKM1		0.00 %
WCHN		0.00 %
WHC3		0.00 %
Total	10.69	8.40 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	4.27	6.17 %
Home-The	0.72	21.79 %
Total	4.99	6.89 %

Branch *	MTD Sales L	Brand Share %
KPM2	1.34	14.43 %
VSI1	0.53	12.98 %
SBR1	0.23	5.20 %
ABR1		0.00 %
AKM1		0.00 %
ANI1		0.00 %
ARC2		0.00 %
BGR1		0.00 %
CGM1		0.00 %
CPT1		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	4.99	6.89 %