



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

MTD Sales
182.80 L

Brand Share %
15.05 %

Information:

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

* Branch where in Brand Share % is less than Overall State's Brand Share **15.05 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	163.31	13.96 %
Home-The	19.48	43.23 %
Total	182.80	15.05 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	41.92	21.13 %
TRICHY-01	25.84	15.85 %
SOUTH-03	25.51	16.40 %
SOUTH ARCOT	21.77	20.94 %
CHENNAI-01	19.17	11.76 %
WEST-01	18.36	17.92 %
WEST-02	14.85	11.18 %
CHENNAI-02	10.00	8.14 %
NORTH ARCOT	5.38	7.41 %
Total	182.80	15.05 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	39.08	20.35 %
Home-The	2.84	45.20 %
Total	41.92	21.13 %

Branch *	MTD Sales L	Brand Share %
TUT2	0.61	11.22 %
UDN1	0.40	12.87 %
SNL1	0.40	9.75 %
TCN1	0.33	8.49 %
KGL1	0.25	13.42 %
PKD1	0.25	9.00 %
SVK1	0.25	4.62 %
ERL2	0.14	4.41 %
SDI1	0.08	2.57 %
STU2	0.06	1.78 %
APK1		0.00 %
ARM1		0.00 %
KYR1		0.00 %
MAR1		0.00 %
TKY1		0.00 %
TYI1		0.00 %
VKM1		0.00 %
VLY1		0.00 %
VNR1		0.00 %
WHTV		0.00 %
Total	41.92	21.13 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	24.04	15.10 %
Home-The	1.80	47.35 %
Total	25.84	15.85 %

Branch *	MTD Sales L	Brand Share %
KIK1	0.53	13.87 %
TRY3	0.50	8.38 %
KUM1	0.40	5.13 %
TYR1	0.38	8.61 %
TTP1	0.23	7.58 %
MVM1	0.15	2.66 %
JKM1	0.14	3.12 %
APM1		0.00 %
AYR1		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	25.84	15.85 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	22.13	14.89 %
Home-The	3.39	48.54 %
Total	25.51	16.40 %

Branch *	MTD Sales L	Brand Share %
MDU2	1.14	13.29 %
CBM1	0.23	8.96 %
KPT1	0.21	13.29 %
MDU4	0.15	7.03 %
MDU7	0.15	4.78 %
PNV2	0.14	11.87 %
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 %
PVI1		0.00 %
SGP1		0.00 %
TDI1		0.00 %
TMM1		0.00 %
TPT1		0.00 %
USL1		0.00 %
Total	25.51	16.40 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	19.77	19.71 %
Home-The	2.00	54.47 %
Total	21.77	20.94 %

Branch *	MTD Sales L	Brand Share %
TRK1	1.04	12.37 %
PRT1	0.81	11.42 %
ULP1	0.51	9.06 %
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	21.77	20.94 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	17.07	10.88 %
Home-The	2.10	34.11 %
Total	19.17	11.76 %

Branch *	MTD Sales L	Brand Share %
CH48	0.81	14.85 %
CH47	0.54	5.07 %
CH35	0.15	4.03 %
CH08	0.15	2.09 %
CH42	0.14	2.35 %
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 %
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	19.17	11.76 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	16.59	16.84 %
Home-The	1.77	44.23 %
Total	18.36	17.92 %

Branch *	MTD Sales L	Brand Share %
PLI1	0.41	9.61 %
CBE4	0.39	9.21 %
CBE6	0.37	11.43 %
SUL1	0.21	7.47 %
CNR1	0.15	6.30 %
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 %
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	18.36	17.92 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	12.01	9.46 %
Home-The	2.84	48.83 %
Total	14.85	11.18 %

Branch *	MTD Sales L	Brand Share %
ERD2	1.06	13.81 %
HSR2	0.63	7.16 %
NKL2	0.30	4.88 %
SGI1	0.30	6.44 %
VKL1	0.25	14.28 %
CMI1	0.22	10.98 %
BMD1	0.22	10.48 %
SLM2	0.21	4.41 %
SGG1	0.15	12.81 %
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	14.85	11.18 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	7.87	6.70 %
Home-The	2.13	39.43 %
Total	10.00	8.14 %

Branch *	MTD Sales L	Brand Share %
CH15	1.79	13.47 %
CH03	1.26	7.38 %
CH21	0.81	9.45 %
CH18	0.81	14.10 %
CH44	0.38	12.78 %
UKI1	0.15	7.00 %
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	-23.73 %
Total	10.00	8.14 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	4.76	6.84 %
Home-The	0.62	20.90 %
Total	5.38	7.41 %

Branch *	MTD Sales L	Brand Share %
AKM1	0.41	10.93 %
TRT1	0.28	7.86 %
ANI1	0.25	7.36 %
SLG1	0.24	14.51 %
PLR1	0.14	11.77 %
ABR1		0.00 %
ARC2		0.00 %
BGR1		0.00 %
CGM1		0.00 %
CPT1		0.00 %
CYR1		0.00 %
KPM1		0.00 %
KPM2		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	5.38	7.41 %