



TN : SONY Sales Performance 06/10/2025 9:07 AM

MTD Sales
220.63 L

Brand Share %
19.40 %

Information:
MTD : 01-10-2025 To 05-10-2025
* Branch where in Brand Share % is less than Overall State's Brand Share **19.40 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	190.16	17.82 %
Home-The	30.47	43.34 %
Total	220.63	19.40 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-03	33.20	20.67 %
SOUTH-01	30.44	21.39 %
WEST-02	28.33	19.36 %
WEST-01	27.98	24.33 %
TRICHY-01	26.89	17.42 %
CHENNAI-02	26.48	23.53 %
CHENNAI-01	18.64	12.41 %
SOUTH ARCOT	17.27	24.30 %
NORTH ARCOT	11.18	14.16 %
KL-SOUTH	0.23	3.65 %
Total	220.63	19.40 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	28.18	18.68 %
Home-The	5.01	51.79 %
Total	33.20	20.67 %

Branch *	MTD Sales L	Brand Share %
MDU1	2.84	19.20 %
KKD3	1.22	12.55 %
MDU3	0.96	17.33 %
KRR1	0.93	14.64 %
DGL2	0.56	18.92 %
MLR1	0.51	11.26 %
TEN1	0.33	7.07 %
ATG1	0.33	9.03 %
PVI1	0.23	8.51 %
CBM1	0.19	4.84 %
PNI1	0.12	9.64 %
CMR1	0.12	5.69 %
BNR1	0.11	5.49 %
PNV1	0.11	5.38 %
DKI1	0.11	5.21 %
ADP1		0.00 %
BTU1		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	33.20	20.67 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	23.26	17.67 %
Home-The	7.18	67.66 %
Total	30.44	21.39 %

Branch *	MTD Sales L	Brand Share %
RPM1	0.97	14.04 %
MAR1	0.51	11.06 %
TCN1	0.34	15.56 %
SNL1	0.25	8.92 %
TYI1	0.25	9.01 %
SDI1	0.12	6.04 %
SKD1	0.12	9.40 %
UDN1	0.12	7.28 %
VNR1	0.11	4.30 %
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	30.44	21.39 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	23.99	17.56 %
Home-The	4.34	44.71 %
Total	28.33	19.36 %

Branch *	MTD Sales L	Brand Share %
TRM1	0.67	15.06 %
NKL2	0.63	9.45 %
KMM1	0.51	16.93 %
TCG1	0.51	16.98 %
VPD1	0.51	12.21 %
OML1	0.40	10.47 %
PDR1	0.39	12.65 %
PMP1	0.37	19.36 %
DPR2	0.20	9.91 %
SLM2	0.19	4.87 %
RSP1	0.12	3.30 %
KVP1	0.11	3.82 %
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 %
SGG1		0.00 %
SGI1		0.00 %
VKL1		0.00 %
WZWH		0.00 %
Total	28.33	19.36 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	23.75	22.36 %
Home-The	4.24	48.15 %
Total	27.98	24.33 %

Branch *	MTD Sales L	Brand Share %
MPM1	0.79	18.54 %
GDR1	0.34	17.11 %
GBM1	0.24	6.47 %
KMD1	0.12	3.30 %
TPR3	0.12	3.21 %
SUL1	0.12	3.07 %
AVI1	0.12	3.46 %
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 %
SYM2		0.00 %
TPR1		0.00 %
TPR4		0.00 %
WZSD		0.00 %
Total	27.98	24.33 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	24.42	16.51 %
Home-The	2.47	38.45 %
Total	26.89	17.42 %

Branch *	MTD Sales L	Brand Share %
TNJ2	2.43	19.19 %
KUM1	1.27	12.52 %
TVR2	1.16	18.89 %
PDK1	0.56	14.40 %
JKM1	0.51	10.75 %
TRY2	0.34	14.71 %
MVM1	0.25	2.53 %
TTP1	0.25	5.25 %
MSI1	0.12	5.95 %
NCK1	0.12	9.58 %
KIK1	0.08	3.02 %
APM1		0.00 %
KRN1		0.00 %
NGT1		0.00 %
NMM1		0.00 %
ORU1		0.00 %
PBR1		0.00 %
TVR1		0.00 %
Total	26.89	17.42 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	24.53	23.04 %
Home-The	1.95	32.11 %
Total	26.48	23.53 %

Branch *	MTD Sales L	Brand Share %
CH34	1.41	18.27 %
CH15	0.72	6.99 %
CH24	0.68	14.45 %
CH44	0.68	16.26 %
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	26.48	23.53 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	17.31	12.18 %
Home-The	1.33	16.50 %
Total	18.64	12.41 %

Branch *	MTD Sales L	Brand Share %
CH05	1.90	17.01 %
CH48	1.62	19.32 %
CH16	1.11	9.24 %
GUD2	0.86	19.32 %
CH08	0.75	7.82 %
CH38	0.51	16.41 %
CH42	0.34	6.31 %
CH11	0.18	4.95 %
AVD1	0.12	2.78 %
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	18.64	12.41 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	14.79	22.45 %
Home-The	2.48	47.66 %
Total	17.27	24.30 %

Branch *	MTD Sales L	Brand Share %
TDM1	0.65	12.23 %
MKM1	0.12	5.70 %
TRK1	0.12	2.29 %
CDM1		0.00 %
KLM1		0.00 %
KML1		0.00 %
PRT1		0.00 %
STP1		0.00 %
ULP1		0.00 %
Total	17.27	24.30 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	9.69	13.17 %
Home-The	1.49	27.71 %
Total	11.18	14.16 %

Branch *	MTD Sales L	Brand Share %
SBR1	1.18	19.33 %
GDM1	0.51	13.57 %
VSI1	0.35	9.38 %
ABR1	0.34	11.77 %
CGM1	0.34	17.29 %
AKM1	0.34	18.56 %
VEL2	0.12	3.02 %
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	11.18	14.16 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	0.23	3.92 %
Total	0.23	3.65 %

Branch *	MTD Sales L	Brand Share %
TVP1	0.23	8.32 %
KLR1		0.00 %
PAS1		0.00 %
Total	0.23	3.65 %