



TN : SONY Sales Performance 07/04/2026 9:06 AM

MTD Sales
203.21 L

Brand Share %
15.88 %

Information:

MTD : 01-04-2026 To 06-04-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **15.88 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	177.79	14.60 %
Home-The	25.43	41.36 %
Total	203.21	15.88 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	37.75	18.41 %
TRICHY-01	33.52	17.50 %
SOUTH-03	33.34	20.49 %
WEST-01	23.29	19.60 %
CHENNAI-02	23.08	17.22 %
WEST-02	20.50	14.80 %
SOUTH ARCOT	14.05	13.76 %
CHENNAI-01	12.70	8.69 %
NORTH ARCOT	4.99	6.18 %
Total	203.21	15.88 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	30.79	15.95 %
Home-The	6.95	57.87 %
Total	37.75	18.41 %

Branch *	MTD Sales L	Brand Share %
VNR2	0.98	12.18 %
TCN1	0.84	15.51 %
VNR1	0.48	15.52 %
UDN1	0.42	11.60 %
SKD1	0.36	10.23 %
KYR1	0.35	14.65 %
VLY1	0.31	7.69 %
RND1	0.31	4.79 %
SDI1	0.25	7.86 %
STU2	0.15	4.58 %
COL1	0.14	12.40 %
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	37.75	18.41 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	30.77	16.67 %
Home-The	2.75	39.71 %
Total	33.52	17.50 %

Branch *	MTD Sales L	Brand Share %
TNJ1	1.63	15.77 %
TVR1	0.63	10.88 %
NGT1	0.60	8.81 %
PBR1	0.58	14.83 %
TRY3	0.52	10.05 %
KUM1	0.33	2.72 %
KIK1	0.23	4.63 %
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	33.52	17.50 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	29.76	19.36 %
Home-The	3.58	39.67 %
Total	33.34	20.49 %

Branch *	MTD Sales L	Brand Share %
DGL1	1.09	9.04 %
MPA1	0.75	10.12 %
KKD3	0.51	6.72 %
TEN2	0.50	11.33 %
MDU3	0.40	10.57 %
MLR1	0.34	13.89 %
ADP1	0.33	11.86 %
CMR1	0.14	2.98 %
CBM1	0.14	2.43 %
PNV2	0.14	7.35 %
BTU1		0.00 %
DGL2		0.00 %
DKI1		0.00 %
KPT1		0.00 %
KYK1		0.00 %
MDU4		0.00 %
MDU5		0.00 %
MNM1		0.00 %
NKI1		0.00 %
NTM1		0.00 %
PKM1		0.00 %
PVI1		0.00 %
SGP1		0.00 %
SZSD		0.00 %
TPT1		0.00 %
USL1		0.00 %
WHMD		0.00 %
Total	33.34	20.49 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	19.57	17.58 %
Home-The	3.72	49.72 %
Total	23.29	19.60 %

Branch *	MTD Sales L	Brand Share %
KMD1	0.46	9.37 %
PDM1	0.38	13.22 %
CBE5	0.32	14.15 %
SUL1	0.31	14.25 %
TPR3	0.14	9.60 %
GBM1	0.14	8.23 %
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 %
WHCB		0.00 %
WZSD		0.00 %
Total	23.29	19.60 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	20.86	16.21 %
Home-The	2.22	41.12 %
Total	23.08	17.22 %

Branch *	MTD Sales L	Brand Share %
CH03	1.36	9.61 %
CH15	0.85	9.35 %
CH24	0.78	14.39 %
CH50	0.50	8.75 %
CH44	0.48	11.49 %
UKI1	0.47	9.30 %
GPD1	0.31	10.58 %
CH51	0.08	2.32 %
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	23.08	17.22 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	18.46	13.89 %
Home-The	2.04	36.26 %
Total	20.50	14.80 %

Branch *	MTD Sales L	Brand Share %
HSR1	0.85	13.38 %
SLM2	0.48	6.06 %
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 %
PMP1		0.00 %
RSP1		0.00 %
SGG1		0.00 %
TCG1		0.00 %
TRM1		0.00 %
VKL1		0.00 %
VPD1		0.00 %
WHPD		0.00 %
WZWH		0.00 %
Total	20.50	14.80 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	12.07	12.31 %
Home-The	1.98	49.33 %
Total	14.05	13.76 %

Branch *	MTD Sales L	Brand Share %
POY2	1.14	14.08 %
TRK1	1.01	13.49 %
KLM1	0.54	10.45 %
TDM1	0.41	7.30 %
VCM1	0.22	7.50 %
ULP1	0.15	3.04 %
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	14.05	13.76 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	11.25	8.11 %
Home-The	1.45	19.47 %
Total	12.70	8.69 %

Branch *	MTD Sales L	Brand Share %
CH47	1.62	15.16 %
CH05	1.11	13.85 %
CH16	0.78	8.97 %
CH14	0.71	9.53 %
CH49	0.50	6.92 %
CH25	0.38	5.03 %
KNR1	0.21	9.40 %
CGL1	0.14	2.20 %
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 %
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	12.70	8.69 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	4.27	5.53 %
Home-The	0.72	20.49 %
Total	4.99	6.18 %

Branch *	MTD Sales L	Brand Share %
KPM2	1.34	13.30 %
GDM1	0.55	11.71 %
VSI1	0.53	12.29 %
SBR1	0.23	5.00 %
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	6.18 %