



TN : SONY Sales Performance 09/05/2026 9:06 AM

MTD Sales
253.94 L

Brand Share %
16.00 %

Information:

MTD : 01-05-2026 To 08-05-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **16.00 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	225.52	14.78 %
Home-The	28.42	46.16 %
Total	253.94	16.00 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	54.27	20.33 %
SOUTH-03	34.15	16.71 %
TRICHY-01	32.11	15.50 %
SOUTH ARCOT	28.95	21.50 %
CHENNAI-01	27.45	12.80 %
WEST-01	23.98	18.86 %
WEST-02	22.22	13.17 %
CHENNAI-02	21.99	13.44 %
NORTH ARCOT	8.81	8.80 %
Total	253.94	16.00 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	49.05	19.06 %
Home-The	5.22	54.34 %
Total	54.27	20.33 %

Branch *	MTD Sales L	Brand Share %
SVK1	1.38	15.09 %
MAR1	0.89	6.54 %
TCN1	0.59	10.18 %
APK2	0.57	11.07 %
UDN1	0.40	11.78 %
SNL1	0.40	9.04 %
VLY1	0.38	5.14 %
TYI1	0.38	11.99 %
ERL2	0.36	7.45 %
KGL1	0.25	9.75 %
PKD1	0.25	4.84 %
VKM1	0.09	1.93 %
SDI1	0.08	2.15 %
STU2	0.06	1.74 %
APK1		0.00 %
ARM1		0.00 %
KYR1		0.00 %
S2SD		0.00 %
VNR1		0.00 %
WHTV		0.00 %
Total	54.27	20.33 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	30.09	15.39 %
Home-The	4.07	45.84 %
Total	34.15	16.71 %

Branch *	MTD Sales L	Brand Share %
MDU6	1.18	13.88 %
PNI1	0.53	14.19 %
MDU7	0.36	7.37 %
CBM1	0.23	7.10 %
KPT1	0.21	11.10 %
TMM1	0.21	6.45 %
MDU4	0.15	4.57 %
PNV2	0.14	6.82 %
NKI1	0.13	3.97 %
ATG1		0.00 %
DGL2		0.00 %
DKI1		0.00 %
KYK1		0.00 %
MDU5		0.00 %
MLR1		0.00 %
MPA1		0.00 %
ODM1		0.00 %
PVI1		0.00 %
SGP1		0.00 %
SZSD		0.00 %
TDI1		0.00 %
TPT1		0.00 %
USL1		0.00 %
WHMD		0.00 %
Total	34.15	16.71 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	29.76	14.72 %
Home-The	2.34	47.00 %
Total	32.11	15.50 %

Branch *	MTD Sales L	Brand Share %
TNJ2	2.00	14.62 %
TVR2	1.71	14.36 %
JKM1	0.96	13.33 %
KRN1	0.81	14.95 %
KUM1	0.81	6.25 %
MVM1	0.67	7.07 %
KIK1	0.53	10.31 %
TRY3	0.50	7.73 %
TYR1	0.38	7.65 %
TTP1	0.23	4.71 %
NMM1	0.21	6.71 %
AYR1	0.12	2.22 %
APM1		0.00 %
KUM2		0.00 %
MSI1		0.00 %
NCK1		0.00 %
NGT1		0.00 %
ORU1		0.00 %
PBR1		0.00 %
PDK1		0.00 %
TRY2		0.00 %
TVR1		0.00 %
TZSD		0.00 %
WTRZ		0.00 %
Total	32.11	15.50 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	25.77	19.95 %
Home-The	3.18	58.23 %
Total	28.95	21.50 %

Branch *	MTD Sales L	Brand Share %
PRT1	1.14	12.27 %
TRK1	1.04	11.15 %
KLM1	0.53	9.42 %
ULP1	0.51	8.69 %
VCM2	0.24	4.45 %
KML1		0.00 %
MKM1		0.00 %
STP1		0.00 %
TDM1		0.00 %
TVM1		0.00 %
TVM2		0.00 %
VCM1		0.00 %
WHUT		0.00 %
Total	28.95	21.50 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	23.25	11.35 %
Home-The	4.21	43.47 %
Total	27.45	12.80 %

Branch *	MTD Sales L	Brand Share %
CH47	0.54	4.20 %
CH16	0.39	3.04 %
CH22	0.20	4.28 %
CH35	0.15	3.10 %
CH08	0.15	1.65 %
CGL1	0.13	2.94 %
MRM1	0.12	2.20 %
AVD1		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 %
CZWH		0.00 %
GUD1		0.00 %
GUD2		0.00 %
KNR1		0.00 %
SKL1		0.00 %
TKM1		0.00 %
WCHN		0.00 %
Total	27.45	12.80 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	21.68	17.74 %
Home-The	2.30	46.44 %
Total	23.98	18.86 %

Branch *	MTD Sales L	Brand Share %
PLI1	0.81	14.59 %
UMP1	0.75	13.26 %
SUL1	0.59	15.03 %
CBE6	0.37	9.65 %
CNR1	0.15	4.73 %
TPR1	0.08	1.11 %
ANR1		0.00 %
AVI1		0.00 %
CBE3		0.00 %
DPM2		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 %
WHCB		0.00 %
WZSD		0.00 %
Total	23.98	18.86 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	18.66	11.53 %
Home-The	3.57	51.63 %
Total	22.22	13.17 %

Branch *	MTD Sales L	Brand Share %
ERD2	1.56	15.43 %
HSR1	1.05	13.41 %
HSR2	0.63	6.30 %
RSP1	0.63	15.37 %
DPR1	0.54	10.53 %
KMM1	0.40	14.50 %
TCG1	0.40	7.85 %
TRM1	0.40	10.85 %
APN1	0.39	8.59 %
NKL2	0.30	4.41 %
SGI1	0.30	5.58 %
VKL1	0.25	9.64 %
BMD1	0.22	6.95 %
SLM2	0.21	3.46 %
ATU1		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 %
WZWH		0.00 %
Total	22.22	13.17 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	19.15	12.25 %
Home-The	2.85	39.27 %
Total	21.99	13.44 %

Branch *	MTD Sales L	Brand Share %
CH03	2.91	11.62 %
CH15	2.45	14.74 %
CH21	1.72	15.30 %
CH06	0.98	12.46 %
UKI1	0.15	5.77 %
MJR1	0.10	1.75 %
CH17		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 %
MC05		0.00 %
MC06		0.00 %
PON1		0.00 %
Total	21.99	13.44 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	8.12	8.43 %
Home-The	0.69	17.90 %
Total	8.81	8.80 %

Branch *	MTD Sales L	Brand Share %
VEL2	0.96	11.57 %
AKM1	0.41	7.67 %
KPM2	0.38	4.05 %
TRT1	0.28	6.25 %
ANI1	0.25	6.26 %
SLG1	0.24	10.26 %
PLR1	0.14	7.09 %
ABR1		0.00 %
ARC2		0.00 %
BGR1		0.00 %
CGM1		0.00 %
CPT1		0.00 %
CYR1		0.00 %
KPM1		0.00 %
PTU1		0.00 %
SBR1		0.00 %
UGI1		0.00 %
VEL1		0.00 %
VNB1		0.00 %
VSI1		0.00 %
WJD1		0.00 %
WJP1		0.00 %
Total	8.81	8.80 %