



TN : SONY Sales Performance 10/05/2026 9:06 AM

MTD Sales
282.76 L

Brand Share %
16.28 %

Information:

MTD : 01-05-2026 To 09-05-2026

* 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	250.37	15.01 %
Home-The	32.39	47.11 %
Total	282.76	16.28 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	57.96	19.97 %
SOUTH-03	44.17	18.76 %
TRICHY-01	34.54	15.52 %
CHENNAI-01	30.35	12.79 %
SOUTH ARCOT	29.84	20.55 %
WEST-02	25.51	14.11 %
WEST-01	25.49	18.94 %
CHENNAI-02	25.17	13.75 %
NORTH ARCOT	9.75	9.02 %
Total	282.76	16.28 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	52.16	18.64 %
Home-The	5.80	55.23 %
Total	57.96	19.97 %

Branch *	MTD Sales L	Brand Share %
MAR1	2.44	14.49 %
SVK1	1.51	14.91 %
PDI1	0.60	14.38 %
SDI1	0.59	14.14 %
TCN1	0.59	9.48 %
APK2	0.57	9.72 %
UDN1	0.40	11.30 %
SNL1	0.40	8.08 %
VLY1	0.38	4.76 %
TYI1	0.38	9.96 %
ERL2	0.36	6.91 %
KGL1	0.25	9.75 %
PKD1	0.25	4.49 %
VKM1	0.09	1.82 %
STU2	0.06	1.69 %
APK1		0.00 %
ARM1		0.00 %
KYR1		0.00 %
S2SD		0.00 %
VNR1		0.00 %
WHTV		0.00 %
Total	57.96	19.97 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	38.37	17.10 %
Home-The	5.80	52.23 %
Total	44.17	18.76 %

Branch *	MTD Sales L	Brand Share %
MDU6	1.30	14.22 %
PNI1	0.53	13.69 %
MDU7	0.36	6.69 %
MDU4	0.33	6.92 %
MLR1	0.26	5.92 %
PNV2	0.26	10.38 %
CBM1	0.23	7.10 %
MPA1	0.22	3.37 %
KPT1	0.21	9.62 %
TMM1	0.21	5.43 %
NKI1	0.13	3.81 %
ATG1		0.00 %
DGL2		0.00 %
DKI1		0.00 %
MDU5		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	44.17	18.76 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	31.75	14.65 %
Home-The	2.79	48.40 %
Total	34.54	15.52 %

Branch *	MTD Sales L	Brand Share %
TNJ2	2.00	13.91 %
TVR2	1.71	13.14 %
JKM1	1.28	15.82 %
KRN1	0.81	14.95 %
KUM1	0.81	6.01 %
MVM1	0.67	5.92 %
KUM2	0.66	11.29 %
KIK1	0.53	9.85 %
TYR1	0.51	9.54 %
TRY3	0.50	7.60 %
TTP1	0.23	4.30 %
AYR1	0.12	1.90 %
APM1		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	34.54	15.52 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	25.83	11.41 %
Home-The	4.52	41.14 %
Total	30.35	12.79 %

Branch *	MTD Sales L	Brand Share %
CH49	1.13	9.34 %
CH08	0.55	5.76 %
CH47	0.54	3.89 %
CH16	0.39	2.77 %
CH35	0.28	4.74 %
CH22	0.20	4.04 %
CGL1	0.13	2.70 %
MRM1	0.12	2.18 %
AVD1		0.00 %
CH25		0.00 %
CH26		0.00 %
CH28		0.00 %
CH37		0.00 %
CH38		0.00 %
CH39		0.00 %
CH45		0.00 %
CZWH		0.00 %
GUD1		0.00 %
GUD2		0.00 %
KNR1		0.00 %
SKL1		0.00 %
TKM1		0.00 %
WCHN		0.00 %
Total	30.35	12.79 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	26.66	19.10 %
Home-The	3.18	56.78 %
Total	29.84	20.55 %

Branch *	MTD Sales L	Brand Share %
PRT1	1.14	11.02 %
TRK1	1.04	9.96 %
KLM1	0.53	9.42 %
ULP1	0.51	8.62 %
VCM2	0.24	4.36 %
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	29.84	20.55 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	21.45	12.39 %
Home-The	4.06	52.94 %
Total	25.51	14.11 %

Branch *	MTD Sales L	Brand Share %
ERD2	1.56	14.04 %
HSR2	1.16	10.01 %
RSP1	0.63	15.37 %
DPR1	0.54	10.53 %
KMM1	0.52	15.78 %
TRM1	0.40	10.08 %
APN1	0.39	8.49 %
KVP1	0.37	10.21 %
NKL2	0.30	4.14 %
SGI1	0.30	5.22 %
VKL1	0.25	9.64 %
BMD1	0.22	6.95 %
SLM2	0.21	3.25 %
ATU1		0.00 %
EDP1		0.00 %
EPI1		0.00 %
ERD1		0.00 %
HRR1		0.00 %
KAM1		0.00 %
MCR1		0.00 %
MTR1		0.00 %
OML1		0.00 %
PDR1		0.00 %
PLC1		0.00 %
VPD1		0.00 %
WZWH		0.00 %
Total	25.51	14.11 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	22.85	17.70 %
Home-The	2.64	48.24 %
Total	25.49	18.94 %

Branch *	MTD Sales L	Brand Share %
UMP1	0.75	11.43 %
SUL1	0.59	14.15 %
CBE6	0.37	9.65 %
CNR1	0.15	4.37 %
TPR1	0.08	1.09 %
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	25.49	18.94 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	22.24	12.69 %
Home-The	2.92	37.93 %
Total	25.17	13.75 %

Branch *	MTD Sales L	Brand Share %
CH03	3.79	13.46 %
CH15	2.97	15.86 %
CH21	1.72	12.21 %
CH06	0.98	11.21 %
MJR1	0.62	8.84 %
UKI1	0.15	5.22 %
CH34	0.08	1.12 %
CH17		0.00 %
CH23		0.00 %
CH24		0.00 %
CH27		0.00 %
CH33		0.00 %
CH36		0.00 %
CH43		0.00 %
CH46		0.00 %
CH50		0.00 %
MC05		0.00 %
MC06		0.00 %
PON1		0.00 %
Total	25.17	13.75 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	9.06	8.70 %
Home-The	0.69	17.38 %
Total	9.75	9.02 %

Branch *	MTD Sales L	Brand Share %
VEL2	0.96	11.42 %
SBR1	0.54	8.91 %
AKM1	0.41	7.52 %
ABR1	0.40	8.23 %
KPM2	0.38	3.79 %
TRT1	0.28	5.59 %
ANI1	0.25	5.55 %
SLG1	0.24	10.26 %
PLR1	0.14	7.09 %
ARC2		0.00 %
BGR1		0.00 %
CGM1		0.00 %
CPT1		0.00 %
CYR1		0.00 %
KPM1		0.00 %
PTU1		0.00 %
UGI1		0.00 %
VEL1		0.00 %
VNB1		0.00 %
VSI1		0.00 %
WJD1		0.00 %
WJP1		0.00 %
Total	9.75	9.02 %