



TN : SONY Sales Performance 11/05/2026 9:07 AM

MTD Sales
316.18 L

Brand Share %
16.39 %

Information:

MTD : 01-05-2026 To 10-05-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **16.39 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	280.18	15.13 %
Home-The	36.00	46.59 %
Total	316.18	16.39 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	63.09	19.46 %
SOUTH-03	51.37	19.62 %
TRICHY-01	37.97	15.80 %
CHENNAI-01	34.58	12.95 %
CHENNAI-02	31.86	15.48 %
SOUTH ARCOT	31.31	20.11 %
WEST-01	27.85	18.05 %
WEST-02	26.34	13.48 %
NORTH ARCOT	11.81	9.44 %
Total	316.18	16.39 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	57.04	18.25 %
Home-The	6.05	51.87 %
Total	63.09	19.46 %

Branch *	MTD Sales L	Brand Share %
MAR1	2.44	13.77 %
TUT2	1.14	12.78 %
SNL1	0.91	16.16 %
PDI1	0.60	12.83 %
SDI1	0.59	12.93 %
TCN1	0.59	9.17 %
APK2	0.57	9.14 %
TKY1	0.55	15.92 %
UDN1	0.40	10.21 %
VLY1	0.38	4.43 %
TYI1	0.38	7.84 %
ERL2	0.36	5.63 %
KGL1	0.25	8.15 %
PKD1	0.25	4.39 %
VKM1	0.09	1.74 %
STU2	0.06	1.41 %
APK1		0.00 %
ARM1		0.00 %
KYR1		0.00 %
S2SD		0.00 %
VNR1		0.00 %
WHTV		0.00 %
Total	63.09	19.46 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	44.91	18.01 %
Home-The	6.46	51.74 %
Total	51.37	19.62 %

Branch *	MTD Sales L	Brand Share %
KKD3	1.72	13.47 %
MDU6	1.30	13.43 %
PNI1	0.53	13.20 %
TMM1	0.44	9.59 %
MDU4	0.33	6.34 %
MLR1	0.26	5.74 %
PNV2	0.26	10.38 %
CBM1	0.23	6.33 %
MPA1	0.22	3.25 %
KPT1	0.21	9.03 %
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 %
Total	51.37	19.62 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	34.93	14.92 %
Home-The	3.04	49.34 %
Total	37.97	15.80 %

Branch *	MTD Sales L	Brand Share %
TVR2	2.23	16.00 %
JKM1	1.28	14.93 %
KIK1	1.07	15.83 %
TYR1	1.03	15.90 %
KRN1	0.81	13.23 %
KUM1	0.81	5.49 %
MVM1	0.67	5.58 %
KUM2	0.66	10.69 %
NMM1	0.62	16.35 %
TRY3	0.50	6.90 %
TTP1	0.23	4.14 %
AYR1	0.12	1.66 %
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	37.97	15.80 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	29.38	11.54 %
Home-The	5.20	42.22 %
Total	34.58	12.95 %

Branch *	MTD Sales L	Brand Share %
CH49	1.13	9.13 %
CH08	0.67	6.65 %
CH45	0.63	5.90 %
CH47	0.54	3.39 %
CH16	0.39	2.52 %
CH35	0.28	4.53 %
CH22	0.20	3.17 %
CGL1	0.13	2.44 %
CH28	0.13	1.00 %
MRM1	0.12	1.93 %
AVD1		0.00 %
CH25		0.00 %
CH26		0.00 %
CH29		0.00 %
CH37		0.00 %
CH38		0.00 %
CH39		0.00 %
CZWH		0.00 %
GUD1		0.00 %
GUD2		0.00 %
KNR1		0.00 %
SKL1		0.00 %
TKM1		0.00 %
WCHN		0.00 %
Total	34.58	12.95 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	28.38	14.45 %
Home-The	3.48	37.40 %
Total	31.86	15.48 %

Branch *	MTD Sales L	Brand Share %
CH03	3.79	12.97 %
CH21	2.14	14.32 %
CH06	0.98	10.31 %
CH43	0.71	9.76 %
UKI1	0.27	6.65 %
CH23	0.24	4.71 %
CH34	0.08	1.04 %
CH17		0.00 %
CH24		0.00 %
CH27		0.00 %
CH32		0.00 %
CH33		0.00 %
CH36		0.00 %
CH50		0.00 %
MC05		0.00 %
MC06		0.00 %
PON1		0.00 %
Total	31.86	15.48 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	28.13	18.75 %
Home-The	3.18	55.98 %
Total	31.31	20.11 %

Branch *	MTD Sales L	Brand Share %
NVL2	1.39	15.36 %
PRT1	1.14	10.58 %
TRK1	1.04	9.61 %
KLM1	0.53	7.43 %
ULP1	0.51	8.62 %
VCM2	0.24	4.15 %
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	31.31	20.11 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	24.97	16.85 %
Home-The	2.88	47.37 %
Total	27.85	18.05 %

Branch *	MTD Sales L	Brand Share %
UMP1	0.75	9.98 %
CNR1	0.69	15.95 %
SUL1	0.59	13.50 %
CBE6	0.37	7.44 %
AVI1	0.12	1.77 %
TPR1	0.08	1.00 %
ANR1		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	27.85	18.05 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	21.69	11.64 %
Home-The	4.65	51.51 %
Total	26.34	13.48 %

Branch *	MTD Sales L	Brand Share %
ERD2	1.56	13.41 %
HSR2	1.41	10.66 %
SLM3	0.65	10.34 %
RSP1	0.63	14.50 %
DPR1	0.54	10.08 %
APN1	0.52	10.28 %
KMM1	0.52	15.14 %
NKL2	0.44	4.97 %
TRM1	0.40	9.08 %
KVP1	0.37	9.82 %
SGI1	0.30	5.22 %
VKL1	0.25	9.64 %
BMD1	0.22	6.33 %
SLM2	0.21	3.10 %
EDP1	0.08	5.14 %
ATU1		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	26.34	13.48 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	10.74	8.91 %
Home-The	1.07	23.33 %
Total	11.81	9.44 %

Branch *	MTD Sales L	Brand Share %
VEL2	0.96	10.78 %
SBR1	0.65	9.72 %
AKM1	0.41	6.45 %
ABR1	0.40	7.98 %
VEL1	0.40	13.56 %
KPM2	0.38	3.08 %
TRT1	0.28	4.82 %
ANI1	0.25	5.42 %
SLG1	0.24	9.12 %
PLR1	0.14	5.29 %
ARC2		0.00 %
BGR1		0.00 %
CGM1		0.00 %
CPT1		0.00 %
CYR1		0.00 %
KPM1		0.00 %
PTU1		0.00 %
UGI1		0.00 %
VNB1		0.00 %
VSI1		0.00 %
WJD1		0.00 %
WJP1		0.00 %
Total	11.81	9.44 %