



TN : SONY Sales Performance 14/05/2026 9:06 AM

MTD Sales
364.20 L

Brand Share %
15.93 %

Information:

MTD : 01-05-2026 To 13-05-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **15.93 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	320.79	14.62 %
Home-The	43.40	47.07 %
Total	364.20	15.93 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	72.99	18.45 %
SOUTH-03	61.94	19.44 %
TRICHY-01	42.48	14.79 %
CHENNAI-01	37.66	12.38 %
CHENNAI-02	36.06	15.05 %
WEST-01	35.33	18.96 %
SOUTH ARCOT	33.94	18.84 %
WEST-02	29.53	13.17 %
NORTH ARCOT	14.25	9.50 %
Total	364.20	15.93 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	65.21	17.13 %
Home-The	7.78	52.12 %
Total	72.99	18.45 %

Branch *	MTD Sales L	Brand Share %
MAR1	2.44	12.26 %
TUT2	1.94	15.66 %
SNL1	0.91	15.61 %
PDI1	0.60	10.05 %
SDI1	0.59	9.75 %
TCN1	0.59	6.25 %
APK2	0.57	7.34 %
TKY1	0.55	12.19 %
UDN1	0.40	9.33 %
VLY1	0.38	3.46 %
ERL2	0.36	4.87 %
VKM1	0.29	4.32 %
KGL1	0.25	6.63 %
PKD1	0.25	3.35 %
STU2	0.06	1.28 %
APK1		0.00 %
ARM1		0.00 %
KYR1		0.00 %
S2SD		0.00 %
VNR1		0.00 %
WHTV		0.00 %
Total	72.99	18.45 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	53.94	17.76 %
Home-The	8.00	53.64 %
Total	61.94	19.44 %

Branch *	MTD Sales L	Brand Share %
KKD3	2.13	15.29 %
MDU6	1.70	13.69 %
TEN1	1.21	15.35 %
BNR1	0.96	14.27 %
PNI1	0.53	10.47 %
MDU4	0.33	4.82 %
MLR1	0.26	4.84 %
PNV2	0.26	7.90 %
NKI1	0.25	5.88 %
PKM1	0.24	11.24 %
CBM1	0.23	4.23 %
MPA1	0.22	2.49 %
KPT1	0.21	7.65 %
ATG1	0.21	2.43 %
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	61.94	19.44 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	39.35	14.02 %
Home-The	3.13	48.29 %
Total	42.48	14.79 %

Branch *	MTD Sales L	Brand Share %
JKM1	1.28	11.75 %
MVM1	1.07	7.60 %
KIK1	1.07	14.77 %
KRN1	0.81	12.22 %
KUM1	0.81	4.90 %
KUM2	0.66	9.73 %
NMM1	0.62	15.37 %
TRY3	0.50	6.18 %
TTP1	0.23	3.75 %
AYR1	0.12	1.34 %
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 %
Total	42.48	14.79 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	31.75	10.94 %
Home-The	5.91	42.05 %
Total	37.66	12.38 %

Branch *	MTD Sales L	Brand Share %
CH49	1.13	8.46 %
CH45	0.89	7.16 %
CH08	0.67	5.97 %
CH16	0.65	3.96 %
CH47	0.54	3.01 %
CH35	0.28	4.48 %
CH22	0.20	2.63 %
CH28	0.13	0.89 %
MRM1	0.12	1.41 %
CH25	0.11	0.85 %
AVD1		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 %
WHC3		0.00 %
CGL1	-0.23	-3.87 %
Total	37.66	12.38 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	32.10	14.04 %
Home-The	3.96	36.46 %
Total	36.06	15.05 %

Branch *	MTD Sales L	Brand Share %
CH03	4.29	12.21 %
CH21	2.14	12.72 %
CH06	0.98	8.78 %
CH43	0.71	8.66 %
UKI1	0.27	5.41 %
CH23	0.24	4.32 %
CH34	0.08	0.91 %
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	36.06	15.05 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	32.05	17.87 %
Home-The	3.28	47.11 %
Total	35.33	18.96 %

Branch *	MTD Sales L	Brand Share %
UMP1	0.75	9.00 %
CNR1	0.69	13.63 %
SUL1	0.59	12.29 %
KGI1	0.53	14.40 %
GDR1	0.41	7.77 %
CBE6	0.37	6.72 %
AVI1	0.12	1.77 %
TPR1	0.08	0.77 %
ANR1		0.00 %
CBE3		0.00 %
DPM2		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	35.33	18.96 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	30.11	17.40 %
Home-The	3.83	54.12 %
Total	33.94	18.84 %

Branch *	MTD Sales L	Brand Share %
PRT1	1.27	10.64 %
TRK1	1.04	8.45 %
KLM1	0.53	6.10 %
ULP1	0.51	6.84 %
VPM1	0.51	15.05 %
VCM2	0.24	3.21 %
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	33.94	18.84 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	23.87	11.18 %
Home-The	5.66	52.30 %
Total	29.53	13.17 %

Branch *	MTD Sales L	Brand Share %
HSR2	2.35	15.81 %
ERD2	1.56	12.35 %
DPR1	1.07	15.36 %
SLM3	0.65	9.04 %
RSP1	0.63	9.87 %
APN1	0.52	9.41 %
KMM1	0.52	14.61 %
NKL2	0.44	4.91 %
TRM1	0.40	6.90 %
KVP1	0.37	8.54 %
SLM2	0.34	4.62 %
SGI1	0.30	4.79 %
VKL1	0.25	7.86 %
BMD1	0.22	5.84 %
MTR1	0.16	3.56 %
EDP1	0.08	5.14 %
ATU1		0.00 %
EPI1		0.00 %
ERD1		0.00 %
HRR1		0.00 %
KAM1		0.00 %
MCR1		0.00 %
OML1		0.00 %
PDR1		0.00 %
PLC1		0.00 %
VPD1		0.00 %
WZWH		0.00 %
Total	29.53	13.17 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	12.41	8.62 %
Home-The	1.85	30.31 %
Total	14.25	9.50 %

Branch *	MTD Sales L	Brand Share %
VEL2	0.96	9.18 %
SBR1	0.77	9.90 %
KPM2	0.59	3.92 %
ABR1	0.40	6.32 %
VEL1	0.40	7.78 %
TRT1	0.28	4.60 %
ANI1	0.25	4.27 %
SLG1	0.24	8.37 %
PLR1	0.14	4.18 %
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 %
WHVL		0.00 %
WJD1		0.00 %
WJP1		0.00 %
Total	14.25	9.50 %