



TN : SONY Sales Performance 15/05/2026 9:06 AM

MTD Sales
385.24 L

Brand Share %
15.86 %

Information:

MTD : 01-05-2026 To 14-05-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **15.86 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	338.27	14.51 %
Home-The	46.97	47.91 %
Total	385.24	15.86 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	77.77	18.52 %
SOUTH-03	66.18	19.60 %
TRICHY-01	47.57	15.51 %
CHENNAI-01	39.49	12.10 %
CHENNAI-02	36.98	14.47 %
WEST-01	36.23	18.15 %
SOUTH ARCOT	34.84	18.39 %
WEST-02	31.63	13.57 %
NORTH ARCOT	14.56	9.05 %
Total	385.24	15.86 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	68.98	17.09 %
Home-The	8.79	54.06 %
Total	77.77	18.52 %

Branch *	MTD Sales L	Brand Share %
MAR1	2.44	11.62 %
TUT2	1.94	13.81 %
TCN1	1.30	12.84 %
SNL1	0.91	14.75 %
VLY1	0.79	6.86 %
PDI1	0.60	10.05 %
SDI1	0.59	9.75 %
APK2	0.57	7.07 %
TKY1	0.55	11.82 %
VKM1	0.43	5.50 %
UDN1	0.40	9.03 %
ERL2	0.36	4.74 %
KGL1	0.25	6.23 %
PKD1	0.25	3.35 %
VNR1	0.13	3.03 %
STU2	0.06	1.23 %
APK1		0.00 %
ARM1		0.00 %
KYR1		0.00 %
S2SD		0.00 %
WHTV		0.00 %
Total	77.77	18.52 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	57.58	17.90 %
Home-The	8.59	53.76 %
Total	66.18	19.60 %

Branch *	MTD Sales L	Brand Share %
MDU6	1.70	13.15 %
BNR1	0.96	14.00 %
PNV2	0.66	14.48 %
PNI1	0.53	10.47 %
MDU4	0.33	4.49 %
MLR1	0.26	4.78 %
NKI1	0.25	5.21 %
PKM1	0.24	11.24 %
CBM1	0.23	4.05 %
MPA1	0.22	2.19 %
KPT1	0.21	7.39 %
ATG1	0.21	2.35 %
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	66.18	19.60 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	43.80	14.63 %
Home-The	3.77	51.91 %
Total	47.57	15.51 %

Branch *	MTD Sales L	Brand Share %
JKM1	1.28	10.79 %
MVM1	1.07	6.90 %
KIK1	1.07	14.56 %
KRN1	0.81	11.94 %
KUM1	0.81	4.77 %
KUM2	0.66	9.73 %
NMM1	0.62	12.81 %
TRY3	0.50	5.68 %
TTP1	0.23	3.66 %
AYR1	0.12	1.27 %
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	47.57	15.51 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	33.58	10.76 %
Home-The	5.91	40.94 %
Total	39.49	12.10 %

Branch *	MTD Sales L	Brand Share %
CH49	1.13	8.15 %
CH45	0.89	6.54 %
CH08	0.67	5.41 %
CH16	0.65	3.96 %
CH47	0.54	2.70 %
CH35	0.28	3.54 %
CH22	0.20	2.63 %
CH28	0.13	0.89 %
MRM1	0.12	1.37 %
CH25	0.11	0.78 %
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	-3.63 %
Total	39.49	12.10 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	32.89	13.47 %
Home-The	4.09	35.59 %
Total	36.98	14.47 %

Branch *	MTD Sales L	Brand Share %
CH03	4.29	11.67 %
CH21	2.14	12.29 %
CH51	1.67	15.47 %
CH06	0.98	8.50 %
CH43	0.71	8.51 %
UKI1	0.27	5.30 %
CH23	0.24	4.32 %
CH34	0.08	0.80 %
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	36.98	14.47 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	32.69	16.99 %
Home-The	3.54	49.03 %
Total	36.23	18.15 %

Branch *	MTD Sales L	Brand Share %
PLI1	1.46	15.80 %
UMP1	0.75	8.71 %
CNR1	0.69	12.92 %
SUL1	0.59	12.29 %
KGI1	0.53	12.03 %
GDR1	0.41	7.77 %
CBE6	0.37	6.24 %
AVI1	0.12	1.70 %
TPR1	0.08	0.74 %
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	36.23	18.15 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	31.00	17.01 %
Home-The	3.83	53.62 %
Total	34.84	18.39 %

Branch *	MTD Sales L	Brand Share %
PRT1	1.27	10.42 %
TRK1	1.04	7.55 %
KLM1	0.53	5.88 %
ULP1	0.51	6.50 %
VPM1	0.51	13.52 %
VCM2	0.24	3.09 %
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	34.84	18.39 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	25.35	11.45 %
Home-The	6.28	54.05 %
Total	31.63	13.57 %

Branch *	MTD Sales L	Brand Share %
ERD2	1.56	11.91 %
DPR1	1.07	15.36 %
SLM3	0.87	11.42 %
RSP1	0.63	9.72 %
APN1	0.52	9.41 %
KVP1	0.50	11.14 %
NKL2	0.44	4.69 %
TRM1	0.40	6.67 %
SLM2	0.34	4.62 %
SGI1	0.30	4.79 %
VKL1	0.25	7.86 %
BMD1	0.22	5.77 %
MTR1	0.16	3.26 %
EDP1	0.08	4.63 %
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 %
WHKP		0.00 %
WZWH		0.00 %
Total	31.63	13.57 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	12.41	8.04 %
Home-The	2.15	32.64 %
Total	14.56	9.05 %

Branch *	MTD Sales L	Brand Share %
SBR1	1.08	11.50 %
VEL2	0.96	8.65 %
KPM2	0.59	3.82 %
ABR1	0.40	5.69 %
VEL1	0.40	5.84 %
TRT1	0.28	4.05 %
ANI1	0.25	4.16 %
SLG1	0.24	7.66 %
PLR1	0.14	4.01 %
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	14.56	9.05 %