



TN : SONY Sales Performance 16/03/2026 9:06 AM

MTD Sales
387.16 L

Brand Share %
18.18 %

Information:

MTD : 01-03-2026 To 15-03-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **18.18 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	321.14	16.04 %
Home-The	66.03	52.03 %
Total	387.16	18.18 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-02	66.23	24.81 %
TRICHY-01	65.44	20.01 %
SOUTH-01	61.57	20.51 %
SOUTH-03	53.27	18.79 %
WEST-01	35.76	21.11 %
CHENNAI-01	34.73	11.86 %
WEST-02	30.74	15.16 %
SOUTH ARCOT	24.03	17.63 %
NORTH ARCOT	15.38	10.20 %
Total	387.16	18.18 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	60.15	23.80 %
Home-The	6.08	42.69 %
Total	66.23	24.81 %

Branch *	MTD Sales L	Brand Share %
CH06	1.44	15.94 %
CH17	0.95	7.82 %
CH51	0.42	2.69 %
CH43	0.36	5.32 %
CH34	0.32	3.22 %
CH31	0.26	6.83 %
GPD1	0.20	3.99 %
CH24	0.10	1.14 %
CH01		0.00 %
CH23		0.00 %
CH27		0.00 %
CH32		0.00 %
CH33		0.00 %
CH36		0.00 %
PON1		0.00 %
UKI1		0.00 %
Total	66.23	24.81 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	55.39	17.86 %
Home-The	10.05	59.93 %
Total	65.44	20.01 %

Branch *	MTD Sales L	Brand Share %
KUM1	2.75	11.97 %
MVM1	1.25	6.19 %
JKM1	0.74	7.73 %
NGT1	0.65	4.39 %
PBR1	0.64	11.22 %
NCK1	0.62	13.58 %
TRY3	0.52	6.16 %
TVR1	0.51	6.83 %
TTP1	0.45	6.12 %
PDK1	0.34	7.55 %
MSI1	0.25	5.05 %
KIK1	0.20	2.37 %
APM1		0.00 %
AYR1		0.00 %
KRN1		0.00 %
ORU1		0.00 %
TRY2		0.00 %
TZSD		0.00 %
Total	65.44	20.01 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	46.51	16.84 %
Home-The	15.07	62.54 %
Total	61.57	20.51 %

Branch *	MTD Sales L	Brand Share %
MAR1	1.32	12.22 %
PKD1	1.18	14.11 %
TCN1	0.84	9.17 %
ERL2	0.67	8.50 %
SKD1	0.67	13.84 %
PDI1	0.61	16.06 %
MMT1	0.54	13.69 %
APK2	0.51	10.99 %
ARM1	0.50	10.22 %
TYI1	0.49	16.06 %
UDN1	0.48	10.90 %
SNL1	0.33	6.16 %
VLV1	0.18	2.77 %
VKM1	0.13	3.21 %
VNR1	0.12	2.87 %
STU2	0.08	2.34 %
ASM1	0.08	2.09 %
APK1		0.00 %
COL1		0.00 %
KGL1		0.00 %
KSM1		0.00 %
KYR1		0.00 %
RND1		0.00 %
S2SD		0.00 %
SGT1		0.00 %
TKY1		0.00 %
Total	61.57	20.51 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	43.37	16.36 %
Home-The	9.90	53.67 %
Total	53.27	18.79 %

Branch *	MTD Sales L	Brand Share %
DGL1	3.07	14.52 %
CBM1	1.61	12.82 %
KKD3	1.44	15.61 %
NKI1	0.95	16.37 %
BTU1	0.62	14.94 %
KPT1	0.54	11.46 %
DKI1	0.47	6.88 %
MDU4	0.45	6.63 %
DGL2	0.43	11.59 %
CMR1	0.37	8.74 %
TPT1	0.34	9.35 %
MDU3	0.32	4.66 %
ADP1	0.31	6.52 %
KYK1	0.26	9.38 %
TEN2	0.25	3.52 %
MDU5	0.13	3.14 %
SGP1	0.12	2.63 %
PNV2	0.12	2.73 %
ATG1		0.00 %
MLR1		0.00 %
MPA1		0.00 %
NTM1		0.00 %
ODM1		0.00 %
PKM1		0.00 %
PVI1		0.00 %
SZSD		0.00 %
TDI1		0.00 %
USL1		0.00 %
Total	53.27	18.79 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	28.90	18.38 %
Home-The	6.86	56.57 %
Total	35.76	21.11 %

Branch *	MTD Sales L	Brand Share %
KGI1	0.93	17.89 %
PLI1	0.63	8.40 %
MPM1	0.54	7.00 %
AVI1	0.36	7.47 %
CNR1	0.34	6.23 %
UMP1	0.23	5.79 %
PDM1	0.20	5.50 %
SNR1	0.20	3.12 %
PPI1	0.13	3.72 %
SYM2	0.13	2.55 %
CBE3	0.08	5.23 %
DPM2		0.00 %
GBM1		0.00 %
GDR1		0.00 %
KGM1		0.00 %
KMD1		0.00 %
TPR1		0.00 %
TPR3		0.00 %
TPR4		0.00 %
WHCB		0.00 %
WZSD		0.00 %
Total	35.76	21.11 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	30.25	10.84 %
Home-The	4.49	32.49 %
Total	34.73	11.86 %

Branch *	MTD Sales L	Brand Share %
CH05	2.98	15.21 %
CH22	1.41	13.58 %
SKL1	1.32	15.99 %
AVD1	1.05	8.33 %
CH39	0.82	15.82 %
CH37	0.82	16.82 %
GUD1	0.82	9.76 %
CH16	0.68	3.41 %
CH25	0.51	5.61 %
CH47	0.50	5.59 %
CH42	0.49	4.27 %
KNR1	0.13	2.66 %
CH26	0.11	3.47 %
CH49	0.08	0.49 %
CGL1		0.00 %
CH08		0.00 %
CH28		0.00 %
CH29		0.00 %
CH35		0.00 %
CH38		0.00 %
CH40		0.00 %
CH45		0.00 %
CZWH		0.00 %
GUD2		0.00 %
MC09		0.00 %
MC10		0.00 %
TKM1		0.00 %
WCHN		0.00 %
WHC3		0.00 %
Total	34.73	11.86 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	24.03	12.56 %
Home-The	6.71	58.62 %
Total	30.74	15.16 %

Branch *	MTD Sales L	Brand Share %
ERD2	1.47	10.72 %
VPD1	0.89	13.04 %
DPR1	0.68	13.99 %
APN1	0.58	15.46 %
SGI1	0.48	9.91 %
ATU1	0.43	6.78 %
VKL1	0.34	14.17 %
NKL2	0.32	3.04 %
KVP1	0.20	10.89 %
CMI1	0.19	5.89 %
RSP1	0.13	1.79 %
PDR1	0.13	3.22 %
SGG1	0.13	15.09 %
PLC1	0.12	2.86 %
TRM1	0.12	1.90 %
KAM1	0.12	4.54 %
BMD1		0.00 %
DPR2		0.00 %
EDP1		0.00 %
HRR1		0.00 %
KMM1		0.00 %
MCR1		0.00 %
OML1		0.00 %
PMP1		0.00 %
SLM2		0.00 %
WZWH		0.00 %
Total	30.74	15.16 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	20.78	16.00 %
Home-The	3.25	50.90 %
Total	24.03	17.63 %

Branch *	MTD Sales L	Brand Share %
TRK1	1.31	12.75 %
CUD1	1.11	8.87 %
PRT1	0.51	6.96 %
KML1	0.34	6.73 %
KLM1	0.25	3.13 %
MKM1	0.13	4.37 %
TVM2	0.08	2.97 %
STP1		0.00 %
TDM1		0.00 %
TVM1		0.00 %
ULP1		0.00 %
VCM1		0.00 %
WHUT		0.00 %
Total	24.03	17.63 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	11.76	8.33 %
Home-The	3.62	37.80 %
Total	15.38	10.20 %

Branch *	MTD Sales L	Brand Share %
KPM2	2.39	12.42 %
GDM1	0.98	14.87 %
AKM1	0.96	12.80 %
WJD1	0.64	10.92 %
VSI1	0.51	8.05 %
CPT1	0.49	10.24 %
SLG1	0.38	9.25 %
SBR1	0.36	4.40 %
CGM1	0.34	6.23 %
VNB1	0.25	3.82 %
PLR1	0.13	3.44 %
ABR1		0.00 %
ANI1		0.00 %
BGR1		0.00 %
CYR1		0.00 %
KPM1		0.00 %
PTU1		0.00 %
UGI1		0.00 %
VEL1		0.00 %
VEL2		0.00 %
WJP1		0.00 %
Total	15.38	10.20 %