



TN : SONY Sales Performance 16/04/2026 9:06 AM

MTD Sales
528.81 L

Brand Share %
16.67 %

Information:

MTD : 01-04-2026 To 15-04-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **16.67 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	462.19	15.28 %
Home-The	66.62	45.17 %
Total	528.81	16.67 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	109.53	21.19 %
SOUTH-03	75.60	19.02 %
CHENNAI-02	73.15	19.15 %
TRICHY-01	69.24	16.83 %
WEST-01	57.81	21.11 %
SOUTH ARCOT	44.16	17.39 %
CHENNAI-01	41.45	9.70 %
WEST-02	40.56	13.20 %
NORTH ARCOT	17.30	8.56 %
Total	528.81	16.67 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	93.11	19.00 %
Home-The	16.42	61.41 %
Total	109.53	21.19 %

Branch *	MTD Sales L	Brand Share %
ERL2	1.84	13.97 %
RND1	1.63	8.40 %
KGL1	1.08	14.98 %
ASM1	0.88	11.91 %
SDI1	0.75	8.42 %
APK1	0.75	10.18 %
TYI1	0.74	12.72 %
APK2	0.51	9.46 %
KYR1	0.49	7.85 %
ARM1	0.49	9.90 %
UDN1	0.42	5.23 %
SKD1	0.36	3.86 %
STU2	0.27	4.30 %
TKY1	0.27	4.04 %
COL1	0.14	5.63 %
VKM1		0.00 %
KSM1		0.00 %
MAR1		0.00 %
S2SD		0.00 %
SGT1		0.00 %
PDI1	-0.39	-6.71 %
Total	109.53	21.19 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	65.77	17.45 %
Home-The	9.83	47.83 %
Total	75.60	19.02 %

Branch *	MTD Sales L	Brand Share %
ATG1	1.79	14.78 %
KKD3	1.21	6.85 %
TEN2	1.01	11.91 %
TDI1	0.87	14.37 %
MPA1	0.75	5.77 %
CBM1	0.64	5.65 %
MNM1	0.63	12.12 %
MDU3	0.53	6.13 %
NKI1	0.51	8.42 %
KYK1	0.48	8.05 %
ADP1	0.46	9.85 %
MDU4	0.41	6.82 %
MLR1	0.34	4.23 %
CMR1	0.14	1.57 %
PNV2	0.14	2.26 %
TPT1	0.13	1.23 %
NTM1	0.13	2.73 %
BTU1	0.13	2.09 %
PVI1	0.12	1.64 %
USL1	0.09	1.01 %
DKI1		0.00 %
KPT1		0.00 %
MDU5		0.00 %
PKM1		0.00 %
SGP1		0.00 %
SZSD		0.00 %
WHMD		0.00 %
Total	75.60	19.02 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	66.66	18.20 %
Home-The	6.49	41.66 %
Total	73.15	19.15 %

Branch *	MTD Sales L	Brand Share %
CH50	2.58	15.86 %
CH24	2.25	12.01 %
CH51	1.12	8.79 %
CH31	0.76	9.97 %
CH46	0.67	12.80 %
CH23	0.55	7.23 %
CH17	0.52	3.39 %
UKI1	0.47	6.20 %
PON1	0.42	6.07 %
CH36	0.39	9.81 %
GPD1	0.31	3.58 %
CH01		0.00 %
CH27		0.00 %
CH32		0.00 %
CH33		0.00 %
CH34		0.00 %
MC05		0.00 %
Total	73.15	19.15 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	62.43	15.75 %
Home-The	6.81	45.67 %
Total	69.24	16.83 %

Branch *	MTD Sales L	Brand Share %
TNJ1	4.78	16.52 %
KUM1	2.56	9.51 %
KRN1	1.12	15.07 %
TRY3	1.03	9.05 %
PBR1	0.95	12.63 %
TTP1	0.79	8.32 %
TVR1	0.76	7.86 %
MVM1	0.63	2.17 %
NGT1	0.60	5.21 %
NMM1	0.50	5.86 %
ORU1	0.48	10.57 %
KIK1	0.31	2.78 %
APM1		0.00 %
AYR1		0.00 %
JKM1		0.00 %
MSI1		0.00 %
NCK1		0.00 %
TZSD		0.00 %
Total	69.24	16.83 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	50.18	19.37 %
Home-The	7.64	51.40 %
Total	57.81	21.11 %

Branch *	MTD Sales L	Brand Share %
CNR1	0.96	13.95 %
PDM1	0.84	9.24 %
AVI1	0.80	8.96 %
TPR1	0.62	5.30 %
GDR1	0.53	8.34 %
CBE3	0.40	10.99 %
CBE6	0.38	6.05 %
TPR3	0.27	8.69 %
GBM1	0.22	4.54 %
ANR1		0.00 %
DPM2		0.00 %
KGI1		0.00 %
KGM1		0.00 %
PPI1		0.00 %
SNR1		0.00 %
SYM2		0.00 %
TPR4		0.00 %
WHCB		0.00 %
WZSD		0.00 %
Total	57.81	21.11 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	38.75	15.92 %
Home-The	5.41	51.24 %
Total	44.16	17.39 %

Branch *	MTD Sales L	Brand Share %
TRK1	1.01	6.79 %
TDM1	0.90	7.04 %
KLM1	0.68	6.44 %
ULP1	0.28	2.58 %
VCM1	0.22	3.17 %
KML1		0.00 %
MKM1		0.00 %
PRT1		0.00 %
STP1		0.00 %
TVM1		0.00 %
VPM1		0.00 %
WHUT		0.00 %
Total	44.16	17.39 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	37.01	9.03 %
Home-The	4.44	26.00 %
Total	41.45	9.70 %

Branch *	MTD Sales L	Brand Share %
CH05	3.67	15.10 %
CH47	2.68	9.81 %
CH07	2.28	15.59 %
CH16	1.93	7.31 %
CH49	1.90	10.92 %
CH08	1.34	6.80 %
GUD1	0.90	5.66 %
CGL1	0.87	7.26 %
CH25	0.81	2.69 %
CH35	0.78	6.84 %
CH38	0.67	10.97 %
CH22	0.50	4.87 %
CH28	0.39	2.32 %
MRM1	0.33	2.88 %
KNR1	0.21	3.34 %
CH42	0.14	0.83 %
TKM1	0.13	1.74 %
CH26		0.00 %
CH29		0.00 %
CH37		0.00 %
CH39		0.00 %
CH45		0.00 %
CZWH		0.00 %
MC09		0.00 %
MC10		0.00 %
SKL1		0.00 %
WHC3		0.00 %
AVD1	-0.18	-2.44 %
WCHN	-0.50	7.46 %
Total	41.45	9.70 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	34.85	11.94 %
Home-The	5.71	37.16 %
Total	40.56	13.20 %

Branch *	MTD Sales L	Brand Share %
SLM2	1.94	12.93 %
ERD2	1.86	12.48 %
PLC1	0.53	9.12 %
OML1	0.39	4.14 %
SGI1	0.37	7.78 %
ATU1	0.32	2.23 %
APN1	0.29	4.45 %
MCR1	0.21	2.02 %
KAM1	0.21	3.96 %
WHKP	0.14	3.98 %
VKL1	0.13	3.53 %
NKL2	0.13	0.86 %
BMD1		0.00 %
CMI1		0.00 %
EDP1		0.00 %
EPI1		0.00 %
KMM1		0.00 %
MTR1		0.00 %
PDR1		0.00 %
PMP1		0.00 %
RSP1		0.00 %
SGG1		0.00 %
TRM1		0.00 %
VPD1		0.00 %
WHPD		0.00 %
WZWH		0.00 %
Total	40.56	13.20 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	13.43	7.06 %
Home-The	3.87	32.64 %
Total	17.30	8.56 %

Branch *	MTD Sales L	Brand Share %
KPM2	3.99	15.02 %
VSI1	1.54	15.00 %
VEL2	0.90	7.36 %
TRR1	0.87	12.19 %
PLR1	0.83	11.79 %
VEL1	0.68	11.35 %
CYR1	0.51	8.97 %
WJP1	0.47	5.53 %
VNB1	0.41	4.95 %
CPT1	0.38	5.41 %
SBR1	0.23	2.03 %
CGM1	0.20	2.52 %
AKM1	0.13	1.23 %
ARC2	0.13	2.04 %
ABR1		0.00 %
ANI1		0.00 %
BGR1		0.00 %
PTU1		0.00 %
SLG1		0.00 %
TRT1		0.00 %
UGI1		0.00 %
WJD1		0.00 %
Total	17.30	8.56 %