



# TN : SONY Sales Performance 16/05/2026 9:06 AM

MTD Sales  
402.15 L

Brand Share %  
15.77 %

Information:

MTD : 01-05-2026 To 15-05-2026

\* Branch where in Brand Share % is less than Overall State's Brand Share **15.77 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	353.11	14.43 %
Home-The	49.04	47.51 %
Total	402.15	15.77 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	80.26	18.13 %
SOUTH-03	66.81	19.05 %
TRICHY-01	49.03	15.33 %
CHENNAI-01	42.31	12.04 %
CHENNAI-02	41.49	15.30 %
WEST-01	37.84	18.33 %
SOUTH ARCOT	35.23	18.01 %
WEST-02	33.37	13.70 %
NORTH ARCOT	15.80	9.40 %
Total	402.15	15.77 %

## SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	71.02	16.69 %
Home-The	9.24	53.32 %
Total	80.26	18.13 %

Branch *	MTD Sales L	Brand Share %
TVL1	7.76	15.64 %
MAR1	2.44	11.23 %
TUT2	1.94	13.58 %
TCN1	1.30	11.32 %
SNL1	0.91	12.72 %
VLY1	0.79	6.43 %
PDI1	0.60	9.13 %
SDI1	0.59	9.75 %
APK2	0.57	7.07 %
TKY1	0.55	11.15 %
VKM1	0.43	5.31 %
UDN1	0.40	9.03 %
ERL2	0.36	4.38 %
VNR1	0.32	7.36 %
KYR1	0.26	8.28 %
KGL1	0.25	4.05 %
PKD1	0.25	2.85 %
STU2	0.06	1.23 %
APK1		0.00 %
ARM1		0.00 %
S2SD		0.00 %
WHTV		0.00 %
Total	80.26	18.13 %

**SOUTH-03**

Property	MTD Sales L	Brand Share %
LED TV	57.58	17.25 %
Home-The	9.23	55.03 %
<b>Total</b>	<b>66.81</b>	<b>19.05 %</b>

Branch *	MTD Sales L	Brand Share %
MDU6	2.08	15.31 %
TMM1	1.21	15.10 %
ADP1	1.03	15.20 %
BNR1	0.96	13.26 %
PNV2	0.66	13.36 %
PNI1	0.53	10.47 %
MDU4	0.33	4.42 %
MLR1	0.26	4.61 %
NKI1	0.25	5.14 %
PKM1	0.24	10.03 %
CBM1	0.23	4.05 %
MPA1	0.22	2.13 %
KPT1	0.21	6.72 %
ATG1	0.21	2.20 %
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 %
<b>Total</b>	<b>66.81</b>	<b>19.05 %</b>

**TRICHY-01**

Property	MTD Sales L	Brand Share %
LED TV	45.12	14.46 %
Home-The	3.91	50.83 %
<b>Total</b>	<b>49.03</b>	<b>15.33 %</b>

Branch *	MTD Sales L	Brand Share %
TNJ2	2.81	15.25 %
MVM1	1.33	8.11 %
JKM1	1.28	10.30 %
KIK1	1.07	14.56 %
KRN1	0.81	11.94 %
KUM1	0.81	4.65 %
KUM2	0.66	9.62 %
NMM1	0.62	12.45 %
TRY3	0.50	5.34 %
TTP1	0.23	3.37 %
AYR1	0.12	1.16 %
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 %
<b>Total</b>	<b>49.03</b>	<b>15.33 %</b>

## CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	36.36	10.80 %
Home-The	5.95	40.04 %
<b>Total</b>	<b>42.31</b>	<b>12.04 %</b>

Branch *	MTD Sales L	Brand Share %
CH49	1.13	7.55 %
CH45	0.89	6.35 %
KNR1	0.68	14.39 %
CH08	0.67	5.35 %
CH16	0.65	3.86 %
CH47	0.54	2.61 %
CH35	0.28	3.37 %
CH22	0.20	2.65 %
CH28	0.13	0.85 %
MRM1	0.12	1.24 %
CH25	0.11	0.76 %
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 %
SKL1		0.00 %
TKM1		0.00 %
WCHN		0.00 %
WHC3		0.00 %
CGL1	-0.23	-3.42 %
<b>Total</b>	<b>42.31</b>	<b>12.04 %</b>

## CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	37.26	14.39 %
Home-The	4.23	34.68 %
Total	41.49	15.30 %

Branch *	MTD Sales L	Brand Share %
CH03	4.29	10.86 %
CH21	2.79	15.36 %
CH51	1.67	14.52 %
CH50	1.03	10.64 %
CH06	0.98	8.50 %
CH43	0.71	8.51 %
UKI1	0.27	5.30 %
CH23	0.24	3.83 %
CH34	0.08	0.77 %
CH17		0.00 %
CH24		0.00 %
CH27		0.00 %
CH32		0.00 %
CH33		0.00 %
CH36		0.00 %
MC05		0.00 %
MC06		0.00 %
PON1		0.00 %
Total	41.49	15.30 %

## WEST-01

Property	MTD Sales L	Brand Share %
LED TV	33.76	17.01 %
Home-The	4.08	51.50 %
Total	37.84	18.33 %

Branch *	MTD Sales L	Brand Share %
UMP1	0.75	8.71 %
CNR1	0.69	12.92 %
SUL1	0.59	12.16 %
KGI1	0.53	12.03 %
GDR1	0.41	7.61 %
CBE6	0.37	6.24 %
KMD1	0.19	5.86 %
AVI1	0.12	1.67 %
TPR1	0.08	0.71 %
ANR1		0.00 %
CBE3		0.00 %
DPM2		0.00 %
KGM1		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	37.84	18.33 %

## SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	31.40	16.68 %
Home-The	3.83	51.67 %
Total	35.23	18.01 %

Branch *	MTD Sales L	Brand Share %
PRT1	1.27	10.20 %
TRK1	1.04	7.27 %
KLM1	0.53	5.80 %
ULP1	0.51	5.96 %
VPM1	0.51	13.52 %
VCM2	0.24	2.99 %
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	35.23	18.01 %

## WEST-02

Property	MTD Sales L	Brand Share %
LED TV	26.96	11.64 %
Home-The	6.41	53.02 %
Total	33.37	13.70 %

Branch *	MTD Sales L	Brand Share %
ERD2	1.56	11.81 %
DPR1	1.20	15.60 %
RSP1	1.01	15.35 %
SLM3	0.87	11.39 %
KMM1	0.66	15.60 %
APN1	0.52	8.88 %
KVP1	0.50	10.86 %
NKL2	0.44	4.34 %
TRM1	0.40	6.56 %
SLM2	0.34	4.37 %
SGI1	0.30	4.21 %
VKL1	0.25	6.90 %
BMD1	0.22	5.43 %
MTR1	0.16	3.29 %
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	33.37	13.70 %

## NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	13.65	8.47 %
Home-The	2.15	31.03 %
<b>Total</b>	<b>15.80</b>	<b>9.40 %</b>

Branch *	MTD Sales L	Brand Share %
KPM2	1.83	10.28 %
SBR1	1.08	11.50 %
VEL2	0.96	8.20 %
ABR1	0.40	5.58 %
VEL1	0.40	5.48 %
TRT1	0.28	4.05 %
ANI1	0.25	4.16 %
SLG1	0.24	7.66 %
PLR1	0.14	3.59 %
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 %
<b>Total</b>	<b>15.80</b>	<b>9.40 %</b>