



# TN : SONY Sales Performance 17/03/2026 9:06 AM

MTD Sales  
472.66 L

Brand Share %  
18.85 %

Information:

MTD : 01-03-2026 To 16-03-2026

\* Branch where in Brand Share % is less than Overall State's Brand Share **18.85 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	395.38	16.73 %
Home-The	77.29	53.56 %
Total	472.66	18.85 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	99.02	21.52 %
TRICHY-01	77.10	21.12 %
CHENNAI-02	70.13	24.77 %
SOUTH-03	57.11	18.04 %
WEST-02	39.30	16.64 %
WEST-01	38.24	20.63 %
CHENNAI-01	35.73	11.36 %
SOUTH ARCOT	34.06	20.11 %
NORTH ARCOT	21.97	12.40 %
Total	472.66	18.85 %

## SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	76.45	17.92 %
Home-The	22.57	67.55 %
Total	99.02	21.52 %

Branch *	MTD Sales L	Brand Share %
PKD1	1.65	16.66 %
TCN1	1.44	11.38 %
MAR1	1.32	11.52 %
UDN1	1.21	17.39 %
ERL2	1.17	11.94 %
VLY1	1.11	11.40 %
APK2	1.10	13.69 %
KYR1	0.83	16.05 %
SKD1	0.67	9.91 %
STU2	0.64	14.45 %
PDI1	0.61	11.62 %
TYI1	0.57	14.21 %
ARM1	0.50	10.22 %
KSM1	0.44	14.51 %
APK1	0.34	4.81 %
SNL1	0.33	5.37 %
ASM1	0.24	4.75 %
KGL1	0.22	8.73 %
VKM1	0.13	2.40 %
VNR1	0.12	2.16 %
COL1		0.00 %
RND1		0.00 %
S2SD		0.00 %
SGT1		0.00 %
TKY1		0.00 %
Total	99.02	21.52 %

**TRICHY-01**

Property	MTD Sales L	Brand Share %
LED TV	66.11	19.07 %
Home-The	10.99	59.74 %
Total	77.10	21.12 %

Branch *	MTD Sales L	Brand Share %
TNJ1	3.69	16.47 %
KUM1	3.20	13.00 %
MVM1	1.61	7.34 %
JKM1	0.74	5.93 %
NGT1	0.65	4.15 %
PBR1	0.64	10.97 %
NCK1	0.62	13.18 %
PDK1	0.57	10.94 %
TRY3	0.52	5.97 %
TVR1	0.51	6.56 %
ORU1	0.50	9.81 %
TTP1	0.45	5.65 %
MSI1	0.25	4.01 %
KIK1	0.20	2.21 %
APM1		0.00 %
AYR1		0.00 %
KRN1		0.00 %
TZSD		0.00 %
Total	77.10	21.12 %

**CHENNAI-02**

Property	MTD Sales L	Brand Share %
LED TV	63.64	23.71 %
Home-The	6.49	44.04 %
Total	70.13	24.77 %

Branch *	MTD Sales L	Brand Share %
CH06	1.44	14.27 %
CH17	0.95	7.73 %
CH51	0.42	2.44 %
CH43	0.36	5.05 %
CH34	0.32	3.14 %
CH31	0.26	6.66 %
GPD1	0.20	3.99 %
CH24	0.10	1.11 %
CH01		0.00 %
CH23		0.00 %
CH27		0.00 %
CH33		0.00 %
CH36		0.00 %
PON1		0.00 %
UKI1		0.00 %
Total	70.13	24.77 %

**SOUTH-03**

Property	MTD Sales L	Brand Share %
LED TV	46.31	15.62 %
Home-The	10.80	53.86 %
<b>Total</b>	<b>57.11</b>	<b>18.04 %</b>

Branch *	MTD Sales L	Brand Share %
DGL1	3.07	13.83 %
KKD3	1.77	14.72 %
CBM1	1.61	12.69 %
NKI1	0.95	12.73 %
MDU4	0.80	11.21 %
BTU1	0.74	15.34 %
KPT1	0.54	10.61 %
DKI1	0.47	6.40 %
DGL2	0.43	10.54 %
CMR1	0.37	8.74 %
TPT1	0.34	6.87 %
MDU3	0.32	4.52 %
ADP1	0.31	6.06 %
MDU5	0.26	5.14 %
TEN2	0.25	3.52 %
USL1	0.14	2.22 %
SGP1	0.12	2.23 %
PNV2	0.12	2.62 %
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 %
<b>Total</b>	<b>57.11</b>	<b>18.04 %</b>

**WEST-02**

Property	MTD Sales L	Brand Share %
LED TV	32.22	14.38 %
Home-The	7.07	58.64 %
<b>Total</b>	<b>39.30</b>	<b>16.64 %</b>

Branch *	MTD Sales L	Brand Share %
ERD2	1.47	10.06 %
EPI1	1.35	16.97 %
VPD1	1.21	14.42 %
APN1	0.79	12.38 %
DPR1	0.68	12.81 %
SGI1	0.48	9.48 %
ATU1	0.43	5.53 %
MCR1	0.36	5.23 %
VKL1	0.34	12.88 %
NKL2	0.32	2.89 %
KVP1	0.20	10.89 %
CMI1	0.19	5.89 %
DPR2	0.15	3.20 %
RSP1	0.13	1.58 %
PDR1	0.13	2.95 %
PLC1	0.12	2.61 %
TRM1	0.12	1.69 %
BMD1		0.00 %
EDP1		0.00 %
HRR1		0.00 %
KMM1		0.00 %
OML1		0.00 %
SLM2		0.00 %
WZWH		0.00 %
<b>Total</b>	<b>39.30</b>	<b>16.64 %</b>

**WEST-01**

Property	MTD Sales L	Brand Share %
LED TV	31.23	18.08 %
Home-The	7.01	55.49 %
<b>Total</b>	<b>38.24</b>	<b>20.63 %</b>

Branch *	MTD Sales L	Brand Share %
KGI1	0.93	13.65 %
PLI1	0.63	7.83 %
MPM1	0.54	5.80 %
AVI1	0.36	6.43 %
CNR1	0.34	5.03 %
UMP1	0.23	5.42 %
PDM1	0.20	4.26 %
SNR1	0.20	2.93 %
GDR1	0.15	5.16 %
PPI1	0.13	3.72 %
SYM2	0.13	2.13 %
CBE3	0.08	4.68 %
DPM2		0.00 %
GBM1		0.00 %
KGM1		0.00 %
KMD1		0.00 %
TPR1		0.00 %
TPR3		0.00 %
TPR4		0.00 %
WHCB		0.00 %
WZSD		0.00 %
<b>Total</b>	<b>38.24</b>	<b>20.63 %</b>

## CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	31.10	10.38 %
Home-The	4.63	31.32 %
<b>Total</b>	<b>35.73</b>	<b>11.36 %</b>

Branch *	MTD Sales L	Brand Share %
CH05	2.98	15.11 %
CH22	1.41	12.78 %
SKL1	1.32	15.49 %
AVD1	1.20	8.94 %
CH39	0.82	14.10 %
CH37	0.82	15.84 %
GUD1	0.82	8.86 %
CH16	0.68	3.13 %
CH25	0.51	5.50 %
CH47	0.50	5.35 %
CH42	0.49	4.00 %
KNR1	0.13	2.23 %
CH26	0.11	3.17 %
CH49	0.08	0.46 %
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 %
<b>Total</b>	<b>35.73</b>	<b>11.36 %</b>

## SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	30.08	18.66 %
Home-The	3.99	48.37 %
<b>Total</b>	<b>34.06</b>	<b>20.11 %</b>

Branch *	MTD Sales L	Brand Share %
CUD1	2.40	15.18 %
TRK1	1.31	12.03 %
KML1	1.01	13.82 %
KLM1	0.61	5.11 %
PRT1	0.51	6.27 %
STP1	0.32	8.07 %
MKM1	0.13	3.89 %
TVM2	0.08	2.49 %
TDM1		0.00 %
TVM1		0.00 %
ULP1		0.00 %
VCM1		0.00 %
WHUT		0.00 %
<b>Total</b>	<b>34.06</b>	<b>20.11 %</b>

## NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	18.23	10.90 %
Home-The	3.74	37.49 %
<b>Total</b>	<b>21.97</b>	<b>12.40 %</b>

Branch *	MTD Sales L	Brand Share %
KPM2	2.39	11.00 %
SBR1	1.51	13.20 %
GDM1	0.98	14.06 %
AKM1	0.96	11.50 %
VEL1	0.81	10.24 %
WJD1	0.64	9.86 %
VSI1	0.51	7.23 %
CPT1	0.49	9.76 %
SLG1	0.38	7.22 %
CGM1	0.34	5.82 %
VNB1	0.25	3.43 %
PLR1	0.13	2.86 %
ABR1		0.00 %
ANI1		0.00 %
BGR1		0.00 %
CYR1		0.00 %
KPM1		0.00 %
PTU1		0.00 %
UGI1		0.00 %
VEL2		0.00 %
WHVL		0.00 %
WJP1		0.00 %
<b>Total</b>	<b>21.97</b>	<b>12.40 %</b>