



TN : SONY Sales Performance 17/04/2026 9:06 AM

MTD Sales
552.38 L

Brand Share %
16.78 %

Information:

MTD : 01-04-2026 To 16-04-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **16.78 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	480.79	15.33 %
Home-The	71.59	46.13 %
Total	552.38	16.78 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	116.64	21.66 %
SOUTH-03	78.24	19.00 %
CHENNAI-02	74.97	18.89 %
TRICHY-01	72.35	16.88 %
WEST-01	61.50	21.53 %
SOUTH ARCOT	46.39	17.75 %
CHENNAI-01	43.44	9.82 %
WEST-02	41.44	13.01 %
NORTH ARCOT	17.42	8.39 %
Total	552.38	16.78 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	98.03	19.24 %
Home-The	18.61	64.23 %
Total	116.64	21.66 %

Branch *	MTD Sales L	Brand Share %
RND1	2.26	11.01 %
ERL2	1.84	13.97 %
KGL1	1.08	14.98 %
SDI1	0.88	9.25 %
ASM1	0.88	11.32 %
APK1	0.75	9.62 %
TYI1	0.74	12.41 %
APK2	0.51	8.63 %
KYR1	0.49	7.73 %
ARM1	0.49	10.14 %
UDN1	0.42	5.04 %
MAR1	0.39	2.46 %
SKD1	0.36	3.81 %
STU2	0.27	4.30 %
TKY1	0.27	3.82 %
COL1	0.14	5.38 %
VKM1		0.00 %
KSM1		0.00 %
S2SD		0.00 %
SGT1		0.00 %
PDI1	-0.39	-6.59 %
Total	116.64	21.66 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	67.71	17.38 %
Home-The	10.53	47.63 %
Total	78.24	19.00 %

Branch *	MTD Sales L	Brand Share %
ATG1	1.79	14.13 %
KKD3	1.21	6.69 %
TEN2	1.01	11.78 %
TDI1	1.00	15.60 %
MPA1	0.75	5.67 %
CBM1	0.64	5.74 %
MNM1	0.63	11.71 %
MDU4	0.59	9.64 %
MDU3	0.53	5.55 %
NKI1	0.51	8.28 %
KYK1	0.48	7.40 %
ADP1	0.46	9.66 %
MLR1	0.34	4.02 %
CMR1	0.14	1.57 %
PNV2	0.14	2.17 %
TPT1	0.13	1.10 %
NTM1	0.13	2.73 %
BTU1	0.13	1.99 %
MDU5	0.13	3.17 %
PVI1	0.12	1.64 %
USL1	0.09	0.99 %
DKI1		0.00 %
KPT1		0.00 %
PKM1		0.00 %
SGP1		0.00 %
SZSD		0.00 %
WHMD		0.00 %
Total	78.24	19.00 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	68.02	17.86 %
Home-The	6.95	43.32 %
Total	74.97	18.89 %

Branch *	MTD Sales L	Brand Share %
CH50	2.58	15.39 %
CH24	2.25	11.62 %
CH51	1.12	8.09 %
CH31	0.76	9.97 %
CH46	0.67	12.48 %
CH23	0.55	7.23 %
CH17	0.52	3.20 %
UKI1	0.47	6.12 %
PON1	0.42	6.07 %
CH36	0.39	8.95 %
GPD1	0.31	3.46 %
CH01		0.00 %
CH27		0.00 %
CH32		0.00 %
CH33		0.00 %
CH34		0.00 %
MC05		0.00 %
Total	74.97	18.89 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	65.41	15.83 %
Home-The	6.93	45.11 %
Total	72.35	16.88 %

Branch *	MTD Sales L	Brand Share %
KUM1	2.56	9.27 %
NGT1	1.24	10.18 %
TRY3	1.03	9.02 %
PBR1	0.95	12.02 %
TTP1	0.79	7.62 %
TVR1	0.76	7.05 %
MVM1	0.63	2.13 %
NMM1	0.50	5.48 %
ORU1	0.48	9.98 %
JKM1	0.39	4.84 %
KIK1	0.31	2.69 %
APM1		0.00 %
AYR1		0.00 %
MSI1		0.00 %
NCK1		0.00 %
TZSD		0.00 %
Total	72.35	16.88 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	53.23	19.75 %
Home-The	8.27	51.48 %
Total	61.50	21.53 %

Branch *	MTD Sales L	Brand Share %
MPM1	1.39	15.90 %
CNR1	0.96	13.41 %
PDM1	0.84	9.24 %
AVI1	0.80	8.96 %
TPR1	0.62	5.24 %
GDR1	0.53	8.17 %
CBE3	0.40	10.99 %
CBE6	0.38	5.27 %
TPR3	0.27	8.31 %
GBM1	0.22	4.41 %
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	61.50	21.53 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	40.85	16.30 %
Home-The	5.54	51.22 %
Total	46.39	17.75 %

Branch *	MTD Sales L	Brand Share %
TRK1	1.01	6.52 %
TDM1	0.90	7.02 %
KLM1	0.68	6.31 %
PRT1	0.38	2.76 %
ULP1	0.28	2.58 %
VCM1	0.22	3.17 %
KML1		0.00 %
MKM1		0.00 %
STP1		0.00 %
TVM1		0.00 %
VPM1		0.00 %
WHUT		0.00 %
Total	46.39	17.75 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	38.73	9.11 %
Home-The	4.71	26.65 %
Total	43.44	9.82 %

Branch *	MTD Sales L	Brand Share %
CH05	3.93	15.91 %
CH47	2.68	9.15 %
CH16	1.93	6.99 %
CH49	1.90	10.51 %
GUD2	1.79	15.96 %
CH08	1.34	6.37 %
GUD1	0.90	5.66 %
CGL1	0.87	7.26 %
CH25	0.81	2.59 %
CH38	0.81	12.32 %
CH35	0.78	6.82 %
CH22	0.50	4.74 %
CH28	0.39	2.25 %
MRM1	0.33	2.88 %
KNR1	0.21	3.34 %
CH42	0.14	0.82 %
TKM1	0.13	1.71 %
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	7.17 %
Total	43.44	9.82 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	35.38	11.70 %
Home-The	6.05	37.85 %
Total	41.44	13.01 %

Branch *	MTD Sales L	Brand Share %
ERD2	2.39	15.49 %
SLM2	2.07	13.37 %
KVP1	1.53	16.55 %
TCG1	1.01	16.11 %
PLC1	0.53	8.65 %
OML1	0.39	4.14 %
SGI1	0.37	7.78 %
ATU1	0.32	2.17 %
APN1	0.29	4.45 %
MCR1	0.21	1.88 %
KAM1	0.21	3.96 %
WHKP	0.14	3.98 %
VKL1	0.13	3.53 %
NKL2	0.13	0.81 %
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	41.44	13.01 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	13.43	6.87 %
Home-The	3.99	32.90 %
Total	17.42	8.39 %

Branch *	MTD Sales L	Brand Share %
KPM2	3.99	14.65 %
VSI1	1.54	15.00 %
VEL2	0.90	7.13 %
TRR1	0.87	11.70 %
PLR1	0.83	11.62 %
VEL1	0.68	11.35 %
CYR1	0.51	8.97 %
WJP1	0.47	5.53 %
VNB1	0.41	4.76 %
CPT1	0.38	5.23 %
SBR1	0.23	1.98 %
CGM1	0.20	2.38 %
AKM1	0.13	1.20 %
ARC2	0.13	2.00 %
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	17.42	8.39 %