



TN : SONY Sales Performance 17/05/2026 9:06 AM

MTD Sales
433.46 L

Brand Share %
15.86 %

Information:

MTD : 01-05-2026 To 16-05-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **15.86 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	378.27	14.45 %
Home-The	55.19	47.62 %
Total	433.46	15.86 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	87.65	18.69 %
SOUTH-03	70.86	18.61 %
TRICHY-01	50.88	14.88 %
CHENNAI-02	49.34	16.38 %
CHENNAI-01	44.98	11.83 %
WEST-01	38.93	17.96 %
SOUTH ARCOT	38.13	18.28 %
WEST-02	36.07	13.92 %
NORTH ARCOT	16.63	9.46 %
Total	433.46	15.86 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	76.56	17.03 %
Home-The	11.09	57.20 %
Total	87.65	18.69 %

Branch *	MTD Sales L	Brand Share %
TUT2	1.94	13.03 %
TCN1	1.30	11.08 %
SNL1	0.91	12.72 %
VLY1	0.79	6.25 %
MMT1	0.73	15.72 %
UDN1	0.66	13.75 %
PDI1	0.60	8.15 %
SDI1	0.59	9.01 %
APK2	0.57	6.99 %
TKY1	0.55	11.15 %
VKM1	0.43	5.21 %
ERL2	0.36	4.10 %
VNR1	0.32	7.36 %
KYR1	0.26	7.98 %
KGL1	0.25	3.01 %
PKD1	0.25	2.83 %
STU2	0.18	3.38 %
APK1		0.00 %
ARM1		0.00 %
S2SD		0.00 %
WHTV		0.00 %
Total	87.65	18.69 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	60.49	16.71 %
Home-The	10.37	55.19 %
Total	70.86	18.61 %

Branch *	MTD Sales L	Brand Share %
MDU6	2.50	15.68 %
MDU3	1.64	14.77 %
ADP1	1.03	13.33 %
BNR1	0.96	11.48 %
PNV2	0.66	13.09 %
PNI1	0.53	9.04 %
MDU4	0.33	4.22 %
MLR1	0.26	4.15 %
NKI1	0.25	4.45 %
PKM1	0.24	8.62 %
CBM1	0.23	3.97 %
MPA1	0.22	1.98 %
KPT1	0.21	5.64 %
ATG1	0.21	2.09 %
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 %
Total	70.86	18.61 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	46.59	13.98 %
Home-The	4.29	49.28 %
Total	50.88	14.88 %

Branch *	MTD Sales L	Brand Share %
TNJ2	2.81	14.62 %
MVM1	1.33	7.52 %
JKM1	1.28	9.77 %
KIK1	1.07	13.58 %
KRN1	0.81	11.50 %
KUM1	0.81	4.55 %
KUM2	0.66	9.62 %
NMM1	0.62	10.89 %
TRY3	0.50	5.34 %
TTP1	0.23	3.06 %
NGT1	0.13	1.00 %
AYR1	0.12	1.10 %
MSI1		0.00 %
NCK1		0.00 %
ORU1		0.00 %
PBR1		0.00 %
PDK1		0.00 %
TRY2		0.00 %
TVR1		0.00 %
TZSD		0.00 %
Total	50.88	14.88 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	44.00	15.35 %
Home-The	5.33	36.77 %
Total	49.34	16.38 %

Branch *	MTD Sales L	Brand Share %
CH03	4.29	9.69 %
CH50	1.03	10.64 %
CH06	0.98	8.04 %
CH43	0.71	8.15 %
PON1	0.39	7.46 %
UKI1	0.27	5.30 %
CH23	0.24	3.67 %
CH34	0.08	0.75 %
CH17		0.00 %
CH24		0.00 %
CH27		0.00 %
CH32		0.00 %
CH33		0.00 %
CH36		0.00 %
MC05		0.00 %
MC06		0.00 %
Total	49.34	16.38 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	38.63	10.64 %
Home-The	6.35	36.77 %
Total	44.98	11.83 %

Branch *	MTD Sales L	Brand Share %
CH16	1.66	5.69 %
CH08	1.31	8.81 %
CH49	1.13	7.55 %
CH45	0.89	6.12 %
KNR1	0.68	13.27 %
CH47	0.54	2.56 %
CH35	0.28	3.10 %
CH22	0.20	2.40 %
CH28	0.13	0.75 %
MRM1	0.12	1.18 %
CH25	0.11	0.73 %
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	-3.05 %
Total	44.98	11.83 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	34.44	16.55 %
Home-The	4.49	51.35 %
Total	38.93	17.96 %

Branch *	MTD Sales L	Brand Share %
PLI1	1.46	14.86 %
UMP1	0.75	8.71 %
CNR1	0.69	12.57 %
SUL1	0.59	10.85 %
KGI1	0.53	11.37 %
GDR1	0.41	7.03 %
CBE6	0.37	5.73 %
KMD1	0.19	5.61 %
AVI1	0.12	1.61 %
TPR1	0.08	0.69 %
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	38.93	17.96 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	34.11	16.98 %
Home-The	4.02	52.29 %
Total	38.13	18.28 %

Branch *	MTD Sales L	Brand Share %
PRT1	1.66	12.62 %
TRK1	1.58	9.50 %
KLM1	0.53	5.80 %
ULP1	0.51	5.43 %
VPM1	0.51	13.05 %
VCM2	0.24	2.76 %
KML1		0.00 %
MKM1		0.00 %
STP1		0.00 %
TDM1		0.00 %
TVM1		0.00 %
TVM2		0.00 %
VCM1		0.00 %
Total	38.13	18.28 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	29.27	11.89 %
Home-The	6.79	53.11 %
Total	36.07	13.92 %

Branch *	MTD Sales L	Brand Share %
ERD2	1.56	10.95 %
NKL2	1.23	11.01 %
DPR1	1.20	14.45 %
SLM3	0.87	11.24 %
KMM1	0.66	15.60 %
APN1	0.52	8.78 %
KVP1	0.50	9.30 %
ATU1	0.41	3.41 %
TRM1	0.40	6.15 %
SLM2	0.34	4.11 %
SGI1	0.30	4.21 %
VKL1	0.25	6.90 %
BMD1	0.22	4.43 %
MTR1	0.16	3.03 %
EDP1	0.08	4.63 %
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	36.07	13.92 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	14.17	8.45 %
Home-The	2.46	30.61 %
Total	16.63	9.46 %

Branch *	MTD Sales L	Brand Share %
KPM2	1.83	9.89 %
SBR1	1.08	11.20 %
VEL2	0.96	8.02 %
VNB1	0.52	7.40 %
ABR1	0.40	5.30 %
VEL1	0.40	5.08 %
TRT1	0.28	4.05 %
ANI1	0.25	3.99 %
SLG1	0.24	7.33 %
PLR1	0.14	3.88 %
KPM1	0.12	2.34 %
ARC2		0.00 %
BGR1		0.00 %
CGM1		0.00 %
CPT1		0.00 %
CYR1		0.00 %
PTU1		0.00 %
UGI1		0.00 %
VSI1		0.00 %
WHVL		0.00 %
WJD1		0.00 %
WJP1		0.00 %
Total	16.63	9.46 %