



TN : SONY Sales Performance 17/10/2025 9:06 AM

MTD Sales
905.75 L

Brand Share %
19.57 %

Information:
MTD : 01-10-2025 To 16-10-2025
* Branch where in Brand Share % is less than Overall State's Brand Share **19.57 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	766.78	17.61 %
Home-The	138.97	50.85 %
Total	905.75	19.57 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	144.08	21.25 %
SOUTH-03	139.88	21.15 %
TRICHY-01	114.27	18.56 %
WEST-01	111.20	23.24 %
CHENNAI-02	101.68	23.90 %
WEST-02	98.14	17.11 %
SOUTH ARCOT	92.49	26.44 %
CHENNAI-01	73.06	13.78 %
NORTH ARCOT	29.42	10.27 %
KL-SOUTH	1.52	5.25 %
Total	905.75	19.57 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	114.35	18.05 %
Home-The	29.73	66.72 %
Total	144.08	21.25 %

Branch *	MTD Sales L	Brand Share %
ARM1	2.71	19.17 %
RND1	2.36	9.87 %
APK2	2.32	18.33 %
PKD1	1.68	8.00 %
RPM1	1.64	5.79 %
VL11	1.63	12.37 %
ASM1	1.53	15.13 %
TKY1	1.48	9.18 %
PDI1	1.20	12.92 %
MAR1	1.20	7.02 %
SKD1	1.19	12.66 %
SNL1	1.18	8.63 %
KGL1	1.12	14.30 %
VNR1	1.09	8.77 %
TY11	1.07	14.12 %
TCN1	1.04	7.14 %
SDI1	0.84	8.30 %
MMT1	0.68	8.22 %
UDN1	0.61	8.35 %
STU2	0.45	5.11 %
KYR1	0.35	5.29 %
VKM1	0.34	4.94 %
APK1	0.22	3.67 %
COL1		0.00 %
ERL2		0.00 %
KSM1		0.00 %
S2SD		0.00 %
SGT1		0.00 %
Total	144.08	21.25 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	117.01	18.87 %
Home-The	22.87	55.55 %
Total	139.88	21.15 %

Branch *	MTD Sales L	Brand Share %
KKD3	5.68	17.10 %
KRR1	4.00	18.15 %
MDU3	2.53	13.07 %
DGL2	1.76	16.04 %
ATG1	1.46	8.29 %
DKI1	1.21	7.21 %
MLR1	1.15	8.33 %
CMR1	1.13	12.44 %
CBM1	0.86	4.44 %
USL1	0.82	4.56 %
ADP1	0.76	7.61 %
PNV1	0.75	8.88 %
MDU5	0.74	6.94 %
NKI1	0.70	6.30 %
PVI1	0.57	4.40 %
TPT1	0.49	7.31 %
TDI1	0.44	4.59 %
KYK1	0.43	5.35 %
MDU4	0.42	4.10 %
PKM1	0.34	4.91 %
NTM1	0.22	3.17 %
BTU1	0.22	2.94 %
MPA1	0.18	1.41 %
KKD2		0.00 %
KPT1		0.00 %
SGP1		0.00 %
SZSD		0.00 %
Total	139.88	21.15 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	100.87	17.09 %
Home-The	13.40	52.55 %
Total	114.27	18.56 %

Branch *	MTD Sales L	Brand Share %
KUM1	5.85	15.72 %
TVR2	5.18	17.73 %
MDI1	4.18	18.68 %
JKM1	2.87	15.02 %
PDK1	2.77	17.93 %
TRY3	1.78	9.53 %
TTP1	1.57	11.01 %
TVR1	1.39	11.43 %
AYR1	1.31	10.81 %
MSI1	1.19	12.06 %
TRY2	0.92	11.74 %
PBR1	0.80	8.09 %
KRN1	0.73	9.35 %
ORU1	0.49	4.84 %
KIK1	0.47	3.94 %
MVM1	0.37	0.97 %
NCK1	0.20	2.98 %
NMM1	0.11	0.99 %
APM1		0.00 %
NGT1		0.00 %
TZSD		0.00 %
Total	114.27	18.56 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	97.16	21.68 %
Home-The	14.04	46.20 %
Total	111.20	23.24 %

Branch *	MTD Sales L	Brand Share %
TPR2	4.12	17.84 %
KMD1	1.77	14.25 %
TPR3	1.57	13.23 %
UMP1	1.27	17.18 %
MPM1	1.23	6.94 %
CBE5	1.12	13.22 %
AVI1	1.05	9.15 %
SYM2	0.93	8.30 %
TPR1	0.88	5.00 %
SUL1	0.82	5.75 %
GDR1	0.77	8.64 %
GBM1	0.73	5.94 %
CBE6	0.60	3.53 %
KGM1	0.51	9.98 %
TPR4	0.46	8.71 %
CNR1	0.46	6.21 %
SNR1	0.44	2.83 %
PDM1	0.42	6.00 %
CBE3	0.34	5.10 %
PPI1	0.12	1.17 %
DPM2	0.12	0.93 %
CBE1	0.11	0.90 %
WZSD		0.00 %
Total	111.20	23.24 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	89.72	22.28 %
Home-The	11.96	52.87 %
Total	101.68	23.90 %

Branch *	MTD Sales L	Brand Share %
CH12	7.06	17.89 %
CH34	4.37	18.10 %
CH44	3.46	19.54 %
CH24	3.35	19.23 %
CH06	0.83	7.29 %
CH43	0.80	5.19 %
UKI1	0.36	8.17 %
GPD1	0.32	6.57 %
CH23	0.24	3.38 %
CH17	0.12	2.16 %
CH27		0.00 %
CH31		0.00 %
CH33		0.00 %
CH36		0.00 %
CH46		0.00 %
MC06		0.00 %
PON1		0.00 %
Total	101.68	23.90 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	81.71	15.15 %
Home-The	16.43	47.90 %
Total	98.14	17.11 %

Branch *	MTD Sales L	Brand Share %
OML1	2.76	15.89 %
MTR1	1.91	12.33 %
EPI1	1.89	9.18 %
NKL2	1.75	6.41 %
SLM2	1.44	6.65 %
DPR1	1.41	19.16 %
VPD1	1.12	7.14 %
CMI1	1.03	10.53 %
SGI1	0.92	5.29 %
PDR1	0.88	8.92 %
TCG1	0.84	8.11 %
KMM1	0.69	6.90 %
PLC1	0.68	6.83 %
TRM1	0.67	5.07 %
RSP1	0.43	2.65 %
VKL1	0.37	5.44 %
ATU1	0.34	1.46 %
KVP1	0.23	2.00 %
BMD1	0.12	1.29 %
HRR1	0.12	1.61 %
EDP1		0.00 %
MCR1		0.00 %
SGG1		0.00 %
WZWH		0.00 %
Total	98.14	17.11 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	79.55	24.36 %
Home-The	12.94	55.59 %
Total	92.49	26.44 %

Branch *	MTD Sales L	Brand Share %
TDM1	2.45	15.92 %
KLM1	0.99	6.70 %
TVM1	0.81	12.50 %
TRK1	0.71	4.41 %
MKM1	0.69	12.07 %
ULP1	0.56	3.56 %
VCM1	0.19	3.89 %
KML1		0.00 %
PRT1		0.00 %
STP1		0.00 %
Total	92.49	26.44 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	64.28	12.79 %
Home-The	8.79	31.76 %
Total	73.06	13.78 %

Branch *	MTD Sales L	Brand Share %
CH05	4.67	14.45 %
CH22	2.46	17.24 %
CH38	2.10	18.02 %
CH16	1.85	4.86 %
CH28	1.34	4.46 %
AVD1	1.10	3.18 %
GUD2	1.05	7.57 %
CH42	1.02	4.48 %
SKL1	0.94	6.14 %
CH11	0.77	4.74 %
CH39	0.60	8.43 %
MRM1	0.45	2.64 %
CGL1	0.41	3.25 %
TKM1	0.34	3.51 %
CH35	0.11	0.79 %
CH26		0.00 %
CH29		0.00 %
CH37		0.00 %
CH40		0.00 %
CH45		0.00 %
GUD1		0.00 %
MC09		0.00 %
MC10		0.00 %
WHC3		0.00 %
Total	73.06	13.78 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	21.55	8.15 %
Home-The	7.86	36.02 %
Total	29.42	10.27 %

Branch *	MTD Sales L	Brand Share %
TRT1	2.10	10.18 %
ABR1	1.84	17.04 %
KPM2	1.72	14.08 %
VEL2	1.19	7.60 %
SBR1	1.18	6.14 %
VSI1	1.18	7.37 %
ARC2	0.81	8.88 %
AKM1	0.65	2.52 %
CGM1	0.46	6.86 %
SLG1	0.20	2.06 %
VEL1	0.20	1.49 %
WJP1	0.19	1.68 %
PTU1	0.19	9.59 %
UGI1	0.08	1.08 %
ANI1		0.00 %
BGR1		0.00 %
CPT1		0.00 %
CYR1		0.00 %
KPM1		0.00 %
VNB1		0.00 %
WJD1		0.00 %
Total	29.42	10.27 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Home-The	0.94	47.81 %
LED TV	0.58	2.15 %
Total	1.52	5.25 %

Branch *	MTD Sales L	Brand Share %
TVP1	0.96	5.33 %
KLR1	0.37	9.08 %
PAS1	0.18	2.94 %
TVSD		0.00 %
Total	1.52	5.25 %