



TN : SONY Sales Performance 18/10/2025 9:06 AM

MTD Sales
1,009.09 L

Brand Share %
19.38 %

Information:
MTD : 01-10-2025 To 17-10-2025
* Branch where in Brand Share % is less than Overall
State's Brand Share **19.38 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	853.45	17.42 %
Home-The	155.64	50.69 %
Total	1,009.09	19.38 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	159.77	20.87 %
SOUTH-03	153.54	20.60 %
TRICHY-01	126.99	18.38 %
WEST-02	122.20	18.01 %
WEST-01	119.10	22.65 %
CHENNAI-02	108.20	23.86 %
SOUTH ARCOT	101.75	25.92 %
CHENNAI-01	76.07	13.34 %
NORTH ARCOT	39.45	11.14 %
KL-SOUTH	2.00	6.48 %
Total	1,009.09	19.38 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	127.44	17.81 %
Home-The	32.34	64.99 %
Total	159.77	20.87 %

Branch *	MTD Sales L	Brand Share %
RND1	3.16	11.35 %
ARM1	2.83	18.60 %
APK2	2.32	16.58 %
RPM1	2.02	6.38 %
VLY1	1.75	11.87 %
PKD1	1.68	7.01 %
ASM1	1.53	13.35 %
SDI1	1.52	12.48 %
TKY1	1.48	8.87 %
SNL1	1.36	8.20 %
MAR1	1.31	7.49 %
KGL1	1.24	14.61 %
PDI1	1.20	11.49 %
TYI1	1.19	12.73 %
SKD1	1.19	11.32 %
VNR1	1.09	8.14 %
TCN1	1.04	6.18 %
STU2	0.78	6.99 %
MMT1	0.68	6.53 %
UDN1	0.61	7.58 %
VKM1	0.45	5.81 %
KYR1	0.35	4.96 %
APK1	0.22	3.13 %
COL1		0.00 %
ERL2		0.00 %
KSM1		0.00 %
S2SD		0.00 %
SGT1		0.00 %
Total	159.77	20.87 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	128.47	18.37 %
Home-The	25.07	54.82 %
Total	153.54	20.60 %

Branch *	MTD Sales L	Brand Share %
KKD3	6.55	17.22 %
TEN2	4.26	19.01 %
MDU3	3.07	12.58 %
DGL2	1.76	14.13 %
ATG1	1.76	8.93 %
PNI1	1.68	18.38 %
PVI1	1.60	10.14 %
MNM1	1.40	17.99 %
DKI1	1.21	6.13 %
MLR1	1.15	7.72 %
CMR1	1.13	9.83 %
CBM1	0.98	4.58 %
KYK1	0.95	10.00 %
ADP1	0.87	7.90 %
USL1	0.82	4.23 %
PNV1	0.75	8.27 %
MDU5	0.74	6.61 %
NKI1	0.70	5.79 %
TPT1	0.49	5.61 %
TDI1	0.44	3.69 %
MDU4	0.42	3.16 %
PKM1	0.34	4.23 %
NTM1	0.22	2.60 %
BTU1	0.22	2.78 %
MPA1	0.18	1.29 %
KKD2		0.00 %
KPT1		0.00 %
SGP1		0.00 %
SZSD		0.00 %
Total	153.54	20.60 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	111.80	16.90 %
Home-The	15.19	51.97 %
Total	126.99	18.38 %

Branch *	MTD Sales L	Brand Share %
TVR2	6.56	19.28 %
KUM1	5.85	14.66 %
JKM1	3.20	14.70 %
PDK1	2.77	16.42 %
TTP1	1.90	11.83 %
TRY3	1.78	8.45 %
PBR1	1.61	13.29 %
TVR1	1.52	11.69 %
MSI1	1.31	11.04 %
AYR1	1.31	8.80 %
TRY2	0.92	11.28 %
ORU1	0.82	7.42 %
KRN1	0.73	7.78 %
KIK1	0.47	3.58 %
MVM1	0.37	0.88 %
NCK1	0.20	2.53 %
NGT1	0.12	0.52 %
NMM1	0.11	0.87 %
APM1		0.00 %
TZSD		0.00 %
Total	126.99	18.38 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	102.56	16.05 %
Home-The	19.64	49.45 %
Total	122.20	18.01 %

Branch *	MTD Sales L	Brand Share %
OML1	2.76	14.17 %
NKL2	2.37	7.33 %
MTR1	2.10	12.52 %
EPI1	2.01	9.08 %
TCG1	1.93	14.87 %
SLM2	1.87	7.44 %
TRM1	1.71	10.54 %
DPR2	1.41	17.87 %
VPD1	1.12	5.88 %
CMI1	1.03	10.40 %
SGI1	0.92	5.15 %
PDR1	0.88	7.92 %
KMM1	0.69	6.11 %
PLC1	0.68	6.55 %
ATU1	0.64	2.35 %
EDP1	0.52	5.86 %
RSP1	0.43	2.10 %
VKL1	0.37	5.01 %
KVP1	0.23	1.89 %
BMD1	0.12	1.05 %
HRR1	0.12	1.20 %
MCR1		0.00 %
SGG1		0.00 %
WZWH		0.00 %
Total	122.20	18.01 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	103.16	21.00 %
Home-The	15.94	46.10 %
Total	119.10	22.65 %

Branch *	MTD Sales L	Brand Share %
TPR2	4.12	16.86 %
KMD1	2.26	16.85 %
CBE1	1.98	12.82 %
TPR3	1.57	13.23 %
MPM1	1.56	8.16 %
UMP1	1.27	14.73 %
GBM1	1.21	8.11 %
CBE5	1.12	12.39 %
GDR1	1.08	9.53 %
AVI1	1.05	8.13 %
SYM2	0.93	7.29 %
TPR1	0.88	4.59 %
CBE6	0.82	4.44 %
SUL1	0.82	5.36 %
TPR4	0.58	8.55 %
KGM1	0.51	7.97 %
CNR1	0.46	5.76 %
SNR1	0.44	2.54 %
CBE3	0.42	5.87 %
PDM1	0.42	5.59 %
PPI1	0.12	1.01 %
DPM2	0.12	0.88 %
WZSD		0.00 %
Total	119.10	22.65 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	96.01	22.35 %
Home-The	12.19	50.77 %
Total	108.20	23.86 %

Branch *	MTD Sales L	Brand Share %
CH12	7.40	17.08 %
CH34	4.37	16.68 %
CH24	3.35	18.16 %
CH06	0.83	6.91 %
CH43	0.80	5.07 %
UKI1	0.36	8.17 %
GPDI	0.32	6.03 %
CH23	0.24	3.36 %
CH17	0.12	2.10 %
CH27		0.00 %
CH31		0.00 %
CH33		0.00 %
CH36		0.00 %
CH46		0.00 %
MC06		0.00 %
PON1		0.00 %
Total	108.20	23.86 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	87.10	23.77 %
Home-The	14.65	56.05 %
Total	101.75	25.92 %

Branch *	MTD Sales L	Brand Share %
TDM1	2.67	14.91 %
KLM1	0.99	6.42 %
TVM1	0.93	12.25 %
TRK1	0.71	3.65 %
MKM1	0.69	11.29 %
ULP1	0.56	3.25 %
VCM1	0.19	3.51 %
KML1		0.00 %
PRT1		0.00 %
STP1		0.00 %
Total	101.75	25.92 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	66.88	12.36 %
Home-The	9.18	31.70 %
Total	76.07	13.34 %

Branch *	MTD Sales L	Brand Share %
CH05	4.67	14.04 %
CH22	2.46	15.97 %
CH38	2.10	17.21 %
CH16	1.94	4.36 %
CH28	1.34	4.28 %
AVD1	1.10	3.04 %
GUD2	1.05	5.90 %
CH42	1.02	4.23 %
SKL1	0.94	5.47 %
CH11	0.77	4.48 %
MRM1	0.64	3.39 %
CH39	0.60	6.95 %
CGL1	0.41	3.24 %
TKM1	0.34	3.29 %
CH26	0.34	7.76 %
CH35	0.11	0.73 %
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	76.07	13.34 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	29.44	8.98 %
Home-The	10.01	37.92 %
Total	39.45	11.14 %

Branch *	MTD Sales L	Brand Share %
TRT1	2.10	9.90 %
ABR1	1.96	15.71 %
CYR1	1.87	12.78 %
VEL2	1.36	7.82 %
SBR1	1.18	5.71 %
VSI1	1.18	6.73 %
ARC2	0.81	8.52 %
AKM1	0.65	2.38 %
WJP1	0.63	4.98 %
CGM1	0.46	6.08 %
KPM1	0.22	1.75 %
SLG1	0.20	1.98 %
VEL1	0.20	1.34 %
PTU1	0.19	8.28 %
UGI1	0.08	0.93 %
ANI1		0.00 %
BGR1		0.00 %
CPT1		0.00 %
VNB1		0.00 %
WJD1		0.00 %
Total	39.45	11.14 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Home-The	1.42	57.11 %
LED TV	0.58	2.04 %
Total	2.00	6.48 %

Branch *	MTD Sales L	Brand Share %
TVP1	1.26	6.54 %
KLR1	0.55	11.67 %
PAS1	0.18	2.90 %
TVSD		0.00 %
Total	2.00	6.48 %