



TN : SONY Sales Performance 19/10/2025 9:06 AM

MTD Sales
1,213.70 L

Brand Share %
19.61 %

Information:
MTD : 01-10-2025 To 18-10-2025
* Branch where in Brand Share % is less than Overall State's Brand Share **19.61 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	1,032.92	17.71 %
Home-The	180.78	50.53 %
Total	1,213.70	19.61 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-03	219.91	22.40 %
SOUTH-01	194.48	20.65 %
TRICHY-01	151.82	18.62 %
WEST-02	141.89	18.00 %
CHENNAI-02	132.05	24.37 %
WEST-01	130.54	21.84 %
SOUTH ARCOT	109.31	24.71 %
CHENNAI-01	85.04	13.34 %
NORTH ARCOT	46.65	11.37 %
KL-SOUTH	2.00	6.18 %
Total	1,213.70	19.61 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	190.36	20.53 %
Home-The	29.55	54.16 %
Total	219.91	22.40 %

Branch *	MTD Sales L	Brand Share %
KKD3	7.23	16.98 %
TEN2	4.43	16.88 %
MDU3	3.07	11.76 %
DGL2	2.94	18.58 %
ATG1	2.59	10.29 %
MNM1	1.70	17.15 %
PNI1	1.68	15.27 %
MLR1	1.64	8.23 %
PVI1	1.60	8.68 %
ODM1	1.42	17.89 %
KYK1	1.42	11.48 %
USL1	1.33	5.39 %
NKI1	1.30	8.50 %
DKI1	1.21	5.34 %
CMR1	1.13	8.56 %
CBM1	1.10	4.53 %
PNV1	1.06	9.67 %
ADP1	0.99	7.41 %
MDU5	0.74	6.00 %
TPT1	0.49	4.52 %
TDI1	0.44	3.37 %
MDU4	0.42	2.59 %
PKM1	0.34	3.35 %
NTM1	0.22	2.02 %
BTU1	0.22	2.36 %
MPA1	0.18	1.06 %
KKD2		0.00 %
KPT1		0.00 %
SGP1		0.00 %
SZSD		0.00 %
Total	219.91	22.40 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	158.60	17.93 %
Home-The	35.87	62.66 %
Total	194.48	20.65 %

Branch *	MTD Sales L	Brand Share %
RND1	4.47	13.13 %
RPM1	3.24	8.78 %
ARM1	2.83	16.51 %
APK1	2.40	9.49 %
APK2	2.32	13.19 %
TKY1	2.10	10.96 %
VLY1	2.06	12.07 %
PKD1	1.93	6.46 %
MMT1	1.77	13.31 %
SNL1	1.66	7.68 %
TCN1	1.56	8.08 %
PDI1	1.54	11.62 %
SDI1	1.52	9.63 %
SKD1	1.37	10.83 %
MAR1	1.31	5.11 %
KGL1	1.24	12.42 %
TYI1	1.19	10.36 %
VNR1	1.09	7.07 %
STU2	0.78	6.57 %
UDN1	0.61	6.91 %
KYR1	0.47	4.92 %
VKM1	0.45	5.11 %
ERL2	0.12	0.68 %
COL1		0.00 %
KSM1		0.00 %
S2SD		0.00 %
SGT1		0.00 %
Total	194.48	20.65 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	133.56	17.12 %
Home-The	18.26	51.54 %
Total	151.82	18.62 %

Branch *	MTD Sales L	Brand Share %
TNJ2	12.02	19.55 %
KUM1	6.72	14.68 %
JKM1	4.74	17.59 %
PDK1	3.44	16.15 %
TTP1	3.27	14.86 %
MSI1	2.25	14.23 %
TRY3	2.12	9.01 %
AYR1	2.01	11.21 %
TVR1	1.98	12.03 %
PBR1	1.83	13.11 %
ORU1	0.82	6.51 %
MVM1	0.73	1.44 %
KRN1	0.73	6.50 %
KIK1	0.47	2.93 %
NGT1	0.36	1.32 %
NCK1	0.20	2.16 %
NMM1	0.11	0.73 %
APM1		0.00 %
TZSD		0.00 %
Total	151.82	18.62 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	118.60	15.99 %
Home-The	23.30	50.06 %
Total	141.89	18.00 %

Branch *	MTD Sales L	Brand Share %
HSR2	8.54	19.45 %
OML1	3.10	14.99 %
SLM2	2.64	9.34 %
MTR1	2.47	12.03 %
NKL2	2.37	6.32 %
EPI1	2.34	9.23 %
PLC1	2.02	16.12 %
TCG1	1.93	11.87 %
TRM1	1.71	8.69 %
DPR2	1.41	16.09 %
VPD1	1.32	5.22 %
CMI1	1.03	10.25 %
ATU1	0.93	2.69 %
SGI1	0.92	4.85 %
PDR1	0.88	7.09 %
KMM1	0.80	6.34 %
EDP1	0.52	4.77 %
VKL1	0.49	5.52 %
RSP1	0.43	1.77 %
KVP1	0.23	1.76 %
BMD1	0.12	0.96 %
HRR1	0.12	0.99 %
MCR1		0.00 %
SGG1		0.00 %
WZWH		0.00 %
Total	141.89	18.00 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	117.14	22.84 %
Home-The	14.91	51.36 %
Total	132.05	24.37 %

Branch *	MTD Sales L	Brand Share %
CH12	8.64	17.04 %
CH34	4.37	15.95 %
CH24	3.69	18.35 %
CH43	1.74	9.37 %
CH06	0.83	6.79 %
GPD1	0.77	6.93 %
UKI1	0.59	7.56 %
CH46	0.33	5.44 %
CH23	0.24	2.93 %
CH32	0.23	12.78 %
CH17	0.12	2.10 %
CH27		0.00 %
CH31		0.00 %
CH33		0.00 %
CH36		0.00 %
MC06		0.00 %
PON1		0.00 %
Total	132.05	24.37 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	112.70	20.18 %
Home-The	17.84	45.55 %
Total	130.54	21.84 %

Branch *	MTD Sales L	Brand Share %
TPR2	4.66	16.72 %
KMD1	2.26	14.65 %
CBE1	1.98	11.86 %
TPR3	1.57	10.93 %
MPM1	1.56	7.05 %
GBM1	1.40	8.08 %
AVI1	1.31	7.83 %
CBE5	1.30	11.31 %
SUL1	1.16	6.92 %
GDR1	1.08	7.46 %
SYM2	1.04	6.49 %
TPR1	1.00	4.67 %
CBE6	0.94	4.64 %
CNR1	0.65	6.21 %
ANR1	0.63	17.20 %
TPR4	0.58	6.52 %
KGM1	0.51	7.51 %
SNR1	0.44	2.31 %
CBE3	0.42	5.37 %
PDM1	0.42	5.01 %
PPI1	0.12	0.89 %
DPM2	0.12	0.77 %
WZSD		0.00 %
Total	130.54	21.84 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	92.22	22.37 %
Home-The	17.09	56.66 %
Total	109.31	24.71 %

Branch *	MTD Sales L	Brand Share %
TDM1	2.79	13.88 %
KLM1	1.33	7.35 %
TVM1	1.05	12.78 %
TRK1	0.71	3.12 %
MKM1	0.69	10.61 %
ULP1	0.56	2.81 %
VCM1	0.19	2.78 %
STP1	0.12	1.58 %
KML1		0.00 %
PRT1		0.00 %
Total	109.31	24.71 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	73.74	12.20 %
Home-The	11.30	34.02 %
Total	85.04	13.34 %

Branch *	MTD Sales L	Brand Share %
CH05	6.30	16.00 %
CH38	2.10	15.15 %
CH16	2.05	4.35 %
CH28	1.34	3.87 %
SKL1	1.24	5.94 %
AVD1	1.10	2.82 %
GUD2	1.05	5.55 %
CH42	1.02	4.06 %
CH11	0.77	4.09 %
MRM1	0.64	3.09 %
CH39	0.60	6.42 %
TKM1	0.53	4.66 %
CH35	0.49	2.64 %
CGL1	0.41	2.78 %
CH26	0.34	7.44 %
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	85.04	13.34 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	35.41	9.31 %
Home-The	11.24	37.57 %
Total	46.65	11.37 %

Branch *	MTD Sales L	Brand Share %
CYR1	2.78	16.36 %
TRT1	2.10	9.80 %
ABR1	2.08	15.20 %
SBR1	1.52	6.50 %
VEL2	1.36	7.40 %
VSI1	1.18	6.11 %
KPM1	0.94	6.86 %
AKM1	0.89	3.03 %
ARC2	0.81	7.42 %
WJP1	0.63	4.78 %
CGM1	0.46	5.07 %
SLG1	0.20	1.79 %
VEL1	0.20	1.30 %
PTU1	0.19	6.78 %
WJD1	0.12	1.22 %
UGI1	0.08	0.83 %
ANI1		0.00 %
BGR1		0.00 %
CPT1		0.00 %
VNB1		0.00 %
Total	46.65	11.37 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Home-The	1.42	56.15 %
LED TV	0.58	1.94 %
Total	2.00	6.18 %

Branch *	MTD Sales L	Brand Share %
TVP1	1.26	6.30 %
KLR1	0.55	11.25 %
PAS1	0.18	2.66 %
TVSD		0.00 %
Total	2.00	6.18 %