



TN : SONY Sales Performance 20/03/2026 9:06 AM

MTD Sales
548.65 L

Brand Share %
19.25 %

Information:

MTD : 01-03-2026 To 19-03-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **19.25 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	463.63	17.25 %
Home-The	85.02	52.43 %
Total	548.65	19.25 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	120.69	22.68 %
TRICHY-01	86.73	21.47 %
CHENNAI-02	80.28	24.74 %
SOUTH-03	72.20	19.86 %
WEST-02	45.72	17.08 %
WEST-01	41.44	19.67 %
CHENNAI-01	40.43	11.27 %
SOUTH ARCOT	38.34	20.02 %
NORTH ARCOT	22.83	11.57 %
Total	548.65	19.25 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	95.52	19.33 %
Home-The	25.16	66.29 %
Total	120.69	22.68 %

Branch *	MTD Sales L	Brand Share %
TKS2	2.89	18.89 %
VLY1	2.05	16.97 %
SDI1	1.97	19.10 %
PKD1	1.65	14.78 %
MAR1	1.32	11.01 %
UDN1	1.21	17.39 %
ERL2	1.17	9.39 %
APK2	1.10	12.12 %
KYR1	0.83	14.70 %
SKD1	0.67	9.05 %
STU2	0.64	13.01 %
PDI1	0.61	11.08 %
TY11	0.57	13.51 %
ARM1	0.50	8.86 %
APK1	0.34	4.18 %
RND1	0.34	2.57 %
VKM1	0.33	5.67 %
SNL1	0.33	5.25 %
VNR1	0.25	4.03 %
ASM1	0.24	3.34 %
KGL1	0.22	7.93 %
COL1		0.00 %
S2SD		0.00 %
SGT1		0.00 %
TKY1		0.00 %
Total	120.69	22.68 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	74.92	19.52 %
Home-The	11.82	58.62 %
Total	86.73	21.47 %

Branch *	MTD Sales L	Brand Share %
KUM1	4.82	16.55 %
MVM1	1.61	6.73 %
JKM1	1.33	9.58 %
PBR1	0.97	14.89 %
TTP1	0.96	11.18 %
TRY3	0.67	6.83 %
NGT1	0.65	3.98 %
NCK1	0.62	12.82 %
PDK1	0.57	8.38 %
TVR1	0.51	5.56 %
ORU1	0.50	9.41 %
KIK1	0.29	2.92 %
MSI1	0.25	3.69 %
AYR1	0.09	1.27 %
APM1		0.00 %
KRN1		0.00 %
TZSD		0.00 %
Total	86.73	21.47 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	73.30	23.80 %
Home-The	6.98	42.22 %
Total	80.28	24.74 %

Branch *	MTD Sales L	Brand Share %
CH06	1.44	14.07 %
CH17	0.95	6.56 %
CH31	0.58	8.98 %
CH33	0.53	7.13 %
CH51	0.42	2.27 %
CH43	0.36	4.88 %
CH34	0.32	2.99 %
GPD1	0.20	3.81 %
CH24	0.10	0.96 %
CH01		0.00 %
CH23		0.00 %
CH27		0.00 %
CH36		0.00 %
PON1		0.00 %
UKI1		0.00 %
Total	80.28	24.74 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	60.54	17.73 %
Home-The	11.66	53.04 %
Total	72.20	19.86 %

Branch *	MTD Sales L	Brand Share %
DGL1	4.87	18.47 %
KKD3	2.27	15.23 %
CBM1	1.61	12.11 %
BNR1	1.12	19.16 %
NKI1	0.95	12.34 %
TEN2	0.83	9.37 %
MDU4	0.80	10.42 %
BTU1	0.74	15.04 %
KPT1	0.54	9.78 %
DKI1	0.47	5.85 %
DGL2	0.43	10.17 %
CMR1	0.37	8.47 %
TPT1	0.34	6.13 %
MDU3	0.32	3.88 %
ADP1	0.31	5.35 %
MDU5	0.26	5.02 %
USL1	0.14	2.17 %
ATG1	0.14	1.10 %
SGP1	0.12	1.96 %
PNV2	0.12	2.15 %
MLR1		0.00 %
MPA1		0.00 %
NTM1		0.00 %
PKM1		0.00 %
PVI1		0.00 %
SZSD		0.00 %
TDI1		0.00 %
Total	72.20	19.86 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	37.36	14.77 %
Home-The	8.35	56.76 %
Total	45.72	17.08 %

Branch *	MTD Sales L	Brand Share %
HSR2	2.22	18.00 %
ERD2	2.13	12.22 %
EPI1	1.35	16.70 %
VPD1	1.21	13.05 %
KMM1	1.14	15.34 %
APN1	0.79	10.75 %
TCG1	0.77	17.26 %
SGI1	0.70	10.61 %
DPR1	0.68	12.69 %
DPR2	0.65	12.09 %
PLC1	0.64	10.23 %
MTR1	0.57	15.85 %
ATU1	0.43	4.69 %
MCR1	0.36	5.05 %
VKL1	0.34	12.88 %
NKL2	0.32	2.58 %
KVP1	0.20	9.69 %
CMI1	0.19	4.75 %
SLM2	0.15	1.85 %
RSP1	0.13	1.47 %
PDR1	0.13	2.79 %
TRM1	0.12	1.49 %
BMD1		0.00 %
EDP1		0.00 %
HRR1		0.00 %
OML1		0.00 %
WHPD		0.00 %
WZWH		0.00 %
Total	45.72	17.08 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	34.20	17.34 %
Home-The	7.24	53.85 %
Total	41.44	19.67 %

Branch *	MTD Sales L	Brand Share %
KGI1	0.93	14.14 %
PLI1	0.63	6.84 %
MPM1	0.54	5.06 %
AVI1	0.36	6.05 %
CNR1	0.34	4.82 %
GBM1	0.34	12.16 %
UMP1	0.23	4.38 %
PDM1	0.20	3.68 %
SNR1	0.20	2.41 %
GDR1	0.15	4.92 %
PPI1	0.13	3.72 %
SYM2	0.13	1.96 %
TPR4	0.08	3.25 %
CBE3	0.08	3.37 %
DPM2		0.00 %
KGM1		0.00 %
KMD1		0.00 %
TPR1		0.00 %
TPR3		0.00 %
WHCB		0.00 %
WZSD		0.00 %
Total	41.44	19.67 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	35.33	10.33 %
Home-The	5.10	30.60 %
Total	40.43	11.27 %

Branch *	MTD Sales L	Brand Share %
CH05	3.30	15.98 %
CH30	2.87	13.55 %
CH22	1.48	13.00 %
SKL1	1.32	13.92 %
AVD1	1.20	8.13 %
CH37	0.97	16.85 %
CH25	0.85	7.74 %
CH39	0.82	13.57 %
GUD1	0.82	8.72 %
CH16	0.77	2.93 %
CH47	0.50	4.60 %
CH42	0.49	3.46 %
CZWH	0.31	9.34 %
CH08	0.16	1.04 %
KNR1	0.13	2.08 %
CH26	0.11	2.91 %
CH49	0.08	0.43 %
CGL1		0.00 %
CH28		0.00 %
CH29		0.00 %
CH35		0.00 %
CH38		0.00 %
CH40		0.00 %
CH45		0.00 %
GUD2		0.00 %
MC09		0.00 %
MC10		0.00 %
TKM1		0.00 %
WCHN		0.00 %
WHC3		0.00 %
Total	40.43	11.27 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	33.92	18.60 %
Home-The	4.42	48.39 %
Total	38.34	20.02 %

Branch *	MTD Sales L	Brand Share %
CUD1	2.72	14.54 %
TRK1	1.31	10.03 %
KML1	1.01	13.28 %
KLM1	0.61	4.92 %
PRT1	0.51	5.49 %
STP1	0.32	7.80 %
VPM1	0.19	13.89 %
MKM1	0.13	3.01 %
TVM2	0.08	2.15 %
TDM1		0.00 %
TVM1		0.00 %
ULP1		0.00 %
VCM1		0.00 %
WHUT		0.00 %
Total	38.34	20.02 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	18.55	9.99 %
Home-The	4.28	37.09 %
Total	22.83	11.57 %

Branch *	MTD Sales L	Brand Share %
KPM2	2.59	10.32 %
SBR1	1.51	11.03 %
GDM1	1.11	14.73 %
ARC2	1.01	19.23 %
AKM1	0.96	10.18 %
VEL1	0.81	8.78 %
WJD1	0.64	8.92 %
VSI1	0.51	6.71 %
CPT1	0.49	9.51 %
SLG1	0.38	7.09 %
CGM1	0.34	4.92 %
VNB1	0.25	3.26 %
CYR1	0.20	3.90 %
PLR1	0.13	2.77 %
ABR1		0.00 %
ANI1		0.00 %
BGR1		0.00 %
KPM1		0.00 %
PTU1		0.00 %
UGI1		0.00 %
VEL2		0.00 %
WHVL		0.00 %
WJP1		0.00 %
Total	22.83	11.57 %