



TN : SONY Sales Performance 20/04/2026 9:06 AM

MTD Sales
647.97 L

Brand Share %
17.07 %

Information:

MTD : 01-04-2026 To 19-04-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **17.07 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	560.05	15.50 %
Home-The	87.91	48.15 %
Total	647.97	17.07 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	133.62	21.36 %
CHENNAI-02	92.92	19.94 %
SOUTH-03	90.62	18.88 %
TRICHY-01	81.89	16.84 %
WEST-01	67.41	21.11 %
SOUTH ARCOT	55.50	18.81 %
CHENNAI-01	54.29	10.53 %
WEST-02	48.92	13.48 %
NORTH ARCOT	22.79	9.29 %
Total	647.97	17.07 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	110.53	18.70 %
Home-The	23.09	66.59 %
Total	133.62	21.36 %

Branch *	MTD Sales L	Brand Share %
RND1	3.28	14.29 %
ERL2	1.84	12.44 %
VNR1	1.52	15.26 %
SNL1	1.37	14.79 %
SDI1	1.12	10.14 %
VKM1	0.89	10.62 %
ASM1	0.88	10.25 %
APK1	0.75	7.71 %
TYI1	0.74	10.54 %
TKY1	0.67	7.87 %
APK2	0.64	9.13 %
UDN1	0.55	5.97 %
SKD1	0.49	4.81 %
KYR1	0.49	6.09 %
ARM1	0.49	9.26 %
MAR1	0.39	2.21 %
KSM1	0.32	10.23 %
STU2	0.27	3.87 %
COL1	0.14	4.42 %
S2SD		0.00 %
SGT1		0.00 %
WHTV		0.00 %
PDI1	-0.26	-3.67 %
Total	133.62	21.36 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	83.64	18.73 %
Home-The	9.28	47.70 %
Total	92.92	19.94 %

Branch *	MTD Sales L	Brand Share %
CH50	3.11	15.65 %
CH24	2.25	10.66 %
CH51	1.12	7.09 %
CH31	0.76	9.16 %
CH46	0.67	10.62 %
CH17	0.66	3.54 %
CH36	0.61	12.28 %
CH23	0.55	7.15 %
UKI1	0.47	5.07 %
PON1	0.42	5.57 %
GPD1	0.31	3.15 %
CH27	0.25	3.14 %
CH01		0.00 %
CH32		0.00 %
CH33		0.00 %
CH34		0.00 %
MC05		0.00 %
Total	92.92	19.94 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	77.33	17.04 %
Home-The	13.29	50.73 %
Total	90.62	18.88 %

Branch *	MTD Sales L	Brand Share %
ATG1	2.03	14.04 %
KKD3	1.71	8.20 %
MDU7	1.68	14.75 %
TEN2	1.44	8.64 %
PVI1	1.07	11.18 %
TDI1	1.00	12.50 %
MPA1	0.75	5.15 %
CBM1	0.64	5.01 %
MNM1	0.63	11.24 %
MDU4	0.59	8.01 %
MDU3	0.53	4.86 %
NKI1	0.51	7.36 %
KYK1	0.48	6.94 %
ADP1	0.46	8.61 %
MDU5	0.40	7.90 %
MLR1	0.34	3.35 %
CMR1	0.14	1.28 %
PNV2	0.14	1.96 %
TPT1	0.13	0.98 %
NTM1	0.13	2.68 %
BTU1	0.13	1.93 %
USL1	0.09	0.84 %
DKI1		0.00 %
KPT1		0.00 %
PKM1		0.00 %
SGP1		0.00 %
SZSD		0.00 %
WHMD		0.00 %
Total	90.62	18.88 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	73.62	15.70 %
Home-The	8.27	47.57 %
Total	81.89	16.84 %

Branch *	MTD Sales L	Brand Share %
KUM1	2.56	8.43 %
KRN1	1.51	16.17 %
NGT1	1.46	10.44 %
TRY3	1.03	8.26 %
NMM1	1.03	9.31 %
PBR1	0.95	11.36 %
TTP1	0.79	7.29 %
MVM1	0.77	2.23 %
TVR1	0.76	6.03 %
ORU1	0.48	8.23 %
JKM1	0.39	4.12 %
KIK1	0.31	2.28 %
APM1		0.00 %
AYR1		0.00 %
MSI1		0.00 %
NCK1		0.00 %
TZSD		0.00 %
Total	81.89	16.84 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	58.32	19.37 %
Home-The	9.09	50.21 %
Total	67.41	21.11 %

Branch *	MTD Sales L	Brand Share %
MPM1	1.39	14.16 %
GDR1	1.26	16.44 %
CBE5	0.85	14.58 %
SUL1	0.84	14.22 %
PDM1	0.84	9.24 %
AVI1	0.80	8.34 %
TPR1	0.62	4.98 %
CBE3	0.40	9.81 %
CBE6	0.38	5.10 %
TPR3	0.27	5.86 %
GBM1	0.22	3.52 %
ANR1		0.00 %
DPM2		0.00 %
KGI1		0.00 %
KGM1		0.00 %
PPI1		0.00 %
SNR1		0.00 %
SYM2		0.00 %
TPR4		0.00 %
WHCB		0.00 %
WZSD		0.00 %
Total	67.41	21.11 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	49.08	17.38 %
Home-The	6.42	51.15 %
Total	55.50	18.81 %

Branch *	MTD Sales L	Brand Share %
CDM1	3.30	16.76 %
TRK1	1.01	5.82 %
TDM1	0.90	6.46 %
KLM1	0.81	6.26 %
PRT1	0.38	2.57 %
ULP1	0.28	2.44 %
VCM1	0.22	3.06 %
STP1	0.13	2.81 %
KML1		0.00 %
MKM1		0.00 %
TVM1		0.00 %
WHUT		0.00 %
Total	55.50	18.81 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	47.47	9.61 %
Home-The	6.82	30.94 %
Total	54.29	10.53 %

Branch *	MTD Sales L	Brand Share %
CH47	2.68	8.23 %
CH16	1.93	6.18 %
CH49	1.90	7.50 %
GUD2	1.79	15.48 %
CGL1	1.61	11.00 %
CH08	1.55	6.55 %
GUD1	0.90	5.00 %
CH25	0.81	2.51 %
CH38	0.81	9.77 %
CH35	0.78	5.95 %
MRM1	0.53	3.75 %
CH22	0.50	4.09 %
CH39	0.42	8.49 %
CH28	0.39	2.13 %
KNR1	0.21	3.01 %
CH42	0.14	0.68 %
TKM1	0.13	1.65 %
CH26		0.00 %
CH29		0.00 %
CH37		0.00 %
CH45		0.00 %
CZWH		0.00 %
MC09		0.00 %
MC10		0.00 %
SKL1		0.00 %
WHC3		0.00 %
AVD1	-0.18	-1.88 %
WCHN	-0.50	6.91 %
Total	54.29	10.53 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	41.60	12.07 %
Home-The	7.32	40.10 %
Total	48.92	13.48 %

Branch *	MTD Sales L	Brand Share %
SLM3	2.92	16.99 %
SLM2	2.07	12.46 %
KVP1	1.72	16.19 %
TCG1	1.01	14.78 %
SGI1	0.58	8.61 %
PLC1	0.53	7.55 %
MCR1	0.47	3.48 %
MTR1	0.41	7.63 %
OML1	0.39	3.66 %
ATU1	0.32	1.98 %
APN1	0.29	3.80 %
KAM1	0.21	3.49 %
WHKP	0.14	4.46 %
VKL1	0.13	3.16 %
NKL2	0.13	0.78 %
BMD1		0.00 %
CMI1		0.00 %
EDP1		0.00 %
EPI1		0.00 %
KMM1		0.00 %
PDR1		0.00 %
PMP1		0.00 %
RSP1		0.00 %
SGG1		0.00 %
TRM1		0.00 %
VPD1		0.00 %
WHPD		0.00 %
WZWH		0.00 %
Total	48.92	13.48 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	18.47	7.98 %
Home-The	4.33	31.08 %
Total	22.79	9.29 %

Branch *	MTD Sales L	Brand Share %
KPM2	3.99	13.36 %
VSI1	1.54	11.98 %
CYR1	1.04	13.16 %
VEL2	0.90	6.08 %
PLR1	0.83	9.32 %
VEL1	0.68	9.42 %
WJP1	0.47	5.01 %
VNB1	0.41	4.41 %
CPT1	0.38	4.80 %
SBR1	0.23	1.70 %
CGM1	0.20	1.89 %
SLG1	0.20	3.39 %
AKM1	0.13	0.99 %
ARC2	0.13	1.90 %
ABR1		0.00 %
ANI1		0.00 %
BGR1		0.00 %
PTU1		0.00 %
TRT1		0.00 %
UGI1		0.00 %
WJD1		0.00 %
Total	22.79	9.29 %