



TN : SONY Sales Performance 20/10/2025 9:06 AM

MTD Sales
1,397.97 L

Brand Share %
19.18 %

Information:
MTD : 01-10-2025 To 19-10-2025
* Branch where in Brand Share % is less than Overall State's Brand Share **19.18 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	1,190.37	17.32 %
Home-The	207.60	49.58 %
Total	1,397.97	19.18 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-03	257.09	22.63 %
SOUTH-01	233.40	20.65 %
TRICHY-01	177.12	18.44 %
WEST-02	171.72	18.19 %
CHENNAI-02	147.27	23.11 %
WEST-01	141.81	20.47 %
SOUTH ARCOT	122.65	23.29 %
CHENNAI-01	92.19	12.49 %
NORTH ARCOT	52.73	10.79 %
KL-SOUTH	2.00	5.57 %
Total	1,397.97	19.18 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	223.34	20.82 %
Home-The	33.74	53.47 %
Total	257.09	22.63 %

Branch *	MTD Sales L	Brand Share %
KKD3	7.23	16.00 %
MDU3	3.71	12.06 %
ATG1	3.48	11.78 %
DGL2	3.14	17.51 %
PNI1	2.49	17.08 %
MLR1	1.93	8.43 %
PVI1	1.82	7.91 %
CMR1	1.77	10.61 %
MNM1	1.70	13.78 %
CBM1	1.51	5.43 %
KYK1	1.51	10.94 %
USL1	1.44	4.92 %
ADP1	1.41	8.52 %
NKI1	1.39	7.45 %
DKI1	1.32	5.39 %
KPT1	1.13	10.35 %
PNV1	1.06	8.66 %
TDI1	0.93	6.15 %
MDU5	0.86	5.85 %
TPT1	0.49	3.98 %
MDU4	0.42	2.19 %
PKM1	0.34	2.82 %
SGP1	0.29	2.37 %
NTM1	0.22	1.68 %
BTU1	0.22	1.70 %
MPA1	0.18	0.83 %
KKD2		0.00 %
SZSD		0.00 %
Total	257.09	22.63 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	191.19	17.99 %
Home-The	42.21	62.31 %
Total	233.40	20.65 %

Branch *	MTD Sales L	Brand Share %
RND1	5.30	13.71 %
RPM1	3.32	7.64 %
VLY1	3.08	13.35 %
SNL1	2.85	10.41 %
ARM1	2.83	15.63 %
PKD1	2.82	7.67 %
APK2	2.63	12.66 %
APK1	2.51	8.26 %
TKY1	2.27	10.79 %
KGL1	1.83	14.26 %
SDI1	1.79	8.91 %
MMT1	1.77	11.08 %
MAR1	1.65	5.45 %
TCN1	1.56	6.67 %
PDI1	1.54	9.77 %
TYI1	1.38	9.76 %
SKD1	1.37	8.31 %
UDN1	1.35	11.97 %
VKM1	1.12	8.23 %
VNR1	1.09	6.03 %
STU2	0.78	4.75 %
KYR1	0.47	4.29 %
ERL2	0.36	1.48 %
KSM1	0.18	3.11 %
SGT1	0.11	1.80 %
COL1		0.00 %
S2SD		0.00 %
Total	233.40	20.65 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	155.43	16.93 %
Home-The	21.69	51.36 %
Total	177.12	18.44 %

Branch *	MTD Sales L	Brand Share %
KUM1	6.72	13.54 %
JKM1	6.24	18.45 %
TRY3	3.78	12.74 %
PDK1	3.56	14.61 %
TTP1	3.46	13.11 %
MSI1	3.04	14.57 %
AYR1	2.12	10.17 %
TVR1	2.10	10.66 %
MVM1	1.24	2.11 %
KRN1	1.09	7.09 %
ORU1	0.82	5.73 %
KIK1	0.77	3.74 %
NGT1	0.36	1.13 %
NCK1	0.20	1.75 %
NMM1	0.11	0.61 %
APM1		0.00 %
TZSD		0.00 %
Total	177.12	18.44 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	144.87	16.28 %
Home-The	26.84	49.48 %
Total	171.72	18.19 %

Branch *	MTD Sales L	Brand Share %
SLM2	3.57	11.40 %
OML1	3.42	13.45 %
NKL2	3.37	7.94 %
EPI1	2.52	8.90 %
MTR1	2.47	10.01 %
TCG1	2.36	11.50 %
EDP1	1.95	10.21 %
TRM1	1.83	7.82 %
VPD1	1.32	4.03 %
ATU1	1.05	2.48 %
CMI1	1.03	8.95 %
SGI1	0.92	4.59 %
PDR1	0.88	5.77 %
SGG1	0.88	7.81 %
KMM1	0.80	5.60 %
VKL1	0.61	5.65 %
RSP1	0.55	1.87 %
KVP1	0.34	2.13 %
MCR1	0.23	1.23 %
BMD1	0.12	0.80 %
HRR1	0.12	0.82 %
WZWH		0.00 %
Total	171.72	18.19 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	130.59	21.61 %
Home-The	16.68	50.46 %
Total	147.27	23.11 %

Branch *	MTD Sales L	Brand Share %
CH12	10.99	19.09 %
CH34	4.94	16.55 %
CH24	4.03	17.30 %
CH06	2.00	7.39 %
CH43	1.74	8.98 %
UKI1	1.42	12.44 %
GPD1	0.77	4.88 %
CH17	0.46	3.43 %
CH46	0.33	3.02 %
CH23	0.24	2.39 %
CH32	0.23	11.93 %
CH27		0.00 %
CH31		0.00 %
CH33		0.00 %
CH36		0.00 %
MC06		0.00 %
PON1		0.00 %
Total	147.27	23.11 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	120.08	18.60 %
Home-The	21.72	46.06 %
Total	141.81	20.47 %

Branch *	MTD Sales L	Brand Share %
TPR2	5.38	15.11 %
KMD1	2.85	15.85 %
KGI1	2.53	18.01 %
UMP1	2.34	18.75 %
CBE1	1.98	9.83 %
TPR3	1.69	10.47 %
MPM1	1.56	5.99 %
CNR1	1.54	11.66 %
GBM1	1.51	7.42 %
AVI1	1.31	6.53 %
CBE5	1.30	10.39 %
GDR1	1.27	7.16 %
SYM2	1.21	6.49 %
SUL1	1.16	5.80 %
CBE6	1.13	4.82 %
TPR1	1.00	3.87 %
TPR4	0.99	6.97 %
KGM1	0.62	8.16 %
PDM1	0.53	4.91 %
SNR1	0.44	1.96 %
CBE3	0.42	4.69 %
DPM2	0.32	1.70 %
PPI1	0.24	1.54 %
WZSD		0.00 %
Total	141.81	20.47 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	104.02	21.13 %
Home-The	18.62	54.19 %
Total	122.65	23.29 %

Branch *	MTD Sales L	Brand Share %
TDM1	2.79	11.05 %
VPM1	1.65	18.37 %
KLM1	1.44	6.37 %
TVM1	1.05	10.72 %
ULP1	0.91	3.66 %
TRK1	0.82	2.85 %
MKM1	0.82	9.68 %
STP1	0.46	4.29 %
KML1	0.34	2.06 %
VCM1	0.19	1.99 %
PRT1	0.12	0.50 %
Total	122.65	23.29 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	79.85	11.42 %
Home-The	12.34	31.96 %
Total	92.19	12.49 %

Branch *	MTD Sales L	Brand Share %
CH05	8.46	17.45 %
CH22	3.84	17.23 %
CH16	2.16	4.10 %
CH38	2.10	13.90 %
GUD2	1.71	8.15 %
CH28	1.34	3.50 %
SKL1	1.24	5.32 %
AVD1	1.10	2.59 %
CH42	1.02	3.30 %
CH11	0.77	3.47 %
CH35	0.66	2.97 %
MRM1	0.64	2.28 %
CH39	0.60	5.52 %
TKM1	0.53	4.00 %
CGL1	0.41	2.49 %
CH26	0.34	6.05 %
CH45	0.12	0.44 %
CH29		0.00 %
CH37		0.00 %
CH40		0.00 %
GUD1		0.00 %
MC09		0.00 %
MC10		0.00 %
WHC3		0.00 %
Total	92.19	12.49 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	40.41	8.92 %
Home-The	12.33	34.65 %
Total	52.73	10.79 %

Branch *	MTD Sales L	Brand Share %
CYR1	2.78	14.23 %
PLR1	2.47	19.03 %
TRT1	2.10	9.23 %
ABR1	2.08	12.76 %
SBR1	1.52	5.00 %
VEL2	1.36	6.12 %
VSI1	1.30	5.38 %
KPM1	0.94	5.69 %
AKM1	0.89	2.85 %
ARC2	0.81	5.98 %
WJD1	0.72	5.06 %
WJP1	0.63	3.88 %
UGI1	0.54	3.76 %
CGM1	0.46	3.70 %
BGR1	0.34	2.94 %
VNB1	0.23	1.37 %
SLG1	0.20	1.51 %
VEL1	0.20	1.17 %
PTU1	0.19	5.16 %
ANI1		0.00 %
CPT1		0.00 %
Total	52.73	10.79 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Home-The	1.42	54.25 %
LED TV	0.58	1.74 %
Total	2.00	5.57 %

Branch *	MTD Sales L	Brand Share %
TVP1	1.26	5.89 %
KLR1	0.55	10.77 %
PAS1	0.18	2.08 %
TVSD		0.00 %
Total	2.00	5.57 %