



# TN : SONY Sales Performance 21/03/2026 9:06 AM

MTD Sales  
581.47 L

Brand Share %  
19.40 %

Information:

MTD : 01-03-2026 To 20-03-2026

\* Branch where in Brand Share % is less than Overall State's Brand Share **19.40 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	491.49	17.39 %
Home-The	89.98	52.87 %
Total	581.47	19.40 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	132.47	23.70 %
TRICHY-01	88.32	20.68 %
CHENNAI-02	88.00	25.56 %
SOUTH-03	73.76	19.71 %
WEST-02	48.28	16.96 %
WEST-01	44.50	19.96 %
CHENNAI-01	42.18	11.24 %
SOUTH ARCOT	39.41	19.58 %
NORTH ARCOT	24.54	11.80 %
Total	581.47	19.40 %

## SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	105.95	20.40 %
Home-The	26.52	67.13 %
Total	132.47	23.70 %

Branch *	MTD Sales L	Brand Share %
VLY1	2.05	16.38 %
SDI1	1.97	19.10 %
PKD1	1.80	15.44 %
MAR1	1.32	10.27 %
ERL2	1.17	8.72 %
APK2	1.10	12.12 %
KYR1	0.83	14.70 %
SKD1	0.67	8.70 %
STU2	0.64	12.79 %
PDI1	0.61	11.08 %
TYI1	0.57	12.87 %
APK1	0.55	6.49 %
ARM1	0.50	8.73 %
RND1	0.34	2.57 %
VKM1	0.33	5.52 %
SNL1	0.33	5.14 %
VNR1	0.25	4.03 %
ASM1	0.24	3.25 %
KGL1	0.22	7.93 %
COL1		0.00 %
S2SD		0.00 %
SGT1		0.00 %
TKY1		0.00 %
Total	132.47	23.70 %

**TRICHY-01**

Property	MTD Sales L	Brand Share %
LED TV	75.92	18.69 %
Home-The	12.40	58.92 %
<b>Total</b>	<b>88.32</b>	<b>20.68 %</b>

Branch *	MTD Sales L	Brand Share %
TNJ1	5.22	18.22 %
KUM1	4.82	16.01 %
NMM1	2.04	18.90 %
JKM1	1.66	11.25 %
MVM1	1.61	6.34 %
PBR1	0.97	14.23 %
TTP1	0.96	9.91 %
PDK1	0.90	11.68 %
TRY3	0.67	6.83 %
NGT1	0.65	3.91 %
NCK1	0.62	12.38 %
TVR1	0.51	4.84 %
ORU1	0.50	8.47 %
AYR1	0.30	3.93 %
KIK1	0.29	2.78 %
MSI1	0.25	3.37 %
APM1		0.00 %
KRN1		0.00 %
TZSD		0.00 %
WTRZ		0.00 %
<b>Total</b>	<b>88.32</b>	<b>20.68 %</b>

**CHENNAI-02**

Property	MTD Sales L	Brand Share %
LED TV	80.22	24.56 %
Home-The	7.77	44.12 %
<b>Total</b>	<b>88.00</b>	<b>25.56 %</b>

Branch *	MTD Sales L	Brand Share %
CH51	1.51	7.52 %
CH06	1.44	13.60 %
CH17	0.95	6.43 %
CH31	0.58	8.98 %
CH33	0.53	6.68 %
CH34	0.41	3.69 %
CH43	0.36	4.54 %
GPD1	0.20	3.38 %
CH24	0.10	0.96 %
CH01		0.00 %
CH23		0.00 %
CH27		0.00 %
CH36		0.00 %
PON1		0.00 %
UKI1		0.00 %
<b>Total</b>	<b>88.00</b>	<b>25.56 %</b>

**SOUTH-03**

Property	MTD Sales L	Brand Share %
LED TV	61.74	17.55 %
Home-The	12.03	53.47 %
<b>Total</b>	<b>73.76</b>	<b>19.71 %</b>

Branch *	MTD Sales L	Brand Share %
KKD3	2.27	14.61 %
CBM1	1.61	12.11 %
BNR1	1.12	18.75 %
NKI1	0.95	12.20 %
TEN2	0.83	9.37 %
MDU4	0.80	10.14 %
BTU1	0.74	15.04 %
KPT1	0.54	9.78 %
DKI1	0.47	5.67 %
DGL2	0.43	9.87 %
CMR1	0.37	8.17 %
SGP1	0.35	4.98 %
TPT1	0.34	6.13 %
MDU3	0.32	3.82 %
ADP1	0.31	5.10 %
MDU5	0.26	5.02 %
PVI1	0.22	3.12 %
USL1	0.14	2.17 %
ATG1	0.14	1.07 %
PNV2	0.12	2.15 %
MLR1		0.00 %
MPA1		0.00 %
NTM1		0.00 %
PKM1		0.00 %
SZSD		0.00 %
TDI1		0.00 %
<b>Total</b>	<b>73.76</b>	<b>19.71 %</b>

**WEST-02**

Property	MTD Sales L	Brand Share %
LED TV	39.19	14.60 %
Home-The	9.09	56.45 %
<b>Total</b>	<b>48.28</b>	<b>16.96 %</b>

Branch *	MTD Sales L	Brand Share %
ERD2	2.46	12.68 %
EPI1	1.50	18.02 %
VPD1	1.21	12.69 %
KMM1	1.14	15.34 %
APN1	0.79	10.34 %
TCG1	0.77	13.83 %
SGI1	0.70	10.11 %
DPR1	0.68	12.69 %
ATU1	0.65	6.87 %
DPR2	0.65	11.29 %
PLC1	0.64	9.64 %
VKL1	0.57	17.68 %
MTR1	0.57	15.85 %
MCR1	0.36	4.76 %
NKL2	0.32	2.45 %
KVP1	0.20	9.09 %
CMI1	0.19	4.75 %
SLM2	0.15	1.70 %
RSP1	0.13	1.41 %
PDR1	0.13	2.73 %
TRM1	0.12	1.40 %
BMD1		0.00 %
EDP1		0.00 %
HRR1		0.00 %
OML1		0.00 %
WHPD		0.00 %
WZWH		0.00 %
<b>Total</b>	<b>48.28</b>	<b>16.96 %</b>

**WEST-01**

Property	MTD Sales L	Brand Share %
LED TV	36.88	17.68 %
Home-The	7.63	52.88 %
<b>Total</b>	<b>44.50</b>	<b>19.96 %</b>

Branch *	MTD Sales L	Brand Share %
KGI1	0.93	14.14 %
MPM1	0.90	7.91 %
PLI1	0.63	6.51 %
AVI1	0.36	5.77 %
CNR1	0.34	4.57 %
GBM1	0.34	10.86 %
UMP1	0.23	4.38 %
PDM1	0.20	3.51 %
SNR1	0.20	2.26 %
GDR1	0.15	4.92 %
PPI1	0.13	3.51 %
SYM2	0.13	1.77 %
TPR4	0.08	2.86 %
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 %
<b>Total</b>	<b>44.50</b>	<b>19.96 %</b>

**CHENNAI-01**

Property	MTD Sales L	Brand Share %
LED TV	36.94	10.31 %
Home-The	5.24	30.61 %
<b>Total</b>	<b>42.18</b>	<b>11.24 %</b>

Branch *	MTD Sales L	Brand Share %
CH30	3.63	16.43 %
CH05	3.30	15.60 %
CH22	1.48	12.28 %
SKL1	1.32	13.34 %
AVD1	1.20	8.06 %
CH37	0.97	16.55 %
CH25	0.85	7.30 %
CH39	0.82	13.11 %
GUD1	0.82	7.87 %
CH16	0.77	2.67 %
CH47	0.50	4.55 %
CH42	0.49	3.20 %
CZWH	0.31	9.34 %
CH08	0.16	1.02 %
KNR1	0.13	2.05 %
CH26	0.11	2.63 %
CH49	0.08	0.40 %
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 %
<b>Total</b>	<b>42.18</b>	<b>11.24 %</b>

## SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	34.91	18.19 %
Home-The	4.50	48.32 %
Total	39.41	19.58 %

Branch *	MTD Sales L	Brand Share %
CUD1	3.47	17.62 %
TRK1	1.31	9.47 %
KML1	1.01	12.67 %
KLM1	0.61	4.82 %
PRT1	0.51	5.11 %
STP1	0.32	7.64 %
VPM1	0.19	13.89 %
MKM1	0.13	2.69 %
TVM2	0.08	2.12 %
TDM1		0.00 %
TVM1		0.00 %
ULP1		0.00 %
VCM1		0.00 %
WHUT		0.00 %
Total	39.41	19.58 %

## NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	19.74	10.11 %
Home-The	4.80	38.23 %
Total	24.54	11.80 %

Branch *	MTD Sales L	Brand Share %
KPM2	2.59	9.83 %
SBR1	1.51	10.27 %
ARC2	1.01	19.23 %
AKM1	0.96	9.71 %
VEL1	0.81	8.04 %
WJD1	0.64	8.61 %
VSI1	0.51	6.12 %
CPT1	0.49	9.24 %
SLG1	0.38	6.75 %
CGM1	0.34	4.66 %
VNB1	0.25	3.26 %
CYR1	0.20	3.90 %
ANI1	0.14	6.69 %
PLR1	0.13	2.77 %
ABR1		0.00 %
BGR1		0.00 %
KPM1		0.00 %
PTU1		0.00 %
UGI1		0.00 %
VEL2		0.00 %
WHVL		0.00 %
WJP1		0.00 %
Total	24.54	11.80 %