



# TN : SONY Sales Performance 21/05/2026 9:06 AM

MTD Sales  
536.74 L

Brand Share %  
16.04 %

Information:

MTD : 01-05-2026 To 20-05-2026

\* Branch where in Brand Share % is less than Overall State's Brand Share **16.04 %** are only listed below

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 467.04      | 14.60 %       |
| Home-The | 69.71       | 47.10 %       |
| Total    | 536.74      | 16.04 %       |

| Sales Zone  | MTD Sales L | Brand Share % |
|-------------|-------------|---------------|
| SOUTH-01    | 103.10      | 18.20 %       |
| SOUTH-03    | 86.04       | 18.74 %       |
| TRICHY-01   | 65.86       | 15.54 %       |
| CHENNAI-02  | 63.08       | 16.97 %       |
| CHENNAI-01  | 55.79       | 12.07 %       |
| SOUTH ARCOT | 51.96       | 18.46 %       |
| WEST-01     | 47.26       | 18.16 %       |
| WEST-02     | 43.79       | 14.14 %       |
| NORTH ARCOT | 19.85       | 9.37 %        |
| Total       | 536.74      | 16.04 %       |

## SOUTH-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| LED TV   | 88.36       | 16.35 %       |
| Home-The | 14.75       | 56.54 %       |
| Total    | 103.10      | 18.20 %       |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| MAR1     | 4.04        | 14.97 %       |
| TUT2     | 1.94        | 9.02 %        |
| SNL1     | 1.31        | 14.46 %       |
| TYI1     | 1.29        | 14.88 %       |
| TCN1     | 1.29        | 9.69 %        |
| VNR1     | 1.10        | 15.97 %       |
| VLY1     | 0.87        | 6.59 %        |
| TKY1     | 0.78        | 12.29 %       |
| MMT1     | 0.73        | 12.09 %       |
| APK2     | 0.65        | 6.14 %        |
| KGL1     | 0.63        | 6.86 %        |
| PDI1     | 0.60        | 6.83 %        |
| SDI1     | 0.59        | 6.60 %        |
| ERL2     | 0.50        | 4.50 %        |
| VKM1     | 0.43        | 4.90 %        |
| KYR1     | 0.26        | 6.89 %        |
| PKD1     | 0.25        | 2.42 %        |
| ARM1     | 0.22        | 3.80 %        |
| STU2     | 0.18        | 2.81 %        |
| APK1     |             | 0.00 %        |
| S2SD     |             | 0.00 %        |
| WHTV     |             | 0.00 %        |
| Total    | 103.10      | 18.20 %       |

**SOUTH-03**

| Property     | MTD Sales L  | Brand Share %  |
|--------------|--------------|----------------|
| LED TV       | 73.05        | 16.74 %        |
| Home-The     | 12.98        | 56.64 %        |
| <b>Total</b> | <b>86.04</b> | <b>18.74 %</b> |

| Branch *     | MTD Sales L  | Brand Share %  |
|--------------|--------------|----------------|
| MDU6         | 3.04         | 13.90 %        |
| KKD3         | 2.67         | 15.63 %        |
| MDU3         | 1.64         | 13.79 %        |
| TMM1         | 1.56         | 14.13 %        |
| ADP1         | 1.03         | 12.22 %        |
| BNR1         | 0.96         | 10.49 %        |
| PNV2         | 0.66         | 9.28 %         |
| DKI1         | 0.42         | 3.21 %         |
| MDU4         | 0.33         | 3.51 %         |
| MLR1         | 0.26         | 3.03 %         |
| NKI1         | 0.25         | 3.57 %         |
| PKM1         | 0.24         | 6.56 %         |
| CBM1         | 0.23         | 3.12 %         |
| MPA1         | 0.22         | 1.78 %         |
| DGL2         | 0.21         | 3.15 %         |
| KPT1         | 0.21         | 4.58 %         |
| ATG1         | 0.21         | 1.90 %         |
| MDU5         |              | 0.00 %         |
| ODM1         |              | 0.00 %         |
| PVI1         |              | 0.00 %         |
| SGP1         |              | 0.00 %         |
| SZSD         |              | 0.00 %         |
| TDI1         |              | 0.00 %         |
| TPT1         |              | 0.00 %         |
| USL1         |              | 0.00 %         |
| <b>Total</b> | <b>86.04</b> | <b>18.74 %</b> |

### TRICHY-01

| Property     | MTD Sales L  | Brand Share %  |
|--------------|--------------|----------------|
| LED TV       | 59.95        | 14.57 %        |
| Home-The     | 5.91         | 47.17 %        |
| <b>Total</b> | <b>65.86</b> | <b>15.54 %</b> |

| Branch *     | MTD Sales L  | Brand Share %  |
|--------------|--------------|----------------|
| MVM1         | 1.87         | 7.58 %         |
| TRY4         | 1.71         | 15.60 %        |
| JKM1         | 1.69         | 10.29 %        |
| KIK1         | 1.07         | 11.15 %        |
| KUM2         | 1.06         | 11.22 %        |
| NMM1         | 1.03         | 13.75 %        |
| KUM1         | 0.95         | 4.29 %         |
| KRN1         | 0.81         | 10.24 %        |
| TRY3         | 0.50         | 5.01 %         |
| PDK1         | 0.42         | 7.77 %         |
| APM1         | 0.41         | 10.51 %        |
| TTP1         | 0.23         | 2.91 %         |
| NGT1         | 0.13         | 0.81 %         |
| AYR1         | 0.12         | 0.92 %         |
| MSI1         |              | 0.00 %         |
| NCK1         |              | 0.00 %         |
| ORU1         |              | 0.00 %         |
| PBR1         |              | 0.00 %         |
| TRY2         |              | 0.00 %         |
| TVR1         |              | 0.00 %         |
| TZSD         |              | 0.00 %         |
| <b>Total</b> | <b>65.86</b> | <b>15.54 %</b> |

### CHENNAI-02

| Property     | MTD Sales L  | Brand Share %  |
|--------------|--------------|----------------|
| LED TV       | 57.01        | 16.12 %        |
| Home-The     | 6.07         | 33.82 %        |
| <b>Total</b> | <b>63.08</b> | <b>16.97 %</b> |

| Branch *     | MTD Sales L  | Brand Share %  |
|--------------|--------------|----------------|
| CH03         | 6.61         | 11.39 %        |
| CH21         | 3.46         | 14.13 %        |
| CH51         | 2.18         | 14.66 %        |
| CH50         | 1.55         | 13.43 %        |
| CH06         | 0.98         | 7.57 %         |
| GPD1         | 0.81         | 15.33 %        |
| CH43         | 0.71         | 7.43 %         |
| PON1         | 0.39         | 5.14 %         |
| CH23         | 0.35         | 4.18 %         |
| UKI1         | 0.27         | 4.87 %         |
| CH34         | 0.08         | 0.61 %         |
| CH17         |              | 0.00 %         |
| CH24         |              | 0.00 %         |
| CH27         |              | 0.00 %         |
| CH32         |              | 0.00 %         |
| CH33         |              | 0.00 %         |
| CH36         |              | 0.00 %         |
| MC05         |              | 0.00 %         |
| MC06         |              | 0.00 %         |
| <b>Total</b> | <b>63.08</b> | <b>16.97 %</b> |

## CHENNAI-01

| Property     | MTD Sales L  | Brand Share %  |
|--------------|--------------|----------------|
| LED TV       | 47.84        | 10.83 %        |
| Home-The     | 7.95         | 39.05 %        |
| <b>Total</b> | <b>55.79</b> | <b>12.07 %</b> |

| Branch *     | MTD Sales L  | Brand Share %  |
|--------------|--------------|----------------|
| CH16         | 1.66         | 4.49 %         |
| CH08         | 1.31         | 7.36 %         |
| CH28         | 1.24         | 5.73 %         |
| CH49         | 1.13         | 6.74 %         |
| CH45         | 0.89         | 4.71 %         |
| CH35         | 0.83         | 6.34 %         |
| CH47         | 0.54         | 2.19 %         |
| CH22         | 0.20         | 1.82 %         |
| MRM1         | 0.12         | 0.99 %         |
| CH25         | 0.11         | 0.66 %         |
| AVD1         |              | 0.00 %         |
| CH26         |              | 0.00 %         |
| CH29         |              | 0.00 %         |
| CH37         |              | 0.00 %         |
| CH38         |              | 0.00 %         |
| CH39         |              | 0.00 %         |
| CZWH         |              | 0.00 %         |
| GUD1         |              | 0.00 %         |
| GUD2         |              | 0.00 %         |
| SKL1         |              | 0.00 %         |
| TKM1         |              | 0.00 %         |
| WHC3         |              | 0.00 %         |
| CGL1         | -0.23        | -2.57 %        |
| WCHN         | -0.68        | 11.48 %        |
| <b>Total</b> | <b>55.79</b> | <b>12.07 %</b> |

## SOUTH ARCOT

| Property     | MTD Sales L  | Brand Share %  |
|--------------|--------------|----------------|
| LED TV       | 46.87        | 17.26 %        |
| Home-The     | 5.08         | 52.00 %        |
| <b>Total</b> | <b>51.96</b> | <b>18.46 %</b> |

| Branch *     | MTD Sales L  | Brand Share %  |
|--------------|--------------|----------------|
| PRT1         | 1.66         | 10.87 %        |
| TRK1         | 1.58         | 7.82 %         |
| VCM2         | 0.75         | 6.22 %         |
| KLM1         | 0.53         | 4.37 %         |
| ULP1         | 0.51         | 4.65 %         |
| VPM1         | 0.51         | 11.24 %        |
| TVM2         | 0.14         | 2.67 %         |
| STP1         | 0.13         | 2.72 %         |
| KML1         |              | 0.00 %         |
| MKM1         |              | 0.00 %         |
| TDM1         |              | 0.00 %         |
| TVM1         |              | 0.00 %         |
| VCM1         |              | 0.00 %         |
| <b>Total</b> | <b>51.96</b> | <b>18.46 %</b> |

**WEST-01**

| Property     | MTD Sales L  | Brand Share %  |
|--------------|--------------|----------------|
| LED TV       | 41.36        | 16.66 %        |
| Home-The     | 5.90         | 49.16 %        |
| <b>Total</b> | <b>47.26</b> | <b>18.16 %</b> |

| Branch *     | MTD Sales L  | Brand Share %  |
|--------------|--------------|----------------|
| SUL1         | 0.97         | 14.49 %        |
| UMP1         | 0.75         | 8.71 %         |
| CNR1         | 0.69         | 10.96 %        |
| TPR3         | 0.66         | 10.81 %        |
| CBE5         | 0.53         | 13.89 %        |
| KGI1         | 0.53         | 9.56 %         |
| GDR1         | 0.41         | 6.29 %         |
| CBE6         | 0.37         | 5.63 %         |
| SNR1         | 0.21         | 2.23 %         |
| KMD1         | 0.19         | 3.89 %         |
| AVI1         | 0.12         | 1.32 %         |
| TPR1         | 0.08         | 0.57 %         |
| SYM2         | 0.08         | 1.52 %         |
| ANR1         |              | 0.00 %         |
| CBE3         |              | 0.00 %         |
| DPM2         |              | 0.00 %         |
| KGM1         |              | 0.00 %         |
| MPM1         |              | 0.00 %         |
| PDM1         |              | 0.00 %         |
| PPI1         |              | 0.00 %         |
| TPR4         |              | 0.00 %         |
| WHCB         |              | 0.00 %         |
| WZSD         |              | 0.00 %         |
| <b>Total</b> | <b>47.26</b> | <b>18.16 %</b> |

**WEST-02**

| Property     | MTD Sales L  | Brand Share %  |
|--------------|--------------|----------------|
| LED TV       | 36.03        | 12.25 %        |
| Home-The     | 7.77         | 49.68 %        |
| <b>Total</b> | <b>43.79</b> | <b>14.14 %</b> |

| Branch *     | MTD Sales L  | Brand Share %  |
|--------------|--------------|----------------|
| ERD2         | 2.97         | 15.65 %        |
| NKL2         | 1.58         | 12.34 %        |
| TCG1         | 1.25         | 15.40 %        |
| DPR1         | 1.20         | 12.60 %        |
| ERD1         | 1.01         | 6.51 %         |
| SLM3         | 0.99         | 11.32 %        |
| CMI1         | 0.87         | 15.71 %        |
| KMM1         | 0.66         | 11.86 %        |
| APN1         | 0.52         | 7.18 %         |
| KVP1         | 0.50         | 8.00 %         |
| SLM2         | 0.43         | 4.09 %         |
| ATU1         | 0.41         | 2.90 %         |
| TRM1         | 0.40         | 5.30 %         |
| SGI1         | 0.30         | 3.47 %         |
| BMD1         | 0.22         | 3.80 %         |
| MTR1         | 0.16         | 2.81 %         |
| PLC1         | 0.14         | 2.62 %         |
| EDP1         | 0.08         | 4.28 %         |
| EPI1         |              | 0.00 %         |
| HRR1         |              | 0.00 %         |
| KAM1         |              | 0.00 %         |
| MCR1         |              | 0.00 %         |
| OML1         |              | 0.00 %         |
| PDR1         |              | 0.00 %         |
| VPD1         |              | 0.00 %         |
| WHKP         |              | 0.00 %         |
| WZWH         |              | 0.00 %         |
| <b>Total</b> | <b>43.79</b> | <b>14.14 %</b> |

## NORTH ARCOT

| Property     | MTD Sales L  | Brand Share % |
|--------------|--------------|---------------|
| LED TV       | 16.57        | 8.23 %        |
| Home-The     | 3.28         | 30.60 %       |
| <b>Total</b> | <b>19.85</b> | <b>9.37 %</b> |

| Branch *     | MTD Sales L  | Brand Share % |
|--------------|--------------|---------------|
| KPM2         | 1.95         | 8.45 %        |
| SBR1         | 1.43         | 11.77 %       |
| VEL2         | 1.04         | 7.72 %        |
| VNB1         | 0.52         | 6.37 %        |
| TRT1         | 0.50         | 4.61 %        |
| ABR1         | 0.40         | 4.39 %        |
| VEL1         | 0.40         | 4.52 %        |
| KPM1         | 0.36         | 6.55 %        |
| ANI1         | 0.25         | 3.35 %        |
| SLG1         | 0.24         | 5.28 %        |
| ARC2         |              | 0.00 %        |
| BGR1         |              | 0.00 %        |
| CGM1         |              | 0.00 %        |
| CPT1         |              | 0.00 %        |
| CYR1         |              | 0.00 %        |
| PTU1         |              | 0.00 %        |
| UGI1         |              | 0.00 %        |
| VSI1         |              | 0.00 %        |
| WHVL         |              | 0.00 %        |
| WJD1         |              | 0.00 %        |
| WJP1         |              | 0.00 %        |
| <b>Total</b> | <b>19.85</b> | <b>9.37 %</b> |