



TN : SONY Sales Performance 22/05/2026 9:06 AM

MTD Sales
551.16 L

Brand Share %
15.85 %

Information:

MTD : 01-05-2026 To 21-05-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **15.85 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	478.69	14.40 %
Home-The	72.47	46.82 %
Total	551.16	15.85 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	105.08	17.80 %
SOUTH-03	89.12	18.67 %
TRICHY-01	67.69	15.29 %
CHENNAI-02	66.56	17.36 %
CHENNAI-01	58.67	12.16 %
SOUTH ARCOT	52.04	17.91 %
WEST-01	47.80	17.69 %
WEST-02	44.21	13.76 %
NORTH ARCOT	20.00	9.08 %
Total	551.16	15.85 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	89.98	15.97 %
Home-The	15.10	56.31 %
Total	105.08	17.80 %

Branch *	MTD Sales L	Brand Share %
MAR1	4.04	14.31 %
TUT2	1.94	8.83 %
TCN1	1.70	11.26 %
SNL1	1.31	13.83 %
TY11	1.29	14.45 %
VLY1	0.87	6.34 %
TKY1	0.78	11.86 %
MMT1	0.73	11.41 %
APK2	0.65	6.14 %
KGL1	0.63	6.86 %
SGT1	0.62	15.58 %
PDI1	0.60	6.80 %
SDI1	0.59	6.17 %
ERL2	0.50	4.40 %
VKM1	0.43	4.65 %
KYR1	0.26	6.57 %
PKD1	0.25	2.37 %
ARM1	0.22	3.60 %
STU2	0.18	2.74 %
APK1		0.00 %
S2SD		0.00 %
WHTV		0.00 %
Total	105.08	17.80 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	75.73	16.70 %
Home-The	13.39	56.16 %
Total	89.12	18.67 %

Branch *	MTD Sales L	Brand Share %
MDU6	3.04	13.64 %
KKD3	2.67	15.44 %
MDU3	1.77	14.28 %
TMM1	1.56	13.83 %
ADP1	1.03	12.16 %
BNR1	0.96	9.75 %
PNV2	0.66	8.62 %
DKI1	0.42	2.88 %
MDU4	0.33	3.49 %
MLR1	0.26	3.00 %
NKI1	0.25	3.54 %
PKM1	0.24	6.56 %
CBM1	0.23	2.75 %
MPA1	0.22	1.65 %
DGL2	0.21	2.94 %
KPT1	0.21	4.53 %
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 %
Total	89.12	18.67 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	61.40	14.30 %
Home-The	6.28	47.60 %
Total	67.69	15.29 %

Branch *	MTD Sales L	Brand Share %
MVM1	2.50	9.20 %
TRY4	1.71	15.15 %
JKM1	1.69	10.00 %
KIK1	1.07	11.15 %
KUM2	1.06	10.48 %
NMM1	1.03	13.12 %
KUM1	0.95	3.95 %
KRN1	0.81	9.69 %
TRY3	0.50	4.70 %
PDK1	0.42	7.77 %
APM1	0.41	10.04 %
TTP1	0.23	2.78 %
NGT1	0.13	0.79 %
AYR1	0.12	0.90 %
MSI1		0.00 %
NCK1		0.00 %
ORU1		0.00 %
PBR1		0.00 %
TRY2		0.00 %
TVR1		0.00 %
TZSD		0.00 %
Total	67.69	15.29 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	60.34	16.54 %
Home-The	6.21	33.55 %
Total	66.56	17.36 %

Branch *	MTD Sales L	Brand Share %
CH03	7.32	12.41 %
CH21	3.84	15.47 %
CH50	1.55	13.02 %
CH06	0.98	7.37 %
GPD1	0.81	15.03 %
CH43	0.71	7.36 %
CH27	0.51	12.02 %
PON1	0.39	4.99 %
CH23	0.35	4.06 %
UKI1	0.27	4.87 %
CH34	0.08	0.59 %
CH01		0.00 %
CH17		0.00 %
CH24		0.00 %
CH32		0.00 %
CH33		0.00 %
CH36		0.00 %
MC05		0.00 %
MC06		0.00 %
Total	66.56	17.36 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	50.15	10.88 %
Home-The	8.52	39.46 %
Total	58.67	12.16 %

Branch *	MTD Sales L	Brand Share %
CH16	1.66	4.46 %
CH28	1.65	7.34 %
CH08	1.31	7.15 %
CH49	1.13	6.48 %
CH45	0.89	4.66 %
CH35	0.83	6.04 %
CH47	0.54	2.18 %
CH25	0.31	1.66 %
CH22	0.20	1.82 %
MRM1	0.12	0.93 %
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 %
Total	58.67	12.16 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	46.87	16.71 %
Home-The	5.16	51.96 %
Total	52.04	17.91 %

Branch *	MTD Sales L	Brand Share %
PRT1	1.66	10.61 %
TRK1	1.58	7.58 %
VCM2	0.75	6.15 %
KLM1	0.53	4.07 %
ULP1	0.51	4.45 %
VPM1	0.51	11.24 %
TVM2	0.14	2.67 %
STP1	0.13	2.30 %
KML1		0.00 %
MKM1		0.00 %
TDM1		0.00 %
TVM1		0.00 %
VCM1		0.00 %
Total	52.04	17.91 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	41.36	16.08 %
Home-The	6.44	49.58 %
Total	47.80	17.69 %

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	9.00 %
GDR1	0.41	5.93 %
CBE6	0.37	5.12 %
SNR1	0.21	2.23 %
KMD1	0.19	3.50 %
AVI1	0.12	1.28 %
TPR1	0.08	0.56 %
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 %
Total	47.80	17.69 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	36.29	11.91 %
Home-The	7.92	47.78 %
Total	44.21	13.76 %

Branch *	MTD Sales L	Brand Share %
ERD2	2.97	14.32 %
NKL2	1.58	12.20 %
TCG1	1.25	15.25 %
DPR1	1.20	12.25 %
ERD1	1.01	6.00 %
SLM3	0.99	10.93 %
CMI1	0.87	15.71 %
KMM1	0.66	11.86 %
APN1	0.52	6.28 %
KVP1	0.50	8.00 %
BMD1	0.48	7.88 %
SGI1	0.45	4.96 %
SLM2	0.43	3.97 %
ATU1	0.41	2.90 %
TRM1	0.40	5.30 %
MTR1	0.16	2.81 %
PLC1	0.14	2.49 %
EDP1	0.08	3.98 %
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 %
Total	44.21	13.76 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	16.57	7.93 %
Home-The	3.43	30.39 %
Total	20.00	9.08 %

Branch *	MTD Sales L	Brand Share %
KPM2	1.95	8.05 %
SBR1	1.43	11.03 %
VEL2	1.04	7.50 %
GDM1	1.03	15.56 %
VNB1	0.52	6.37 %
TRT1	0.50	4.51 %
ABR1	0.40	4.03 %
VEL1	0.40	4.52 %
KPM1	0.36	5.66 %
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 %
Total	20.00	9.08 %