



TN : SONY Sales Performance 23/05/2026 9:06 AM

MTD Sales
569.94 L

Brand Share %
15.77 %

Information:

MTD : 01-05-2026 To 22-05-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **15.77 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	495.19	14.35 %
Home-The	74.76	46.21 %
Total	569.94	15.77 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	108.76	17.66 %
SOUTH-03	90.87	18.32 %
TRICHY-01	70.74	15.30 %
CHENNAI-02	68.98	17.54 %
CHENNAI-01	60.25	12.17 %
SOUTH ARCOT	53.68	17.48 %
WEST-01	48.33	17.46 %
WEST-02	47.04	13.98 %
NORTH ARCOT	21.29	9.24 %
Total	569.94	15.77 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	93.22	15.87 %
Home-The	15.53	55.05 %
Total	108.76	17.66 %

Branch *	MTD Sales L	Brand Share %
MAR1	4.04	13.87 %
RND1	3.60	14.85 %
TUT2	1.94	8.60 %
TCN1	1.70	11.13 %
SNL1	1.51	14.64 %
TYI1	1.29	14.30 %
VLY1	0.87	6.28 %
TKY1	0.78	10.64 %
ERL2	0.76	6.08 %
MMT1	0.73	11.18 %
APK2	0.65	5.95 %
KGL1	0.63	6.39 %
SGT1	0.62	15.58 %
PDI1	0.60	6.77 %
SDI1	0.59	5.70 %
VKM1	0.43	4.51 %
KYR1	0.26	6.34 %
PKD1	0.25	2.29 %
ARM1	0.22	3.60 %
STU2	0.18	2.34 %
APK1		0.00 %
S2SD		0.00 %
WHTV		0.00 %
Total	108.76	17.66 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	77.20	16.39 %
Home-The	13.67	54.62 %
Total	90.87	18.32 %

Branch *	MTD Sales L	Brand Share %
MDU6	3.04	12.90 %
KKD3	2.67	15.14 %
MDU3	1.77	13.51 %
TMM1	1.56	13.40 %
ADP1	1.03	11.15 %
BNR1	0.96	9.75 %
PNV2	0.66	8.17 %
DKI1	0.42	2.85 %
MDU4	0.33	3.30 %
MLR1	0.26	3.00 %
NKI1	0.25	3.54 %
PKM1	0.24	6.18 %
CBM1	0.23	2.75 %
MPA1	0.22	1.65 %
DGL2	0.21	2.79 %
KPT1	0.21	4.07 %
ATG1	0.21	1.80 %
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	90.87	18.32 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	64.23	14.33 %
Home-The	6.51	45.60 %
Total	70.74	15.30 %

Branch *	MTD Sales L	Brand Share %
MVM1	2.50	8.83 %
TRY4	1.71	14.44 %
JKM1	1.69	9.47 %
KUM2	1.39	13.13 %
KIK1	1.07	9.31 %
NMM1	1.03	12.88 %
KUM1	0.95	3.78 %
KRN1	0.81	9.69 %
TRY3	0.50	4.58 %
PDK1	0.42	7.14 %
TVR1	0.42	3.36 %
APM1	0.41	9.98 %
TTP1	0.23	2.71 %
NGT1	0.13	0.73 %
AYR1	0.12	0.85 %
MSI1		0.00 %
NCK1		0.00 %
ORU1		0.00 %
PBR1		0.00 %
TRY2		0.00 %
TZSD		0.00 %
Total	70.74	15.30 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	62.77	16.78 %
Home-The	6.21	32.62 %
Total	68.98	17.54 %

Branch *	MTD Sales L	Brand Share %
CH03	8.00	13.14 %
CH21	3.84	15.23 %
CH06	0.98	7.07 %
GPD1	0.81	15.03 %
CH43	0.71	7.36 %
PON1	0.39	4.99 %
CH23	0.35	4.06 %
UKI1	0.27	4.67 %
CH34	0.08	0.56 %
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	68.98	17.54 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	51.22	10.83 %
Home-The	9.03	40.34 %
Total	60.25	12.17 %

Branch *	MTD Sales L	Brand Share %
CH16	1.66	4.36 %
CH28	1.65	7.23 %
CH08	1.31	6.91 %
CH49	1.13	6.43 %
CH25	0.98	4.80 %
CH47	0.92	3.63 %
CH45	0.89	4.49 %
CH35	0.83	6.04 %
CH22	0.20	1.71 %
MRM1	0.12	0.91 %
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	-2.56 %
WCHN	-0.68	11.48 %
Total	60.25	12.17 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	48.43	16.33 %
Home-The	5.25	50.30 %
Total	53.68	17.48 %

Branch *	MTD Sales L	Brand Share %
PRT1	1.66	10.43 %
TRK1	1.58	7.33 %
TVM2	0.79	8.35 %
VCM2	0.75	6.01 %
KLM1	0.53	3.77 %
ULP1	0.51	4.06 %
VPM1	0.51	10.68 %
STP1	0.13	2.11 %
KML1		0.00 %
MKM1		0.00 %
TDM1		0.00 %
TVM1		0.00 %
VCM1		0.00 %
Total	53.68	17.48 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	41.89	15.91 %
Home-The	6.44	47.73 %
Total	48.33	17.46 %

Branch *	MTD Sales L	Brand Share %
SUL1	0.97	12.94 %
UMP1	0.75	8.40 %
CNR1	0.69	10.96 %
TPR3	0.66	10.41 %
CBE5	0.53	13.07 %
KGI1	0.53	8.25 %
GDR1	0.41	5.93 %
CBE6	0.37	5.12 %
SNR1	0.21	2.23 %
KMD1	0.19	3.50 %
AVI1	0.12	1.24 %
TPR1	0.08	0.53 %
SYM2	0.08	1.49 %
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	48.33	17.46 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	38.72	12.12 %
Home-The	8.32	48.91 %
Total	47.04	13.98 %

Branch *	MTD Sales L	Brand Share %
ERD2	2.97	14.32 %
ERD1	2.33	12.01 %
NKL2	1.58	11.60 %
TCG1	1.25	14.82 %
DPR1	1.20	12.20 %
SLM3	0.99	10.22 %
CMI1	0.87	15.71 %
KMM1	0.66	11.63 %
APN1	0.52	6.09 %
KVP1	0.50	7.39 %
BMD1	0.48	7.71 %
SGI1	0.45	4.82 %
SLM2	0.43	3.71 %
ATU1	0.41	2.79 %
VPD1	0.41	3.70 %
TRM1	0.40	5.19 %
MTR1	0.16	2.81 %
PLC1	0.14	2.38 %
EDP1	0.08	3.02 %
EPI1		0.00 %
HRR1		0.00 %
KAM1		0.00 %
MCR1		0.00 %
OML1		0.00 %
PDR1		0.00 %
WHKP		0.00 %
WZWH		0.00 %
Total	47.04	13.98 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	17.50	8.01 %
Home-The	3.79	31.89 %
Total	21.29	9.24 %

Branch *	MTD Sales L	Brand Share %
KPM2	2.48	9.72 %
SBR1	1.43	10.47 %
VEL2	1.04	7.22 %
GDM1	1.03	15.34 %
VNB1	0.52	6.18 %
TRT1	0.50	4.35 %
ABR1	0.40	3.81 %
VEL1	0.40	4.31 %
KPM1	0.36	5.42 %
ANI1	0.25	3.23 %
SLG1	0.24	4.66 %
CGM1	0.20	2.71 %
ARC2	0.16	3.74 %
BGR1		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	21.29	9.24 %