



TN : SONY Sales Performance 24/04/2026 9:06 AM

MTD Sales
741.58 L

Brand Share %
17.01 %

Information:

MTD : 01-04-2026 To 23-04-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **17.01 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	641.73	15.45 %
Home-The	99.85	48.57 %
Total	741.58	17.01 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	153.14	21.05 %
CHENNAI-02	106.71	19.98 %
TRICHY-01	104.36	17.81 %
SOUTH-03	99.38	18.09 %
WEST-01	70.43	20.05 %
SOUTH ARCOT	66.84	19.29 %
CHENNAI-01	59.75	10.50 %
WEST-02	55.22	13.32 %
NORTH ARCOT	25.75	9.17 %
Total	741.58	17.01 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	127.37	18.50 %
Home-The	25.77	66.21 %
Total	153.14	21.05 %

Branch *	MTD Sales L	Brand Share %
TCN1	3.31	15.99 %
RND1	3.28	12.60 %
PKD1	2.83	16.19 %
ERL2	1.84	10.70 %
MAR1	1.66	7.56 %
VNR1	1.52	13.75 %
SNL1	1.37	14.08 %
SDI1	1.34	11.04 %
ASM1	0.95	9.17 %
UDN1	0.92	7.68 %
VKM1	0.89	9.56 %
APK1	0.75	5.98 %
TY11	0.74	9.86 %
TKY1	0.67	7.38 %
APK2	0.64	8.67 %
SKD1	0.49	3.83 %
KYR1	0.49	5.50 %
ARM1	0.49	8.39 %
SGT1	0.37	8.44 %
KSM1	0.32	8.28 %
STU2	0.27	3.21 %
COL1	0.14	3.89 %
S2SD		0.00 %
WHTV		0.00 %
PDI1	-0.26	-3.43 %
Total	153.14	21.05 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	95.90	18.70 %
Home-The	10.81	50.45 %
Total	106.71	19.98 %

Branch *	MTD Sales L	Brand Share %
CH50	3.64	15.55 %
CH24	2.25	8.92 %
CH51	1.65	8.03 %
CH17	1.36	6.51 %
CH31	0.76	8.63 %
CH46	0.67	10.10 %
CH36	0.61	11.07 %
CH23	0.55	6.02 %
UKI1	0.47	4.81 %
PON1	0.42	5.28 %
GPD1	0.31	2.44 %
CH27	0.25	2.94 %
CH01		0.00 %
CH32		0.00 %
CH33		0.00 %
CH34		0.00 %
MC05		0.00 %
Total	106.71	19.98 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	94.26	16.66 %
Home-The	10.10	49.94 %
Total	104.36	17.81 %

Branch *	MTD Sales L	Brand Share %
TNJ1	6.67	16.53 %
TNJ2	4.70	16.50 %
KUM1	3.71	10.14 %
KRN1	1.51	13.05 %
NGT1	1.46	9.00 %
KIK1	1.30	7.61 %
TRY3	1.03	7.73 %
NMM1	1.03	7.92 %
PBR1	0.95	9.86 %
TTP1	0.79	6.32 %
MVM1	0.77	2.04 %
TVR1	0.76	5.25 %
JKM1	0.52	4.32 %
ORU1	0.48	6.56 %
APM1		0.00 %
AYR1		0.00 %
MSI1		0.00 %
NCK1		0.00 %
TZSD		0.00 %
Total	104.36	17.81 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	84.82	16.28 %
Home-The	14.56	51.14 %
Total	99.38	18.09 %

Branch *	MTD Sales L	Brand Share %
MDU7	2.07	15.60 %
ATG1	2.03	11.90 %
KKD3	1.71	7.18 %
TEN2	1.44	8.18 %
MDU4	1.35	13.67 %
PNI1	1.18	16.31 %
PVI1	1.07	9.98 %
TDI1	1.00	9.21 %
CBM1	0.78	5.65 %
MPA1	0.75	4.58 %
MNM1	0.63	10.03 %
MDU3	0.53	4.59 %
NKI1	0.51	6.33 %
KYK1	0.48	6.17 %
MLR1	0.47	3.84 %
ADP1	0.46	7.43 %
MDU5	0.40	6.14 %
CMR1	0.27	2.16 %
PNV2	0.14	1.74 %
TPT1	0.13	0.86 %
NTM1	0.13	1.96 %
BTU1	0.13	1.75 %
USL1	0.09	0.73 %
DKI1		0.00 %
KPT1		0.00 %
PKM1		0.00 %
SGP1		0.00 %
SZSD		0.00 %
WHMD		0.00 %
Total	99.38	18.09 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	60.24	18.18 %
Home-The	10.19	51.33 %
Total	70.43	20.05 %

Branch *	MTD Sales L	Brand Share %
MPM1	1.39	13.45 %
GDR1	1.26	14.39 %
KMD1	1.24	15.63 %
CBE5	0.85	13.36 %
SUL1	0.84	13.24 %
PDM1	0.84	8.89 %
AVI1	0.80	7.88 %
TPR1	0.62	4.40 %
CBE3	0.40	8.59 %
CBE6	0.38	4.63 %
TPR3	0.27	5.12 %
GBM1	0.22	3.13 %
ANR1		0.00 %
DPM2		0.00 %
KGI1		0.00 %
KGM1		0.00 %
PPI1		0.00 %
SNR1		0.00 %
SYM2		0.00 %
TPR4		0.00 %
WHCB		0.00 %
WZSD		0.00 %
Total	70.43	20.05 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	59.65	17.98 %
Home-The	7.19	49.05 %
Total	66.84	19.29 %

Branch *	MTD Sales L	Brand Share %
TRK1	1.40	6.61 %
TDM1	0.90	5.61 %
VPM1	0.90	13.84 %
KLM1	0.68	4.42 %
PRT1	0.38	2.20 %
ULP1	0.28	2.20 %
STP1	0.26	4.95 %
VCM1	0.22	3.06 %
MKM1		0.00 %
TVM1		0.00 %
WHUT		0.00 %
KML1	-0.33	-3.03 %
Total	66.84	19.29 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	52.19	9.59 %
Home-The	7.56	30.26 %
Total	59.75	10.50 %

Branch *	MTD Sales L	Brand Share %
CH47	2.68	7.42 %
CH08	1.95	6.69 %
CH16	1.93	5.77 %
CH49	1.90	6.59 %
GUD2	1.79	14.40 %
CGL1	1.61	9.94 %
GUD1	0.90	4.80 %
CH28	0.89	4.17 %
CH25	0.81	2.37 %
CH38	0.81	9.61 %
CH35	0.78	5.38 %
MRM1	0.53	2.99 %
CH22	0.50	3.47 %
CH39	0.42	6.79 %
CH42	0.35	1.56 %
KNR1	0.21	2.61 %
TKM1	0.13	1.27 %
CH26		0.00 %
CH29		0.00 %
CH37		0.00 %
CH45		0.00 %
CZWH		0.00 %
MC09		0.00 %
MC10		0.00 %
SKL1		0.00 %
WHC3		0.00 %
AVD1	-0.18	-1.77 %
WCHN	-0.50	5.15 %
Total	59.75	10.50 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	46.08	11.73 %
Home-The	9.14	42.32 %
Total	55.22	13.32 %

Branch *	MTD Sales L	Brand Share %
SLM2	2.07	11.80 %
KVP1	1.72	14.26 %
TCG1	1.01	14.09 %
PLC1	0.89	8.92 %
HRR1	0.65	11.82 %
SGI1	0.58	6.95 %
MCR1	0.47	3.48 %
MTR1	0.41	6.00 %
OML1	0.39	2.92 %
KAM1	0.35	5.49 %
ATU1	0.32	1.78 %
APN1	0.29	3.18 %
NKL2	0.26	1.36 %
WHKP	0.14	4.46 %
VKL1	0.13	3.06 %
BMD1		0.00 %
CMI1		0.00 %
EDP1		0.00 %
EPI1		0.00 %
KMM1		0.00 %
PDR1		0.00 %
PMP1		0.00 %
RSP1		0.00 %
SGG1		0.00 %
TRM1		0.00 %
VPD1		0.00 %
WHPD		0.00 %
WZWH		0.00 %
Total	55.22	13.32 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	21.22	7.99 %
Home-The	4.53	29.33 %
Total	25.75	9.17 %

Branch *	MTD Sales L	Brand Share %
KPM2	4.51	13.77 %
VSI1	1.54	9.88 %
KPM1	1.22	15.95 %
CYR1	1.04	11.98 %
BGR1	0.97	13.77 %
VEL2	0.90	5.45 %
PLR1	0.83	8.45 %
VEL1	0.68	7.66 %
WJP1	0.47	4.55 %
VNB1	0.41	4.03 %
CPT1	0.38	4.28 %
ABR1	0.25	1.72 %
SBR1	0.23	1.50 %
CGM1	0.20	1.62 %
SLG1	0.20	2.72 %
AKM1	0.13	0.86 %
ARC2	0.13	1.82 %
TRT1	0.08	0.80 %
ANI1		0.00 %
PTU1		0.00 %
UGI1		0.00 %
WJD1		0.00 %
WHVL	-0.14	8.97 %
Total	25.75	9.17 %