



TN : SONY Sales Performance 24/05/2026 9:06 AM

MTD Sales
601.27 L

Brand Share %
15.77 %

Information:

MTD : 01-05-2026 To 23-05-2026

* 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	520.74	14.31 %
Home-The	80.52	46.13 %
Total	601.27	15.77 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	117.40	18.00 %
SOUTH-03	95.69	18.16 %
CHENNAI-02	74.68	17.38 %
TRICHY-01	73.82	15.32 %
CHENNAI-01	61.88	11.93 %
SOUTH ARCOT	57.72	17.65 %
WEST-01	50.45	17.76 %
WEST-02	47.44	13.66 %
NORTH ARCOT	22.19	9.03 %
Total	601.27	15.77 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	100.36	16.14 %
Home-The	17.04	55.89 %
Total	117.40	18.00 %

Branch *	MTD Sales L	Brand Share %
MAR1	4.25	13.00 %
RND1	3.60	14.40 %
TUT2	1.94	8.23 %
TCN1	1.70	10.41 %
SNL1	1.51	13.66 %
TYI1	1.29	13.87 %
VNR1	1.10	15.35 %
VLY1	0.87	5.95 %
TKY1	0.78	10.64 %
ERL2	0.76	5.92 %
MMT1	0.73	9.85 %
APK2	0.65	5.93 %
KGL1	0.63	5.85 %
SGT1	0.62	13.46 %
PDI1	0.60	6.99 %
SDI1	0.59	5.44 %
VKM1	0.43	4.23 %
KYR1	0.26	6.34 %
PKD1	0.25	2.16 %
ARM1	0.22	3.38 %
STU2	0.18	2.18 %
APK1		0.00 %
S2SD		0.00 %
WHTV		0.00 %
Total	117.40	18.00 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	80.37	16.09 %
Home-The	15.33	55.45 %
Total	95.69	18.16 %

Branch *	MTD Sales L	Brand Share %
MDU6	3.04	12.72 %
KKD3	2.67	14.90 %
MDU3	1.77	12.30 %
TMM1	1.70	14.46 %
ADP1	1.03	10.61 %
PNV2	0.66	8.17 %
DKI1	0.42	2.85 %
MDU4	0.33	3.14 %
MLR1	0.26	2.62 %
NKI1	0.25	3.32 %
PKM1	0.24	5.19 %
CBM1	0.23	2.64 %
MPA1	0.22	1.53 %
DGL2	0.21	2.68 %
KPT1	0.21	3.76 %
ATG1	0.21	1.68 %
MDU5	0.20	3.22 %
ODM1		0.00 %
PVI1		0.00 %
SGP1		0.00 %
SZSD		0.00 %
TDI1		0.00 %
TPT1		0.00 %
USL1		0.00 %
Total	95.69	18.16 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	68.06	16.68 %
Home-The	6.62	30.73 %
Total	74.68	17.38 %

Branch *	MTD Sales L	Brand Share %
CH03	10.28	15.26 %
CH21	3.84	14.45 %
CH18	2.63	15.41 %
CH06	0.98	6.47 %
GPD1	0.81	13.43 %
CH43	0.71	6.50 %
PON1	0.39	4.69 %
CH23	0.35	4.01 %
UKI1	0.27	4.67 %
CH34	0.08	0.52 %
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	74.68	17.38 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	66.94	14.35 %
Home-The	6.89	45.08 %
Total	73.82	15.32 %

Branch *	MTD Sales L	Brand Share %
MVM1	2.50	8.66 %
JKM1	1.69	9.25 %
NMM1	1.18	13.76 %
KIK1	1.07	8.42 %
KUM1	0.95	3.52 %
KRN1	0.81	9.34 %
TRY3	0.50	4.58 %
PDK1	0.42	6.22 %
TVR1	0.42	3.09 %
APM1	0.41	9.98 %
TTP1	0.23	2.63 %
NGT1	0.13	0.68 %
AYR1	0.12	0.82 %
MSI1		0.00 %
NCK1		0.00 %
ORU1		0.00 %
PBR1		0.00 %
TRY2		0.00 %
TZSD		0.00 %
Total	73.82	15.32 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	52.18	10.54 %
Home-The	9.70	40.55 %
Total	61.88	11.93 %

Branch *	MTD Sales L	Brand Share %
CH16	1.66	4.17 %
CH28	1.65	6.55 %
CH08	1.31	6.44 %
CH49	1.13	5.84 %
CH25	0.98	4.76 %
CH47	0.92	3.63 %
CH45	0.89	4.37 %
CH35	0.83	5.70 %
CH22	0.61	4.98 %
CH26	0.15	4.19 %
MRM1	0.12	0.90 %
AVD1		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	-2.45 %
Total	61.88	11.93 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	52.19	16.53 %
Home-The	5.52	49.69 %
Total	57.72	17.65 %

Branch *	MTD Sales L	Brand Share %
PRT1	1.66	9.55 %
TRK1	1.58	7.20 %
KLM1	1.07	7.12 %
TVM2	0.79	8.27 %
VPM1	0.75	11.62 %
VCM2	0.75	5.51 %
ULP1	0.51	3.90 %
STP1	0.13	1.97 %
KML1		0.00 %
MKM1		0.00 %
TDM1		0.00 %
TVM1		0.00 %
VCM1		0.00 %
Total	57.72	17.65 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	43.65	16.17 %
Home-The	6.80	48.03 %
Total	50.45	17.76 %

Branch *	MTD Sales L	Brand Share %
SUL1	0.97	12.54 %
UMP1	0.75	8.18 %
CNR1	0.69	10.96 %
TPR3	0.66	10.41 %
CBE5	0.53	12.35 %
KGI1	0.53	7.73 %
GDR1	0.41	5.93 %
CBE6	0.37	5.12 %
SNR1	0.21	2.23 %
KMD1	0.19	3.50 %
MPM1	0.14	1.80 %
AVI1	0.12	1.22 %
TPR1	0.08	0.51 %
SYM2	0.08	1.41 %
ANR1		0.00 %
CBE3		0.00 %
DPM2		0.00 %
KGM1		0.00 %
PDM1		0.00 %
PPI1		0.00 %
TPR4		0.00 %
WHCB		0.00 %
WZSD		0.00 %
Total	50.45	17.76 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	39.11	11.87 %
Home-The	8.32	47.43 %
Total	47.44	13.66 %

Branch *	MTD Sales L	Brand Share %
ERD2	3.36	15.53 %
ERD1	2.33	11.92 %
NKL2	1.58	11.01 %
TCG1	1.25	14.69 %
DPR1	1.20	12.20 %
SLM3	0.99	9.52 %
CMI1	0.87	14.63 %
KMM1	0.66	11.63 %
APN1	0.52	6.09 %
KVP1	0.50	7.27 %
BMD1	0.48	8.03 %
SGI1	0.45	4.63 %
SLM2	0.43	3.46 %
ATU1	0.41	2.79 %
VPD1	0.41	3.62 %
TRM1	0.40	4.76 %
MTR1	0.16	2.42 %
PLC1	0.14	2.38 %
EDP1	0.08	2.49 %
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	47.44	13.66 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	17.88	7.68 %
Home-The	4.30	33.45 %
Total	22.19	9.03 %

Branch *	MTD Sales L	Brand Share %
KPM2	2.48	8.98 %
AKM1	2.07	15.00 %
SBR1	1.43	10.01 %
VEL2	1.04	6.60 %
GDM1	1.03	15.13 %
TRT1	0.87	6.88 %
VNB1	0.52	6.08 %
ABR1	0.40	3.76 %
VEL1	0.40	3.83 %
KPM1	0.36	5.24 %
ANI1	0.25	3.23 %
SLG1	0.24	4.66 %
CGM1	0.20	2.58 %
ARC2	0.16	3.34 %
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	22.19	9.03 %