



TN : SONY Sales Performance 24/09/2025 9:06 AM

MTD Sales
432.41 L

Brand Share %
16.27 %

Information:
MTD : 01-09-2025 To 23-09-2025
* Branch where in Brand Share % is less than Overall State's Brand Share **16.27 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	348.80	14.04 %
Home-The	83.61	48.21 %
Total	432.41	16.27 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	90.18	17.85 %
SOUTH-03	57.05	19.04 %
CHENNAI-01	56.72	17.46 %
CHENNAI-02	55.60	18.37 %
TRICHY-01	45.92	14.66 %
WEST-01	39.33	16.91 %
WEST-02	34.53	13.55 %
SOUTH ARCOT	34.24	17.39 %
NORTH ARCOT	13.53	8.24 %
KL-SOUTH	5.30	8.25 %
Total	432.41	16.27 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	66.53	14.27 %
Home-The	23.66	60.66 %
Total	90.18	17.85 %

Branch *	MTD Sales L	Brand Share %
TUT1	2.81	7.84 %
MAR1	1.82	9.65 %
TKS2	1.23	10.29 %
TCN1	1.11	10.55 %
SDI1	1.10	8.57 %
SNL1	0.85	15.36 %
VNR1	0.69	10.68 %
ASM1	0.68	8.67 %
STU2	0.67	8.55 %
VKM1	0.66	9.56 %
APK1	0.62	6.70 %
TKY1	0.51	6.40 %
PDI1	0.49	12.87 %
SKD1	0.35	5.88 %
MMT1	0.34	4.06 %
RND1	0.33	2.44 %
ERL2	0.31	2.77 %
TYI1	0.29	3.06 %
KGL1	0.22	4.38 %
VLY1	0.19	1.66 %
TVL2	0.15	3.36 %
SGT1	0.12	4.66 %
APK2		0.00 %
ARM1		0.00 %
KYR1		0.00 %
PKD1		0.00 %
S2SD		0.00 %
UDN1		0.00 %
Total	90.18	17.85 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	46.49	16.51 %
Home-The	10.56	58.72 %
Total	57.05	19.04 %

Branch *	MTD Sales L	Brand Share %
KKD2	0.72	15.21 %
PVI1	0.70	4.68 %
TPT1	0.64	7.82 %
MDU4	0.46	10.83 %
MPA1	0.43	7.21 %
MLR1	0.34	5.64 %
ODM1	0.28	9.56 %
CBM1	0.23	3.32 %
MNM1	0.22	7.19 %
PNI1	0.21	4.90 %
CMR1	0.16	6.41 %
KPT1	0.14	2.70 %
ADP1	0.14	2.12 %
DKI1		0.00 %
MDU5		0.00 %
NTM1		0.00 %
PKM1		0.00 %
PNV1		0.00 %
SGP1		0.00 %
SZSD		0.00 %
TDI1		0.00 %
USL1		0.00 %
Total	57.05	19.04 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	48.66	15.99 %
Home-The	8.06	39.22 %
Total	56.72	17.46 %

Branch *	MTD Sales L	Brand Share %
GUD1	2.22	15.49 %
CH48	2.07	15.87 %
CH22	1.40	15.90 %
CH16	1.17	3.79 %
CH45	1.12	7.04 %
CH42	0.92	10.32 %
CH28	0.49	3.10 %
CH35	0.49	4.76 %
CH39	0.46	7.05 %
SKL1	0.23	3.14 %
CH37	0.15	4.83 %
WHC3	0.05	2.23 %
AVD1		0.00 %
CH26		0.00 %
CH29		0.00 %
CH40		0.00 %
CZWH		0.00 %
MC10		0.00 %
MRM1		0.00 %
Total	56.72	17.46 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	48.49	16.81 %
Home-The	7.11	49.95 %
Total	55.60	18.37 %

Branch *	MTD Sales L	Brand Share %
CH24	2.34	15.50 %
CH06	2.06	15.30 %
GPD1	0.87	12.38 %
CH23	0.54	10.93 %
PON1	0.39	5.94 %
CH43	0.36	3.66 %
UKI1	0.34	4.79 %
CH34	0.27	2.47 %
CH17		0.00 %
CH27		0.00 %
CH31		0.00 %
CH33		0.00 %
CH36		0.00 %
Total	55.60	18.37 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	38.67	13.01 %
Home-The	7.25	45.16 %
Total	45.92	14.66 %

Branch *	MTD Sales L	Brand Share %
TNJ2	2.69	14.43 %
MVM1	2.34	11.44 %
TVR2	1.99	16.02 %
JKM1	1.24	13.92 %
TTP1	0.58	7.31 %
AYR1	0.57	9.17 %
NGT1	0.46	3.87 %
MSI1	0.45	5.97 %
KRN1	0.37	6.97 %
APM1		0.00 %
KIK1		0.00 %
NCK1		0.00 %
NMM1		0.00 %
ORU1		0.00 %
TRY2		0.00 %
TVR1		0.00 %
TZSD		0.00 %
Total	45.92	14.66 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	32.37	14.97 %
Home-The	6.97	42.53 %
Total	39.33	16.91 %

Branch *	MTD Sales L	Brand Share %
PLI1	2.14	16.25 %
UMP1	1.11	15.23 %
PDM1	0.67	15.89 %
KMD1	0.61	8.49 %
AVI1	0.56	9.96 %
CBE5	0.49	10.16 %
ANR1	0.38	10.90 %
DPM2	0.34	4.89 %
SYM2	0.31	4.21 %
CBE1	0.24	4.95 %
PPI1	0.23	4.64 %
CBE3	0.15	2.86 %
TPR4	0.09	3.21 %
GBM1		0.00 %
GDR1		0.00 %
KGI1		0.00 %
KGM1		0.00 %
MPM1		0.00 %
SNR1		0.00 %
SUL1		0.00 %
TPR1		0.00 %
TPR2		0.00 %
TPR3		0.00 %
WZSD		0.00 %
Total	39.33	16.91 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	24.79	10.63 %
Home-The	9.73	45.16 %
Total	34.53	13.55 %

Branch *	MTD Sales L	Brand Share %
SLM2	0.91	9.27 %
APN1	0.88	14.27 %
DPR2	0.63	11.09 %
OML1	0.55	7.53 %
SGI1	0.50	5.72 %
RSP1	0.39	5.29 %
VKL1	0.34	10.61 %
PDR1	0.34	9.36 %
MTR1	0.30	3.87 %
KVP1	0.28	4.88 %
NKL2	0.22	2.74 %
VPD1	0.22	2.01 %
PLC1	0.16	3.35 %
KMM1	0.15	3.79 %
TRM1	0.15	1.55 %
TCG1	0.14	2.84 %
CMI1	0.12	4.65 %
EDP1	0.08	2.07 %
ATU1		0.00 %
BMD1		0.00 %
EPI1		0.00 %
HRR1		0.00 %
MCR1		0.00 %
PMP1		0.00 %
SGG1		0.00 %
WZWH		0.00 %
Total	34.53	13.55 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	28.01	15.12 %
Home-The	6.24	53.31 %
Total	34.24	17.39 %

Branch *	MTD Sales L	Brand Share %
VPM2	2.71	15.95 %
PRT1	0.91	11.02 %
MKM1	0.66	11.78 %
ULP1	0.59	4.63 %
TRK1	0.44	4.14 %
KLM1	0.36	3.21 %
CDM1	0.34	3.39 %
VCM1	0.22	4.55 %
VPM1	0.21	4.82 %
STP1	0.14	3.24 %
KML1		0.00 %
TDM1		0.00 %
TVM1		0.00 %
WHNV		0.00 %
Total	34.24	17.39 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	9.70	6.44 %
Home-The	3.83	28.07 %
Total	13.53	8.24 %

Branch *	MTD Sales L	Brand Share %
VSI1	0.78	12.27 %
VEL2	0.69	5.76 %
TRT1	0.47	13.95 %
AKM1	0.41	4.27 %
VEL1	0.34	5.59 %
SLG1	0.22	9.32 %
CGM1	0.21	6.40 %
VNB1	0.21	2.80 %
ARC2	0.14	1.91 %
GDM1	0.14	2.41 %
ABR1		0.00 %
ANI1		0.00 %
BGR1		0.00 %
CPT1		0.00 %
CYR1		0.00 %
KPM1		0.00 %
PLR1		0.00 %
PTU1		0.00 %
SBR1		0.00 %
UGI1		0.00 %
WJD1		0.00 %
WJP1		0.00 %
Total	13.53	8.24 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	5.10	8.23 %
Home-The	0.20	8.79 %
Total	5.30	8.25 %

Branch *	MTD Sales L	Brand Share %
TVP1	4.85	13.81 %
PAS1	0.45	2.41 %
KLR1		0.00 %
Total	5.30	8.25 %