



TN : SONY Sales Performance 25/09/2025 9:07 AM

MTD Sales
485.86 L

Brand Share %
16.52 %

Information:
MTD : 01-09-2025 To 24-09-2025
* Branch where in Brand Share % is less than Overall
State's Brand Share **16.52 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	391.51	14.25 %
Home-The	94.36	48.99 %
Total	485.86	16.52 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	101.68	18.07 %
CHENNAI-02	65.91	19.91 %
CHENNAI-01	63.46	16.98 %
SOUTH-03	63.03	19.12 %
TRICHY-01	48.95	14.68 %
WEST-01	46.59	17.88 %
WEST-02	39.16	13.48 %
SOUTH ARCOT	35.34	16.36 %
NORTH ARCOT	15.98	8.99 %
KL-SOUTH	5.77	8.82 %
Total	485.86	16.52 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	73.94	14.26 %
Home-The	27.74	63.20 %
Total	101.68	18.07 %

Branch *	MTD Sales L	Brand Share %
TUT1	2.93	7.40 %
MAR1	1.94	9.94 %
KSM1	1.44	16.30 %
TKS2	1.23	9.54 %
TCN1	1.11	9.80 %
SDI1	1.10	8.22 %
SNL1	0.85	14.42 %
VNR1	0.69	9.97 %
ASM1	0.68	8.10 %
STU2	0.67	8.24 %
VKM1	0.66	9.33 %
APK1	0.62	6.17 %
PDI1	0.61	14.65 %
TKY1	0.51	6.11 %
TYI1	0.49	5.17 %
RND1	0.45	2.84 %
SKD1	0.43	6.65 %
KGL1	0.34	5.75 %
MMT1	0.34	3.83 %
ERL2	0.31	2.57 %
VLY1	0.19	1.49 %
TVL2	0.15	3.08 %
SGT1	0.12	4.42 %
APK2		0.00 %
ARM1		0.00 %
KYR1		0.00 %
PKD1		0.00 %
S2SD		0.00 %
UDN1		0.00 %
Total	101.68	18.07 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	58.22	18.46 %
Home-The	7.69	48.79 %
Total	65.91	19.91 %

Branch *	MTD Sales L	Brand Share %
CH24	2.60	15.31 %
GPD1	0.87	12.84 %
CH23	0.54	10.14 %
PON1	0.39	5.67 %
CH43	0.36	3.16 %
UKI1	0.34	4.46 %
CH34	0.27	2.24 %
CH17		0.00 %
CH27		0.00 %
CH31		0.00 %
CH33		0.00 %
CH36		0.00 %
Total	65.91	19.91 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	55.22	15.75 %
Home-The	8.24	35.85 %
Total	63.46	16.98 %

Branch *	MTD Sales L	Brand Share %
GUD1	2.22	14.01 %
CH22	1.40	15.26 %
CH16	1.17	3.47 %
CH45	1.12	6.40 %
KNR1	1.10	16.40 %
CH42	0.92	9.26 %
CH39	0.83	11.26 %
CH35	0.67	5.86 %
CH28	0.49	2.95 %
SKL1	0.23	3.10 %
CH37	0.15	4.03 %
WHC3	0.05	0.25 %
AVD1		0.00 %
CH26		0.00 %
CH29		0.00 %
CH40		0.00 %
CZWH		0.00 %
MC10		0.00 %
MRM1		0.00 %
Total	63.46	16.98 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	50.17	16.25 %
Home-The	12.86	61.66 %
Total	63.03	19.12 %

Branch *	MTD Sales L	Brand Share %
KKD3	1.51	11.94 %
KKD2	0.72	14.09 %
PVI1	0.70	4.65 %
TPT1	0.64	7.82 %
CBM1	0.63	6.91 %
MDU4	0.46	10.24 %
MPA1	0.43	7.11 %
MLR1	0.34	5.27 %
ODM1	0.28	9.14 %
ADP1	0.25	3.59 %
MNM1	0.22	6.94 %
PNI1	0.21	4.90 %
CMR1	0.16	5.97 %
KPT1	0.14	2.70 %
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	63.03	19.12 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	41.46	13.09 %
Home-The	7.49	44.48 %
Total	48.95	14.68 %

Branch *	MTD Sales L	Brand Share %
TNJ2	3.27	16.26 %
MVM1	2.34	10.47 %
TVR2	2.11	15.98 %
PBR1	0.64	14.49 %
TTP1	0.58	6.99 %
AYR1	0.57	9.17 %
NGT1	0.46	3.57 %
MSI1	0.45	5.62 %
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	48.95	14.68 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	38.08	15.78 %
Home-The	8.52	43.94 %
Total	46.59	17.88 %

Branch *	MTD Sales L	Brand Share %
KMD1	1.23	12.68 %
PDM1	0.67	13.19 %
AVI1	0.56	8.94 %
CBE5	0.49	10.16 %
ANR1	0.38	10.16 %
DPM2	0.34	4.48 %
SYM2	0.31	4.12 %
CBE1	0.24	4.85 %
PPI1	0.23	3.64 %
CBE3	0.15	2.74 %
MPM1	0.12	1.94 %
TPR4	0.09	2.68 %
GBM1		0.00 %
GDR1		0.00 %
KGI1		0.00 %
KGM1		0.00 %
SNR1		0.00 %
SUL1		0.00 %
TPR1		0.00 %
TPR2		0.00 %
TPR3		0.00 %
WZSD		0.00 %
Total	46.59	17.88 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	28.15	10.53 %
Home-The	11.01	47.16 %
Total	39.16	13.48 %

Branch *	MTD Sales L	Brand Share %
NKL2	2.38	9.04 %
SLM2	0.91	8.72 %
APN1	0.88	14.27 %
DPR2	0.63	10.66 %
OML1	0.55	7.00 %
SGI1	0.50	5.65 %
VKL1	0.46	12.91 %
RSP1	0.39	5.22 %
PDR1	0.34	7.43 %
MTR1	0.30	3.87 %
KVP1	0.28	4.64 %
CMI1	0.24	8.05 %
VPD1	0.22	1.82 %
PLC1	0.16	3.00 %
KMM1	0.15	3.79 %
TRM1	0.15	1.47 %
TCG1	0.14	2.69 %
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	39.16	13.48 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	29.10	14.30 %
Home-The	6.24	49.74 %
Total	35.34	16.36 %

Branch *	MTD Sales L	Brand Share %
VPM2	2.71	15.26 %
KKI2	1.84	15.09 %
PRT1	0.91	9.65 %
CDM1	0.68	6.08 %
MKM1	0.66	10.41 %
ULP1	0.59	4.30 %
TRK1	0.44	4.00 %
KLM1	0.36	3.02 %
VCM1	0.22	4.55 %
VPM1	0.21	4.33 %
STP1	0.14	3.24 %
KML1		0.00 %
TDM1		0.00 %
TVM1		0.00 %
WHNV		0.00 %
Total	35.34	16.36 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	11.60	7.12 %
Home-The	4.37	29.97 %
Total	15.98	8.99 %

Branch *	MTD Sales L	Brand Share %
VSI1	0.78	11.57 %
VEL2	0.69	5.73 %
AKM1	0.41	4.15 %
CYR1	0.36	8.90 %
KPM1	0.34	4.49 %
VEL1	0.34	4.97 %
SLG1	0.22	8.55 %
CGM1	0.21	6.05 %
VNB1	0.21	2.80 %
ARC2	0.14	1.85 %
GDM1	0.14	2.08 %
PLR1	0.12	5.78 %
ABR1		0.00 %
ANI1		0.00 %
BGR1		0.00 %
CPT1		0.00 %
PTU1		0.00 %
SBR1		0.00 %
UGI1		0.00 %
WJD1		0.00 %
WJP1		0.00 %
Total	15.98	8.99 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	5.56	8.84 %
Home-The	0.20	8.39 %
Total	5.77	8.82 %

Branch *	MTD Sales L	Brand Share %
TVP1	5.31	14.89 %
PAS1	0.45	2.36 %
KLR1		0.00 %
Total	5.77	8.82 %