



TN : SONY Sales Performance 26/03/2026 9:06 AM

MTD Sales
753.02 L

Brand Share %
19.58 %

Information:

MTD : 01-03-2026 To 25-03-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **19.58 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	641.78	17.67 %
Home-The	111.24	52.31 %
Total	753.02	19.58 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	161.40	23.86 %
CHENNAI-02	114.45	24.38 %
TRICHY-01	103.21	19.66 %
SOUTH-03	91.50	19.28 %
WEST-01	74.33	22.86 %
WEST-02	64.31	17.74 %
SOUTH ARCOT	56.19	20.85 %
CHENNAI-01	55.21	11.60 %
NORTH ARCOT	32.41	12.16 %
Total	753.02	19.58 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	131.98	20.89 %
Home-The	29.42	65.91 %
Total	161.40	23.86 %

Branch *	MTD Sales L	Brand Share %
RPM1	3.76	19.55 %
SDI1	2.30	16.23 %
PKD1	2.13	15.48 %
VLY1	2.05	13.37 %
MAR1	1.32	8.39 %
ASM1	1.32	12.68 %
ERL2	1.26	8.60 %
APK2	1.10	10.27 %
MMT1	1.08	17.10 %
KYR1	0.83	11.36 %
SKD1	0.67	8.14 %
PDI1	0.61	9.74 %
TYI1	0.57	9.20 %
APK1	0.55	5.20 %
ARM1	0.50	7.69 %
VNR1	0.40	4.37 %
RND1	0.34	2.06 %
VKM1	0.33	4.28 %
SNL1	0.33	3.70 %
KGL1	0.22	7.04 %
COL1		0.00 %
S2SD		0.00 %
SGT1		0.00 %
TKY1		0.00 %
Total	161.40	23.86 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	104.98	23.49 %
Home-The	9.46	42.05 %
Total	114.45	24.38 %

Branch *	MTD Sales L	Brand Share %
CH17	1.59	8.15 %
CH51	1.51	5.63 %
CH31	0.91	10.07 %
GPD1	0.67	8.79 %
CH46	0.66	13.10 %
CH33	0.53	5.57 %
CH34	0.41	2.72 %
CH43	0.36	3.45 %
UKI1	0.15	2.28 %
CH24	0.10	0.76 %
CH01		0.00 %
CH23		0.00 %
CH27		0.00 %
CH36		0.00 %
PON1		0.00 %
Total	114.45	24.38 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	89.83	17.93 %
Home-The	13.38	56.13 %
Total	103.21	19.66 %

Branch *	MTD Sales L	Brand Share %
KUM1	6.33	17.11 %
TNJ1	5.93	17.88 %
JKM1	2.14	12.14 %
NMM1	2.04	14.86 %
MVM1	1.94	6.10 %
TTP1	1.29	10.00 %
PBR1	1.29	14.08 %
NGT1	1.16	6.00 %
PDK1	0.90	9.75 %
ORU1	0.86	10.41 %
TRY3	0.67	5.68 %
NCK1	0.62	9.57 %
TVR1	0.51	3.83 %
AYR1	0.30	3.09 %
KIK1	0.29	2.28 %
MSI1	0.25	2.68 %
APM1		0.00 %
KRN1		0.00 %
TZSD		0.00 %
WTRZ		0.00 %
Total	103.21	19.66 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	77.00	17.22 %
Home-The	14.50	52.66 %
Total	91.50	19.28 %

Branch *	MTD Sales L	Brand Share %
KKD3	2.27	12.75 %
CBM1	1.61	10.97 %
TEN2	1.47	12.94 %
KYK1	1.28	19.11 %
BNR1	1.12	17.03 %
NKI1	1.09	11.23 %
DGL2	0.99	9.39 %
MDU4	0.80	7.40 %
BTU1	0.74	12.94 %
KPT1	0.54	8.00 %
USL1	0.49	5.82 %
DKI1	0.47	5.00 %
ATG1	0.47	2.95 %
CMR1	0.37	7.40 %
SGP1	0.35	4.72 %
TPT1	0.34	4.18 %
MDU3	0.32	2.97 %
ADP1	0.31	4.08 %
MDU5	0.26	4.79 %
PVI1	0.22	2.56 %
PKM1	0.14	2.42 %
PNV2	0.12	1.60 %
MLR1		0.00 %
MPA1		0.00 %
NTM1		0.00 %
SZSD		0.00 %
TDI1		0.00 %
Total	91.50	19.28 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	60.57	20.03 %
Home-The	13.77	60.33 %
Total	74.33	22.86 %

Branch *	MTD Sales L	Brand Share %
SUL1	1.83	17.65 %
CNR1	1.28	10.07 %
MPM1	1.22	9.50 %
KGI1	0.93	11.14 %
PLI1	0.78	6.57 %
PDM1	0.65	7.97 %
AVI1	0.36	4.55 %
KMD1	0.34	5.85 %
GBM1	0.34	8.06 %
UMP1	0.23	2.97 %
SNR1	0.20	2.09 %
TPR3	0.16	4.36 %
GDR1	0.15	3.92 %
PPI1	0.13	2.81 %
SYM2	0.13	1.43 %
TPR4	0.08	2.35 %
CBE3	0.08	2.31 %
DPM2		0.00 %
KGM1		0.00 %
TPR1		0.00 %
WHCB		0.00 %
WZSD		0.00 %
Total	74.33	22.86 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	52.62	15.38 %
Home-The	11.70	57.18 %
Total	64.31	17.74 %

Branch *	MTD Sales L	Brand Share %
ERD2	2.87	11.86 %
EPI1	1.98	18.48 %
NKL2	1.37	7.43 %
DPR1	1.21	16.92 %
VPD1	1.21	11.42 %
KMM1	1.14	12.81 %
ATU1	1.04	7.94 %
MTR1	0.82	16.82 %
VKL1	0.79	19.13 %
APN1	0.79	8.23 %
PLC1	0.79	9.67 %
TCG1	0.77	10.83 %
SGI1	0.70	8.36 %
DPR2	0.65	9.70 %
HRR1	0.53	8.42 %
MCR1	0.36	4.44 %
TRM1	0.35	3.13 %
KVP1	0.20	5.28 %
CMI1	0.19	4.10 %
SLM2	0.15	1.36 %
RSP1	0.13	1.14 %
PDR1	0.13	1.80 %
BMD1		0.00 %
EDP1		0.00 %
OML1		0.00 %
WHKP		0.00 %
WHPD		0.00 %
WZWH		0.00 %
Total	64.31	17.74 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	49.43	19.34 %
Home-The	6.75	48.75 %
Total	56.19	20.85 %

Branch *	MTD Sales L	Brand Share %
TRK1	1.78	9.04 %
KML1	1.01	10.66 %
TDM1	0.70	6.35 %
KLM1	0.61	3.52 %
PRT1	0.51	4.14 %
VPM1	0.34	10.86 %
STP1	0.32	6.32 %
MKM1	0.13	1.90 %
TVM2	0.08	1.63 %
TVM1		0.00 %
ULP1		0.00 %
VCM1		0.00 %
WHUT		0.00 %
Total	56.19	20.85 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	48.41	10.66 %
Home-The	6.81	31.04 %
Total	55.21	11.60 %

Branch *	MTD Sales L	Brand Share %
CH05	5.81	16.28 %
MRM1	2.63	16.78 %
CH22	1.84	13.11 %
CH49	1.50	5.82 %
SKL1	1.32	12.35 %
CH25	1.24	8.84 %
AVD1	1.20	6.22 %
CH37	0.97	11.46 %
CH39	0.82	10.80 %
GUD1	0.82	7.28 %
CH16	0.77	2.25 %
CH08	0.51	3.09 %
CH47	0.50	3.62 %
CH42	0.49	2.50 %
GUD2	0.48	4.87 %
CZWH	0.31	6.24 %
CH45	0.23	1.00 %
CGL1	0.20	1.66 %
KNR1	0.13	1.52 %
CH26	0.11	2.35 %
CH28		0.00 %
CH29		0.00 %
CH35		0.00 %
CH38		0.00 %
CH40		0.00 %
MC09		0.00 %
MC10		0.00 %
TKM1		0.00 %
WHC3		0.00 %
Total	55.21	11.60 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	26.96	10.73 %
Home-The	5.45	36.15 %
Total	32.41	12.16 %

Branch *	MTD Sales L	Brand Share %
KPM2	5.79	16.08 %
GDM1	2.10	15.75 %
SBR1	1.51	8.84 %
VEL1	1.29	9.83 %
ARC2	1.01	16.04 %
AKM1	0.96	7.24 %
WJD1	0.64	6.75 %
VSI1	0.51	4.80 %
CPT1	0.49	6.92 %
SLG1	0.38	5.97 %
CGM1	0.34	3.96 %
VNB1	0.25	2.91 %
CYR1	0.20	2.93 %
KPM1	0.16	1.90 %
ANI1	0.14	4.19 %
PLR1	0.13	2.24 %
ABR1		0.00 %
BGR1		0.00 %
PTU1		0.00 %
UGI1		0.00 %
VEL2		0.00 %
WHVL		0.00 %
WJP1		0.00 %
Total	32.41	12.16 %