



TN : SONY Sales Performance 26/05/2026 9:06 AM

MTD Sales
658.35 L

Brand Share %
15.81 %

Information:

MTD : 01-05-2026 To 25-05-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **15.81 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	568.07	14.32 %
Home-The	90.28	45.77 %
Total	658.35	15.81 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	126.28	17.83 %
SOUTH-03	103.41	18.11 %
CHENNAI-02	85.74	17.91 %
TRICHY-01	82.42	15.62 %
CHENNAI-01	66.55	11.65 %
SOUTH ARCOT	61.69	17.48 %
WEST-01	54.82	17.93 %
WEST-02	54.02	14.11 %
NORTH ARCOT	23.41	8.84 %
Total	658.35	15.81 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	108.24	16.03 %
Home-The	18.04	54.51 %
Total	126.28	17.83 %

Branch *	MTD Sales L	Brand Share %
MAR1	4.76	13.61 %
RND1	3.60	12.80 %
VLY1	2.43	14.41 %
TUT2	1.94	7.99 %
TCN1	1.79	9.50 %
SNL1	1.51	11.55 %
VNR1	1.10	14.33 %
KGL1	1.03	8.92 %
TKY1	0.78	9.82 %
ERL2	0.76	5.67 %
MMT1	0.73	9.33 %
APK2	0.65	5.46 %
SGT1	0.62	12.41 %
PDI1	0.60	6.46 %
SDI1	0.59	4.52 %
VKM1	0.57	5.21 %
KYR1	0.26	5.99 %
PKD1	0.25	2.00 %
ARM1	0.22	3.31 %
STU2	0.18	2.08 %
APK1	0.14	1.20 %
S2SD		0.00 %
WHTV		0.00 %
Total	126.28	17.83 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	86.12	15.95 %
Home-The	17.29	55.61 %
Total	103.41	18.11 %

Branch *	MTD Sales L	Brand Share %
MDU6	3.19	12.70 %
KKD3	2.67	12.18 %
MDU3	1.77	11.36 %
KYK1	1.28	14.78 %
PNV2	0.66	7.53 %
DKI1	0.42	2.59 %
DGL2	0.34	3.64 %
MDU4	0.33	2.91 %
MLR1	0.26	2.47 %
NKI1	0.25	3.27 %
PKM1	0.24	4.71 %
CBM1	0.23	2.57 %
MPA1	0.22	1.46 %
KPT1	0.21	3.28 %
ATG1	0.21	1.44 %
MDU5	0.20	3.03 %
ODM1		0.00 %
PVI1		0.00 %
SGP1		0.00 %
SZSD		0.00 %
TDI1		0.00 %
TPT1		0.00 %
USL1		0.00 %
Total	103.41	18.11 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	76.70	16.93 %
Home-The	9.04	35.07 %
Total	85.74	17.91 %

Branch *	MTD Sales L	Brand Share %
CH03	10.28	14.21 %
CH21	4.37	14.38 %
CH18	2.63	13.11 %
CH27	1.02	15.33 %
CH06	0.98	5.77 %
GPD1	0.81	10.61 %
CH43	0.71	6.09 %
PON1	0.39	3.99 %
CH23	0.35	3.75 %
UKI1	0.27	4.48 %
CH24	0.16	1.00 %
CH34	0.08	0.45 %
CH01		0.00 %
CH17		0.00 %
CH32		0.00 %
CH33		0.00 %
CH36		0.00 %
MC05		0.00 %
MC06		0.00 %
Total	85.74	17.91 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	74.98	14.68 %
Home-The	7.45	43.54 %
Total	82.42	15.62 %

Branch *	MTD Sales L	Brand Share %
MVM1	2.50	7.50 %
JKM1	2.25	11.34 %
KUM1	1.36	4.59 %
NMM1	1.18	12.65 %
KIK1	1.07	7.29 %
KRN1	0.81	9.34 %
TTP1	0.77	7.15 %
TRY3	0.50	4.01 %
PDK1	0.42	5.74 %
TVR1	0.42	3.01 %
APM1	0.41	9.76 %
NGT1	0.13	0.62 %
AYR1	0.12	0.77 %
MSI1		0.00 %
NCK1		0.00 %
ORU1		0.00 %
PBR1		0.00 %
TRY2		0.00 %
TZSD		0.00 %
Total	82.42	15.62 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	55.81	10.23 %
Home-The	10.74	41.44 %
Total	66.55	11.65 %

Branch *	MTD Sales L	Brand Share %
CH16	1.66	4.01 %
CH28	1.65	6.20 %
CH47	1.45	4.75 %
CH08	1.31	5.72 %
KNR1	1.19	15.48 %
CH49	1.13	5.34 %
CH25	0.98	4.53 %
CH45	0.89	3.67 %
CH35	0.83	5.27 %
CH22	0.61	4.37 %
AVD1	0.49	3.96 %
CH26	0.15	3.68 %
MRM1	0.12	0.88 %
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	-2.36 %
Total	66.55	11.65 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	55.18	16.31 %
Home-The	6.51	44.60 %
Total	61.69	17.48 %

Branch *	MTD Sales L	Brand Share %
PRT1	2.06	10.75 %
TRK1	1.58	6.86 %
TVM2	1.30	12.06 %
KLM1	1.07	6.73 %
VPM1	0.75	11.14 %
VCM2	0.75	5.46 %
ULP1	0.51	3.49 %
STP1	0.27	3.45 %
TVM1	0.21	3.40 %
KML1		0.00 %
MKM1		0.00 %
TDM1		0.00 %
VCM1		0.00 %
Total	61.69	17.48 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	46.75	16.14 %
Home-The	8.07	50.24 %
Total	54.82	17.93 %

Branch *	MTD Sales L	Brand Share %
SUL1	0.97	11.80 %
UMP1	0.75	7.57 %
TPR3	0.74	10.71 %
CNR1	0.69	8.90 %
CBE6	0.60	7.21 %
CBE5	0.53	10.49 %
KGI1	0.53	7.13 %
GDR1	0.41	4.79 %
ANR1	0.23	5.42 %
SNR1	0.21	2.23 %
KMD1	0.19	3.42 %
MPM1	0.14	1.77 %
AVI1	0.12	1.11 %
TPR1	0.08	0.48 %
SYM2	0.08	1.23 %
CBE3		0.00 %
DPM2		0.00 %
KGM1		0.00 %
PPI1		0.00 %
TPR4		0.00 %
WHCB		0.00 %
WZSD		0.00 %
Total	54.82	17.93 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	45.32	12.47 %
Home-The	8.70	44.85 %
Total	54.02	14.11 %

Branch *	MTD Sales L	Brand Share %
ERD2	3.36	14.52 %
ERD1	2.74	12.67 %
NKL2	1.58	10.45 %
DPR1	1.20	12.20 %
SLM3	0.99	8.43 %
VKL1	0.95	15.16 %
CMI1	0.87	14.35 %
ATU1	0.67	3.93 %
KMM1	0.66	11.63 %
KVP1	0.65	8.27 %
OML1	0.54	7.23 %
SGG1	0.54	15.02 %
SGI1	0.54	5.26 %
APN1	0.52	5.92 %
BMD1	0.48	7.73 %
SLM2	0.43	3.10 %
VPD1	0.41	3.30 %
TRM1	0.40	4.65 %
MTR1	0.16	2.37 %
PLC1	0.14	1.87 %
EDP1	0.08	1.93 %
EPI1		0.00 %
HRR1		0.00 %
KAM1		0.00 %
MCR1		0.00 %
PDR1		0.00 %
WHKP		0.00 %
WZWH		0.00 %
Total	54.02	14.11 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	18.98	7.57 %
Home-The	4.44	31.26 %
Total	23.41	8.84 %

Branch *	MTD Sales L	Brand Share %
KPM2	2.62	8.60 %
AKM1	2.07	13.48 %
SBR1	1.43	9.39 %
VEL2	1.04	6.40 %
GDM1	1.03	13.75 %
TRT1	0.87	6.74 %
VNB1	0.52	5.99 %
CPT1	0.42	5.97 %
ABR1	0.40	3.22 %
VEL1	0.40	3.65 %
KPM1	0.36	5.24 %
ANI1	0.25	3.00 %
SLG1	0.24	4.66 %
CGM1	0.20	2.55 %
ARC2	0.16	2.94 %
BGR1		0.00 %
CYR1		0.00 %
PTU1		0.00 %
UGI1		0.00 %
VSI1		0.00 %
WHVL		0.00 %
WJD1		0.00 %
WJP1		0.00 %
Total	23.41	8.84 %