



TN : SONY Sales Performance 28/05/2026 9:06 AM

MTD Sales
696.88 L

Brand Share %
15.63 %

Information:

MTD : 01-05-2026 To 27-05-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **15.63 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	599.90	14.13 %
Home-The	96.98	45.64 %
Total	696.88	15.63 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	131.82	17.63 %
SOUTH-03	112.41	18.01 %
CHENNAI-02	93.62	18.56 %
TRICHY-01	86.20	15.33 %
CHENNAI-01	69.34	11.02 %
SOUTH ARCOT	66.72	17.88 %
WEST-01	57.15	17.56 %
WEST-02	55.60	13.48 %
NORTH ARCOT	24.02	8.61 %
Total	696.88	15.63 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	111.43	15.66 %
Home-The	20.39	56.24 %
Total	131.82	17.63 %

Branch *	MTD Sales L	Brand Share %
MAR1	4.76	13.31 %
RND1	3.60	12.51 %
VLY1	2.58	14.34 %
TUT2	2.55	9.43 %
TCN1	1.79	8.68 %
KGL1	1.26	10.26 %
ERL2	1.17	7.93 %
VNR1	1.10	14.08 %
TKY1	0.78	9.31 %
MMT1	0.73	9.01 %
APK2	0.65	5.34 %
SGT1	0.62	12.17 %
PDI1	0.60	6.18 %
SDI1	0.59	4.29 %
VKM1	0.57	4.95 %
KYR1	0.26	5.50 %
PKD1	0.25	1.95 %
ARM1	0.22	3.06 %
STU2	0.18	1.98 %
APK1	0.14	1.18 %
S2SD		0.00 %
WHTV		0.00 %
Total	131.82	17.63 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	93.91	15.91 %
Home-The	18.50	54.19 %
Total	112.41	18.01 %

Branch *	MTD Sales L	Brand Share %
KKD3	2.67	11.27 %
MDU3	2.42	14.62 %
ADP1	1.71	15.21 %
PNV2	0.66	6.99 %
DKI1	0.42	2.28 %
DGL2	0.34	3.30 %
MDU4	0.33	2.56 %
MLR1	0.26	2.35 %
NKI1	0.25	3.04 %
PKM1	0.24	4.05 %
CBM1	0.23	2.21 %
MPA1	0.22	1.37 %
KPT1	0.21	3.04 %
ATG1	0.21	1.34 %
MDU5	0.20	2.91 %
ODM1		0.00 %
PVI1		0.00 %
SGP1		0.00 %
SZSD		0.00 %
TDI1		0.00 %
TPT1		0.00 %
USL1		0.00 %
Total	112.41	18.01 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	84.21	17.64 %
Home-The	9.41	34.55 %
Total	93.62	18.56 %

Branch *	MTD Sales L	Brand Share %
CH03	11.06	14.82 %
CH21	4.37	13.73 %
CH18	3.30	15.30 %
CH06	1.50	8.31 %
CH27	1.02	15.33 %
GPD1	0.81	9.75 %
CH43	0.71	5.83 %
PON1	0.39	3.99 %
CH23	0.35	3.75 %
UKI1	0.27	4.08 %
CH24	0.16	0.98 %
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	93.62	18.56 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	78.14	14.36 %
Home-The	8.06	44.14 %
Total	86.20	15.33 %

Branch *	MTD Sales L	Brand Share %
MVM1	2.50	7.00 %
JKM1	2.25	10.82 %
KUM1	1.36	4.30 %
KIK1	1.29	8.52 %
NMM1	1.18	11.60 %
KRN1	0.81	9.19 %
TTP1	0.77	6.36 %
TRY3	0.50	3.83 %
PDK1	0.42	5.26 %
TVR1	0.42	2.90 %
APM1	0.41	9.65 %
NGT1	0.13	0.56 %
AYR1	0.12	0.74 %
MSI1		0.00 %
NCK1		0.00 %
ORU1		0.00 %
PBR1		0.00 %
TRY2		0.00 %
TZSD		0.00 %
Total	86.20	15.33 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	58.32	9.69 %
Home-The	11.02	40.35 %
Total	69.34	11.02 %

Branch *	MTD Sales L	Brand Share %
CH16	1.66	3.92 %
CH28	1.65	6.08 %
CH47	1.45	4.67 %
CH08	1.31	5.44 %
KNR1	1.19	14.83 %
CH49	1.13	5.24 %
CH25	1.12	5.12 %
CH45	0.89	3.48 %
CH35	0.83	5.27 %
CH22	0.61	4.24 %
AVD1	0.49	3.96 %
CH26	0.15	3.61 %
MRM1	0.12	0.81 %
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	-2.33 %
Total	69.34	11.02 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	59.11	16.58 %
Home-The	7.61	45.56 %
Total	66.72	17.88 %

Branch *	MTD Sales L	Brand Share %
PRT1	2.06	9.99 %
TRK1	1.58	6.38 %
TVM2	1.30	11.73 %
KLM1	1.07	6.45 %
VPM1	0.75	10.44 %
VCM2	0.75	5.08 %
ULP1	0.51	3.28 %
STP1	0.27	3.45 %
TVM1	0.21	3.35 %
KML1		0.00 %
MKM1		0.00 %
TDM1		0.00 %
VCM1		0.00 %
Total	66.72	17.88 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	48.58	15.76 %
Home-The	8.57	49.75 %
Total	57.15	17.56 %

Branch *	MTD Sales L	Brand Share %
UMP1	1.15	10.87 %
SUL1	0.97	11.02 %
CBE6	0.81	7.63 %
TPR3	0.74	10.36 %
CNR1	0.69	8.90 %
KMD1	0.69	11.03 %
CBE5	0.53	9.90 %
KGI1	0.53	6.18 %
GDR1	0.41	4.61 %
ANR1	0.23	5.42 %
SNR1	0.21	2.07 %
MPM1	0.14	1.61 %
AVI1	0.12	1.09 %
TPR1	0.08	0.46 %
SYM2	0.08	1.19 %
CBE3		0.00 %
DPM2		0.00 %
KGM1		0.00 %
PPI1		0.00 %
TPR4		0.00 %
WHCB		0.00 %
WZSD		0.00 %
Total	57.15	17.56 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	46.90	11.97 %
Home-The	8.70	42.15 %
Total	55.60	13.48 %

Branch *	MTD Sales L	Brand Share %
ERD2	3.36	13.35 %
ERD1	3.27	14.48 %
NKL2	1.58	9.66 %
DPR1	1.20	12.20 %
SLM3	0.99	8.33 %
VKL1	0.95	14.81 %
CMI1	0.87	13.82 %
ATU1	0.67	3.61 %
KVP1	0.65	8.27 %
OML1	0.54	5.86 %
SGG1	0.54	15.02 %
SGI1	0.54	5.26 %
APN1	0.52	5.39 %
BMD1	0.48	7.43 %
SLM2	0.43	2.76 %
VPD1	0.41	2.93 %
TRM1	0.40	4.45 %
MTR1	0.16	1.97 %
PLC1	0.14	1.62 %
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	55.60	13.48 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	19.30	7.30 %
Home-The	4.72	32.02 %
Total	24.02	8.61 %

Branch *	MTD Sales L	Brand Share %
KPM2	2.90	9.07 %
AKM1	2.07	12.30 %
SBR1	1.43	8.93 %
PLR1	1.10	15.47 %
VEL2	1.04	6.15 %
GDM1	1.03	13.41 %
TRT1	0.87	6.60 %
KPM1	0.68	9.35 %
VNB1	0.52	5.71 %
CPT1	0.42	5.60 %
ABR1	0.40	2.95 %
VEL1	0.40	3.31 %
ANI1	0.25	2.95 %
SLG1	0.24	4.27 %
CGM1	0.20	2.47 %
ARC2	0.16	2.81 %
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	24.02	8.61 %