



TN : SONY Sales Performance 28/09/2026 9:06 AM

MTD Sales
740.75 L

Brand Share %
16.57 %

Information:
MTD : 01-09-2026 To 27-09-2026
* Branch where in Brand Share % is less than Overall State's Brand Share **16.57 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	594.84	14.28 %
Home-The	145.91	48.18 %
Total	740.75	16.57 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	153.40	20.83 %
CHENNAI-02	122.60	20.48 %
SOUTH-03	96.29	19.29 %
TRICHY-01	83.99	14.10 %
CHENNAI-01	74.50	12.85 %
WEST-01	65.71	25.23 %
SOUTH ARCOT	52.24	15.01 %
WEST-02	43.49	14.37 %
NORTH ARCOT	36.13	10.20 %
WEST-03	12.37	6.39 %
Total	740.75	16.57 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	120.48	17.78 %
Home-The	32.93	55.90 %
Total	153.40	20.83 %

Branch *	MTD Sales L	Brand Share %
RND2	2.92	12.39 %
MAR1	2.54	8.34 %
APK1	1.94	14.18 %
RND1	1.77	10.24 %
ERL2	1.57	14.08 %
TCN1	1.56	11.90 %
VLY1	1.46	9.38 %
UDN1	1.23	13.21 %
SNL1	1.06	6.72 %
MMT1	1.06	12.00 %
KSM1	0.79	11.02 %
PDI1	0.76	8.81 %
STU2	0.67	11.76 %
SDI1	0.62	3.39 %
TYI1	0.52	5.12 %
SGT1	0.47	15.60 %
SKD1	0.45	4.11 %
ARM1	0.42	4.89 %
ASM1	0.34	3.59 %
COL1	0.31	6.13 %
KGL1	0.25	3.33 %
TKY1	0.15	2.43 %
PKD1	0.14	0.94 %
KYR1	0.13	2.97 %
VKM1	0.11	1.24 %
S2SD		0.00 %
VNR1		0.00 %
WHTV		0.00 %
Total	153.40	20.83 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	105.22	18.71 %
Home-The	17.38	47.77 %
Total	122.60	20.48 %

Branch *	MTD Sales L	Brand Share %
CH03	8.80	14.45 %
CH51	3.64	11.92 %
CH34	2.72	9.73 %
CH18	2.49	10.53 %
CH17	2.46	12.22 %
CH06	2.44	11.93 %
CH33	2.00	11.74 %
CH24	1.96	8.83 %
CH44	1.79	10.29 %
CH27	1.08	11.52 %
CH37	0.90	10.04 %
CH31	0.79	15.37 %
CH46	0.68	10.58 %
PON1	0.52	3.48 %
CH36	0.52	6.96 %
UKI1	0.38	5.22 %
CH43	0.23	1.63 %
CH35	0.22	1.25 %
GPD1	0.14	2.14 %
CH01		0.00 %
CH23		0.00 %
CH32		0.00 %
WHC3		0.00 %
WCHN	-1.31	9.87 %
Total	122.60	20.48 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	80.18	17.20 %
Home-The	16.11	48.78 %
Total	96.29	19.29 %

Branch *	MTD Sales L	Brand Share %
PVI1	1.65	9.79 %
KRR1	1.53	15.43 %
TDI1	1.01	8.10 %
PKM1	0.91	12.38 %
USL1	0.70	8.76 %
PNV2	0.67	9.19 %
MNM1	0.66	12.06 %
TPT1	0.54	5.77 %
NKI1	0.53	5.49 %
NTM1	0.52	5.80 %
CMR1	0.43	5.98 %
MDU3	0.33	3.08 %
DKI1	0.26	1.93 %
KPT1	0.21	4.40 %
ADP1	0.21	3.28 %
MDU5	0.15	1.96 %
BTU1	0.14	2.29 %
KYK1	0.14	2.88 %
MPA1	0.14	1.68 %
SGP1	0.14	2.03 %
ATG1	0.08	0.59 %
CBM1	0.08	0.64 %
MDU4		0.00 %
MLR1		0.00 %
PNI1		0.00 %
SZSD		0.00 %
Total	96.29	19.29 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	69.92	12.40 %
Home-The	14.07	44.40 %
Total	83.99	14.10 %

Branch *	MTD Sales L	Brand Share %
MVM1	6.68	14.43 %
TVR2	4.39	13.47 %
JKM1	1.78	10.05 %
TTP1	0.94	6.07 %
NCK1	0.80	10.77 %
KUM2	0.69	3.54 %
TRY4	0.68	4.33 %
MSI1	0.66	5.51 %
TZSD	0.60	-130.90 %
KIK1	0.58	2.66 %
TVR1	0.54	3.26 %
PDK1	0.52	5.71 %
KRN1	0.52	5.85 %
APM1	0.39	7.01 %
TRY2	0.29	11.79 %
ORU1	0.14	2.30 %
TRY3	0.13	1.06 %
AYR1		0.00 %
NGT1		0.00 %
NMM1		0.00 %
WTRZ		0.00 %
Total	83.99	14.10 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	61.83	11.22 %
Home-The	12.68	43.61 %
Total	74.50	12.85 %

Branch *	MTD Sales L	Brand Share %
CH05	4.69	15.11 %
CH16	3.70	7.52 %
KNR1	2.19	15.42 %
CH45	1.89	6.11 %
CH28	1.76	5.19 %
CH38	1.57	11.84 %
CH22	1.41	6.74 %
GUD2	1.39	13.00 %
CH47	1.38	4.42 %
AVD1	1.37	6.11 %
GUD1	1.00	4.06 %
SKL1	0.86	6.59 %
CH39	0.73	11.73 %
CH25	0.26	1.18 %
TKM1	0.22	2.37 %
CH42	0.20	0.92 %
MRM1	0.14	0.62 %
CH08	0.11	1.12 %
CH49	0.06	0.19 %
CGL1		0.00 %
CH29		0.00 %
MC09		0.00 %
Total	74.50	12.85 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	47.78	20.33 %
Home-The	17.93	70.46 %
Total	65.71	25.23 %

Branch *	MTD Sales L	Brand Share %
SNR1	1.82	12.41 %
CBE1	1.67	16.36 %
KGI1	1.29	16.01 %
MPM1	1.13	9.47 %
UMP1	0.81	7.91 %
GDR1	0.61	11.71 %
CBE5	0.55	8.89 %
PPI1	0.43	12.39 %
ANR1	0.21	8.22 %
KMD1	0.15	2.16 %
CBE3	0.14	1.96 %
WZSD	0.11	5.13 %
DPM2	0.08	1.16 %
PDM1		0.00 %
WHCB		0.00 %
Total	65.71	25.23 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	42.32	13.04 %
Home-The	9.92	42.14 %
Total	52.24	15.01 %

Branch *	MTD Sales L	Brand Share %
POY2	2.58	10.55 %
TDM1	2.54	12.88 %
KLM1	1.61	7.03 %
TRK1	1.22	4.42 %
VCM2	0.91	7.81 %
PRT1	0.66	4.95 %
TVM1	0.52	3.83 %
KML1	0.42	3.22 %
ULP1	0.25	1.73 %
VCM1	0.21	5.28 %
MKM1	0.13	1.72 %
STP1		0.00 %
TVM2		0.00 %
VPM1		0.00 %
WHNV		0.00 %
Total	52.24	15.01 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	33.04	11.81 %
Home-The	10.45	45.61 %
Total	43.49	14.37 %

Branch *	MTD Sales L	Brand Share %
SLM2	1.59	12.53 %
DPR2	1.20	14.10 %
SGI1	1.13	15.68 %
HRR1	1.07	12.00 %
KVP1	0.71	10.72 %
PNG1	0.57	6.74 %
APN1	0.55	6.02 %
MTR1	0.42	4.75 %
OML1	0.38	3.14 %
VPD1	0.21	2.33 %
PMP1	0.14	1.88 %
EDP1	0.08	1.67 %
TRM1	0.04	0.26 %
ATU1		0.00 %
BMD1		0.00 %
EPI1		0.00 %
MCR1		0.00 %
PLC1		0.00 %
WHKP		0.00 %
WZWH		0.00 %
Total	43.49	14.37 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	27.94	8.50 %
Home-The	8.19	32.02 %
Total	36.13	10.20 %

Branch *	MTD Sales L	Brand Share %
PLR1	1.82	10.94 %
VEL3	1.65	9.47 %
CPT1	1.23	15.07 %
GDM1	1.15	9.56 %
SBR1	1.13	5.19 %
KPM1	0.96	10.00 %
VEL2	0.94	5.24 %
SLG1	0.81	15.29 %
VNB1	0.75	5.58 %
ABR1	0.67	4.06 %
TRT1	0.41	5.81 %
AKM1	0.40	2.39 %
VEL1	0.40	3.92 %
CGM1	0.27	1.92 %
UGI1	0.26	7.10 %
WJP1	0.21	2.20 %
ANI1	0.20	2.45 %
WJD1	0.14	1.45 %
VSI1		0.02 %
ARC2		0.00 %
BGR1		0.00 %
PTU1		0.00 %
WHVL		0.00 %
Total	36.13	10.20 %

WEST-03

Property	MTD Sales L	Brand Share %
Home-The	6.25	38.31 %
LED TV	6.13	3.46 %
Total	12.37	6.39 %

Branch *	MTD Sales L	Brand Share %
ERD2	2.93	10.60 %
ERD1	1.75	9.63 %
NKL2	1.32	6.07 %
TPR2	1.05	5.23 %
RSP1	0.84	6.03 %
SGG1	0.80	14.26 %
AVI1	0.54	5.73 %
KGM1	0.41	5.01 %
GBM1	0.34	5.33 %
KMM1	0.33	7.11 %
CMI1	0.21	4.40 %
TPR3	0.14	3.00 %
SYM2	0.14	1.05 %
VKL1	0.14	3.23 %
PDR1	0.13	1.66 %
TPR1	0.08	0.70 %
TCG1		0.00 %
W3SD		0.00 %
WHPD		0.00 %
Total	12.37	6.39 %