



TN : SONY Sales Performance 29/03/2026 9:06 AM

MTD Sales
841.16 L

Brand Share %
19.71 %

Information:

MTD : 01-03-2026 To 28-03-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **19.71 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	715.21	17.76 %
Home-The	125.95	52.46 %
Total	841.16	19.71 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	187.71	24.77 %
CHENNAI-02	131.58	24.49 %
TRICHY-01	109.79	19.19 %
SOUTH-03	102.66	19.65 %
WEST-01	80.33	22.81 %
WEST-02	71.83	17.88 %
CHENNAI-01	62.45	11.85 %
SOUTH ARCOT	60.68	19.68 %
NORTH ARCOT	34.15	11.81 %
Total	841.16	19.71 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	155.26	21.89 %
Home-The	32.45	66.65 %
Total	187.71	24.77 %

Branch *	MTD Sales L	Brand Share %
SDI1	2.30	15.30 %
PKD1	2.13	14.47 %
VLY1	2.05	11.79 %
PDI1	1.60	12.61 %
MAR1	1.32	6.96 %
ASM1	1.32	11.60 %
TYI1	1.27	16.72 %
ERL2	1.26	7.99 %
APK2	1.10	9.49 %
MMT1	1.08	16.85 %
KYR1	0.83	10.42 %
SKD1	0.67	7.80 %
SNL1	0.56	5.87 %
APK1	0.55	4.61 %
ARM1	0.50	7.42 %
RND1	0.34	1.74 %
VKM1	0.33	3.92 %
KGL1	0.22	5.93 %
COL1		0.00 %
S2SD		0.00 %
SGT1		0.00 %
TKY1		0.00 %
WHTV	-0.32	9.36 %
Total	187.71	24.77 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	119.37	23.39 %
Home-The	12.21	45.33 %
Total	131.58	24.49 %

Branch *	MTD Sales L	Brand Share %
CH51	3.23	10.69 %
CH17	1.93	9.07 %
CH31	1.26	13.51 %
GPD1	0.67	8.37 %
CH46	0.66	11.95 %
CH34	0.64	3.73 %
CH23	0.61	7.02 %
CH33	0.53	5.25 %
UKI1	0.49	5.81 %
CH43	0.36	2.74 %
CH24	0.30	2.02 %
CH01		0.00 %
CH27		0.00 %
CH36		0.00 %
PON1		0.00 %
Total	131.58	24.49 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	95.32	17.45 %
Home-The	14.47	55.61 %
Total	109.79	19.19 %

Branch *	MTD Sales L	Brand Share %
KUM1	6.56	16.27 %
TNJ1	5.93	16.00 %
JKM1	2.64	14.18 %
MVM1	2.50	7.20 %
NMM1	2.04	14.03 %
PDK1	1.79	16.52 %
PBR1	1.61	15.97 %
NGT1	1.30	6.03 %
TTP1	1.29	9.21 %
TVR1	1.13	7.12 %
ORU1	0.86	9.81 %
TRY3	0.67	5.05 %
NCK1	0.62	8.58 %
APM1	0.33	5.59 %
AYR1	0.30	2.69 %
KIK1	0.29	1.96 %
MSI1	0.25	2.55 %
KRN1		0.00 %
TZSD		0.00 %
Total	109.79	19.19 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	85.51	17.45 %
Home-The	17.15	52.58 %
Total	102.66	19.65 %

Branch *	MTD Sales L	Brand Share %
TEN2	2.44	18.50 %
KKD3	2.27	11.29 %
CBM1	1.61	9.59 %
KYK1	1.28	17.99 %
MDU4	1.18	10.12 %
NKI1	1.09	10.12 %
DGL2	0.99	8.91 %
ATG1	0.79	4.80 %
BTU1	0.74	12.15 %
TPT1	0.68	8.00 %
PVI1	0.60	5.78 %
MDU5	0.58	9.23 %
KPT1	0.54	7.59 %
USL1	0.49	5.34 %
DKI1	0.47	4.11 %
CMR1	0.37	6.66 %
SGP1	0.35	4.37 %
MDU3	0.32	2.55 %
ADP1	0.31	3.78 %
PKM1	0.14	2.22 %
PNV2	0.12	1.51 %
MLR1		0.00 %
MPA1		0.00 %
NTM1		0.00 %
SZSD		0.00 %
TDI1		0.00 %
Total	102.66	19.65 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	65.73	20.06 %
Home-The	14.61	59.62 %
Total	80.33	22.81 %

Branch *	MTD Sales L	Brand Share %
CBE6	2.15	18.76 %
SUL1	1.83	15.37 %
CNR1	1.28	10.07 %
MPM1	1.22	8.75 %
PLI1	1.14	8.73 %
KGI1	0.93	9.92 %
UMP1	0.72	8.64 %
PDM1	0.65	7.28 %
TPR1	0.38	2.47 %
AVI1	0.36	4.37 %
KMD1	0.34	5.52 %
GBM1	0.34	7.74 %
SNR1	0.20	1.89 %
TPR3	0.16	4.08 %
GDR1	0.15	2.86 %
PPI1	0.13	2.69 %
SYM2	0.13	1.40 %
TPR4	0.08	2.35 %
CBE3	0.08	2.20 %
DPM2		0.00 %
KGM1		0.00 %
WHCB		0.00 %
WZSD		0.00 %
Total	80.33	22.81 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	58.10	15.37 %
Home-The	13.73	57.92 %
Total	71.83	17.88 %

Branch *	MTD Sales L	Brand Share %
ERD2	3.77	14.19 %
EPI1	1.98	17.71 %
NKL2	1.37	6.45 %
DPR1	1.36	17.62 %
KAM1	1.36	18.68 %
VPD1	1.21	10.60 %
KMM1	1.14	12.40 %
TCG1	1.11	13.66 %
APN1	1.10	10.73 %
ATU1	1.04	6.47 %
PLC1	0.93	10.21 %
MTR1	0.82	14.56 %
VKL1	0.79	17.99 %
SGI1	0.70	7.29 %
DPR2	0.65	8.55 %
HRR1	0.53	8.42 %
CMI1	0.52	9.23 %
MCR1	0.36	4.23 %
TRM1	0.35	3.00 %
RSP1	0.28	2.15 %
KVP1	0.20	4.22 %
SLM2	0.15	1.31 %
PDR1	0.13	1.64 %
BMD1		0.00 %
EDP1		0.00 %
OML1		0.00 %
WHKP		0.00 %
WHPD		0.00 %
WZWH		0.00 %
Total	71.83	17.88 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	54.82	10.92 %
Home-The	7.62	30.72 %
Total	62.45	11.85 %

Branch *	MTD Sales L	Brand Share %
CH05	7.59	18.56 %
MRM1	2.63	15.52 %
CH22	1.84	10.94 %
CH49	1.83	6.62 %
CH42	1.39	6.23 %
SKL1	1.32	11.42 %
CH25	1.24	7.51 %
AVD1	1.20	5.64 %
CH47	1.06	6.79 %
CH37	0.97	11.31 %
CH39	0.82	10.10 %
GUD1	0.82	7.16 %
CH16	0.77	2.05 %
CH08	0.74	3.97 %
GUD2	0.48	4.57 %
CH45	0.38	1.40 %
CZWH	0.31	5.71 %
CGL1	0.20	1.50 %
TKM1	0.14	1.67 %
KNR1	0.13	1.48 %
CH26	0.11	2.09 %
CH28		0.00 %
CH29		0.00 %
CH35		0.00 %
CH38		0.00 %
CH40		0.00 %
MC09		0.00 %
MC10		0.00 %
WHC3		0.00 %
Total	62.45	11.85 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	52.87	18.09 %
Home-The	7.81	48.23 %
Total	60.68	19.68 %

Branch *	MTD Sales L	Brand Share %
CUD1	5.46	18.53 %
TRK1	1.78	8.40 %
KML1	1.01	9.50 %
TDM1	0.70	4.64 %
KLM1	0.61	3.20 %
PRT1	0.51	3.75 %
VPM1	0.34	9.51 %
STP1	0.32	4.39 %
MKM1	0.13	1.80 %
TVM2	0.08	1.63 %
TVM1		0.00 %
ULP1		0.00 %
VCM1		0.00 %
WHUT		0.00 %
Total	60.68	19.68 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	28.25	10.37 %
Home-The	5.90	35.50 %
Total	34.15	11.81 %

Branch *	MTD Sales L	Brand Share %
KPM2	6.44	17.07 %
GDM1	2.10	15.08 %
SBR1	1.51	7.77 %
VEL1	1.29	9.73 %
ARC2	1.16	16.24 %
AKM1	0.96	6.29 %
VSI1	0.67	5.80 %
WJD1	0.64	6.58 %
CPT1	0.49	6.04 %
SLG1	0.38	5.21 %
CGM1	0.34	3.64 %
VNB1	0.25	2.73 %
CYR1	0.20	2.57 %
KPM1	0.16	1.83 %
ANI1	0.14	3.68 %
PLR1	0.13	2.23 %
ABR1		0.00 %
BGR1		0.00 %
PTU1		0.00 %
UGI1		0.00 %
VEL2		0.00 %
WHVL		0.00 %
WJP1		0.00 %
Total	34.15	11.81 %