



TN : SONY Sales Performance 29/09/2026 9:06 AM

MTD Sales
776.36 L

Brand Share %
16.80 %

Information:
MTD : 01-09-2026 To 28-09-2026
* Branch where in Brand Share % is less than Overall State's Brand Share **16.80 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	624.59	14.50 %
Home-The	151.77	48.47 %
Total	776.36	16.80 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	165.19	21.31 %
CHENNAI-02	131.64	21.19 %
SOUTH-03	98.80	19.27 %
TRICHY-01	88.27	14.29 %
CHENNAI-01	76.18	12.93 %
WEST-01	66.25	24.86 %
SOUTH ARCOT	56.07	15.53 %
WEST-02	45.06	14.33 %
NORTH ARCOT	36.26	9.94 %
WEST-03	12.62	6.34 %
Total	776.36	16.80 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	129.91	18.22 %
Home-The	35.29	56.78 %
Total	165.19	21.31 %

Branch *	MTD Sales L	Brand Share %
RND2	2.92	11.99 %
VLY1	2.70	15.80 %
MAR1	2.54	8.03 %
APK1	1.94	13.58 %
RND1	1.77	9.92 %
ERL2	1.57	14.08 %
TCN1	1.56	11.90 %
UDN1	1.23	12.60 %
SNL1	1.06	6.69 %
MMT1	1.06	11.80 %
KSM1	0.79	10.36 %
PDI1	0.76	8.50 %
STU2	0.67	9.80 %
SDI1	0.62	3.34 %
TKY1	0.55	7.75 %
TYI1	0.52	5.18 %
ASM1	0.48	4.94 %
SGT1	0.47	15.60 %
SKD1	0.45	4.07 %
ARM1	0.42	4.53 %
COL1	0.31	6.00 %
KGL1	0.25	3.12 %
PKD1	0.14	0.89 %
KYR1	0.13	2.49 %
VKM1	0.11	1.23 %
S2SD		0.00 %
VNR1		0.00 %
WHTV		0.00 %
Total	165.19	21.31 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	113.38	19.43 %
Home-The	18.26	48.41 %
Total	131.64	21.19 %

Branch *	MTD Sales L	Brand Share %
CH03	9.22	14.50 %
CH34	3.40	11.12 %
CH18	2.49	10.34 %
CH17	2.46	11.76 %
CH06	2.44	11.39 %
CH33	2.00	11.42 %
CH24	1.96	8.50 %
CH44	1.79	10.15 %
CH27	1.08	11.09 %
CH37	1.03	11.30 %
CH31	0.79	15.00 %
CH46	0.68	10.58 %
PON1	0.52	3.48 %
CH36	0.52	6.61 %
UKI1	0.38	5.12 %
CH43	0.23	1.63 %
CH35	0.22	1.23 %
GPD1	0.14	2.08 %
CH01		0.00 %
CH23		0.00 %
CH32		0.00 %
WHC3		0.00 %
WCHN	-1.31	9.87 %
Total	131.64	21.19 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	81.91	17.11 %
Home-The	16.89	49.72 %
Total	98.80	19.27 %

Branch *	MTD Sales L	Brand Share %
PVI1	1.79	10.40 %
KRR1	1.53	15.43 %
TDI1	1.01	7.74 %
PKM1	0.91	12.15 %
USL1	0.70	8.08 %
PNV2	0.67	9.19 %
MNM1	0.66	12.06 %
TPT1	0.54	5.68 %
NKI1	0.53	5.49 %
NTM1	0.52	5.49 %
CMR1	0.43	5.83 %
MDU3	0.33	3.03 %
DKI1	0.26	1.89 %
KPT1	0.21	4.40 %
ADP1	0.21	3.28 %
MDU5	0.15	1.93 %
BTU1	0.14	2.17 %
KYK1	0.14	2.79 %
MPA1	0.14	1.65 %
SGP1	0.14	1.99 %
ATG1	0.08	0.57 %
CBM1	0.08	0.64 %
MDU4		0.00 %
MLR1		0.00 %
PNI1		0.00 %
SZSD		0.00 %
Total	98.80	19.27 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	73.91	12.63 %
Home-The	14.36	43.90 %
Total	88.27	14.29 %

Branch *	MTD Sales L	Brand Share %
MVM1	7.38	15.56 %
PBR2	5.70	16.70 %
TVR2	4.39	12.54 %
JKM1	1.78	9.89 %
TTP1	0.94	6.06 %
NCK1	0.80	10.55 %
KUM2	0.69	3.38 %
TRY4	0.68	4.17 %
MSI1	0.66	5.27 %
TZSD	0.60	-183.08 %
KIK1	0.58	2.54 %
TVR1	0.54	3.23 %
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	1.03 %
NGT1	0.08	0.24 %
AYR1		0.00 %
NMM1		0.00 %
WTRZ		0.00 %
Total	88.27	14.29 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	63.50	11.35 %
Home-The	12.68	42.89 %
Total	76.18	12.93 %

Branch *	MTD Sales L	Brand Share %
CH19	4.82	16.39 %
CH16	4.74	9.17 %
CH05	4.69	14.80 %
KNR1	2.19	15.42 %
CH45	1.89	6.11 %
CH28	1.76	5.19 %
CH38	1.57	11.76 %
CH22	1.41	6.66 %
GUD2	1.39	13.00 %
CH47	1.38	4.42 %
AVD1	1.37	6.07 %
GUD1	1.00	4.06 %
SKL1	0.86	6.59 %
CH39	0.73	11.73 %
CH25	0.26	1.14 %
TKM1	0.22	2.34 %
CH42	0.20	0.92 %
MRM1	0.14	0.61 %
CH08	0.11	1.12 %
CH49	0.06	0.19 %
CGL1		0.00 %
CH29		0.00 %
MC09		0.00 %
Total	76.18	12.93 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	48.18	20.01 %
Home-The	18.07	70.20 %
Total	66.25	24.86 %

Branch *	MTD Sales L	Brand Share %
SNR1	1.82	12.41 %
CBE1	1.80	16.64 %
KGI1	1.29	15.45 %
MPM1	1.13	9.43 %
UMP1	0.81	7.57 %
GDR1	0.61	11.71 %
CBE5	0.55	8.89 %
PPI1	0.43	12.39 %
ANR1	0.21	7.91 %
KMD1	0.15	2.16 %
CBE3	0.14	1.89 %
WZSD	0.11	4.50 %
DPM2	0.08	1.14 %
PDM1		0.00 %
WHCB		0.00 %
Total	66.25	24.86 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	45.89	13.62 %
Home-The	10.18	41.88 %
Total	56.07	15.53 %

Branch *	MTD Sales L	Brand Share %
POY2	2.58	9.89 %
TDM1	2.54	12.79 %
VCM2	2.02	15.53 %
KLM1	1.61	6.74 %
TRK1	1.22	4.35 %
PRT1	0.66	4.95 %
TVM1	0.52	3.83 %
KML1	0.42	3.15 %
ULP1	0.25	1.67 %
VCM1	0.21	5.08 %
MKM1	0.13	1.69 %
STP1		0.00 %
TVM2		0.00 %
VPM1		0.00 %
WHNV		0.00 %
Total	56.07	15.53 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	33.58	11.57 %
Home-The	11.48	47.39 %
Total	45.06	14.33 %

Branch *	MTD Sales L	Brand Share %
SLM2	1.59	12.10 %
HRR1	1.20	12.53 %
DPR2	1.20	13.86 %
SGI1	1.13	15.68 %
KVP1	0.71	10.72 %
PNG1	0.57	6.62 %
APN1	0.55	5.71 %
MTR1	0.42	4.75 %
OML1	0.38	3.06 %
VPD1	0.21	2.19 %
EPI1	0.14	1.17 %
PMP1	0.14	1.84 %
EDP1	0.08	1.62 %
TRM1	0.04	0.26 %
ATU1		0.00 %
BMD1		0.00 %
MCR1		0.00 %
PLC1		0.00 %
WHKP		0.00 %
WZWH		0.00 %
Total	45.06	14.33 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	27.94	8.25 %
Home-The	8.32	32.01 %
Total	36.26	9.94 %

Branch *	MTD Sales L	Brand Share %
PLR1	1.82	10.09 %
VEL3	1.65	9.34 %
CPT1	1.23	15.07 %
GDM1	1.15	9.45 %
SBR1	1.13	4.93 %
KPM1	0.96	9.45 %
VEL2	0.94	5.13 %
SLG1	0.81	15.29 %
VNB1	0.75	5.31 %
ABR1	0.67	3.97 %
VEL1	0.53	5.14 %
TRT1	0.41	5.51 %
AKM1	0.40	2.39 %
CGM1	0.27	1.85 %
UGI1	0.26	6.61 %
WJP1	0.21	2.12 %
ANI1	0.20	2.45 %
WJD1	0.14	1.34 %
VSI1		0.02 %
ARC2		0.00 %
BGR1		0.00 %
NASD		0.00 %
PTU1		0.00 %
WHVL		0.00 %
Total	36.26	9.94 %

WEST-03

Property	MTD Sales L	Brand Share %
LED TV	6.38	3.50 %
Home-The	6.25	37.29 %
Total	12.62	6.34 %

Branch *	MTD Sales L	Brand Share %
ERD2	2.93	10.18 %
ERD1	2.00	10.32 %
NKL2	1.32	6.07 %
TPR2	1.05	5.17 %
RSP1	0.84	6.03 %
SGG1	0.80	13.58 %
AVI1	0.54	5.43 %
KGM1	0.41	5.01 %
GBM1	0.34	5.33 %
KMM1	0.33	7.11 %
CMI1	0.21	4.40 %
TPR3	0.14	2.77 %
SYM2	0.14	1.00 %
VKL1	0.14	3.12 %
PDR1	0.13	1.66 %
TPR1	0.08	0.68 %
TCG1		0.00 %
W3SD		0.00 %
WHPD		0.00 %
Total	12.62	6.34 %