



TN : SONY Sales Performance 30/04/2026 9:06 AM

MTD Sales
953.92 L

Brand Share %
17.56 %

Information:

MTD : 01-04-2026 To 29-04-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **17.56 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	829.23	16.01 %
Home-The	124.69	49.38 %
Total	953.92	17.56 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	196.13	21.96 %
CHENNAI-02	139.65	20.84 %
TRICHY-01	131.70	18.19 %
SOUTH-03	127.24	18.48 %
WEST-01	89.69	21.17 %
SOUTH ARCOT	89.34	19.54 %
CHENNAI-01	73.08	10.63 %
WEST-02	71.55	13.52 %
NORTH ARCOT	35.53	9.89 %
Total	953.92	17.56 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	163.72	19.37 %
Home-The	32.42	68.13 %
Total	196.13	21.96 %

Branch *	MTD Sales L	Brand Share %
VLY1	4.33	17.45 %
TCN1	4.24	16.60 %
MAR1	3.03	11.18 %
PKD1	2.83	13.85 %
MMT1	2.81	17.10 %
SNL1	2.23	17.34 %
ERL2	2.05	9.76 %
VNR1	1.52	11.61 %
TKY1	1.51	13.92 %
SDI1	1.34	9.24 %
APK1	1.14	7.29 %
ASM1	0.95	7.00 %
UDN1	0.92	6.41 %
VKM1	0.89	7.91 %
TYI1	0.82	8.02 %
APK2	0.64	7.07 %
SKD1	0.57	3.65 %
KYR1	0.49	4.91 %
SGT1	0.45	7.79 %
STU2	0.35	3.02 %
KSM1	0.32	6.74 %
PDI1	0.27	3.11 %
COL1	0.14	3.29 %
S2SD		0.00 %
Total	196.13	21.96 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	126.66	19.65 %
Home-The	12.99	50.80 %
Total	139.65	20.84 %

Branch *	MTD Sales L	Brand Share %
CH24	2.25	7.16 %
CH17	2.01	7.10 %
CH51	1.65	5.98 %
CH46	1.18	14.86 %
CH31	0.90	8.70 %
CH36	0.61	8.56 %
CH23	0.55	5.18 %
UKI1	0.47	4.09 %
PON1	0.42	4.69 %
GPD1	0.31	2.30 %
CH27	0.25	2.69 %
CH01		0.00 %
CH32		0.00 %
CH33		0.00 %
CH34		0.00 %
MC05		0.00 %
Total	139.65	20.84 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	119.78	17.12 %
Home-The	11.91	48.72 %
Total	131.70	18.19 %

Branch *	MTD Sales L	Brand Share %
KUM1	3.85	8.95 %
KIK1	1.97	9.17 %
MVM1	1.57	3.41 %
KRN1	1.51	10.07 %
NGT1	1.46	7.38 %
PBR1	1.35	11.12 %
TRY3	1.03	5.91 %
NMM1	1.03	6.83 %
TTP1	0.79	5.08 %
TVR1	0.76	4.68 %
JKM1	0.52	2.86 %
ORU1	0.48	5.15 %
APM1		0.00 %
AYR1		0.00 %
MSI1		0.00 %
NCK1		0.00 %
TZSD		0.00 %
Total	131.70	18.19 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	109.24	16.71 %
Home-The	18.00	51.63 %
Total	127.24	18.48 %

Branch *	MTD Sales L	Brand Share %
TEN2	3.75	17.29 %
KKD3	2.65	8.98 %
MDU7	2.46	13.30 %
ATG1	2.03	8.96 %
PVI1	1.48	11.20 %
MDU4	1.35	10.39 %
PNI1	1.18	12.59 %
ADP1	1.09	11.13 %
CMR1	1.08	6.68 %
KYK1	1.02	9.88 %
TDI1	1.00	7.41 %
MDU3	0.91	5.80 %
MNM1	0.78	8.85 %
CBM1	0.78	4.21 %
MPA1	0.75	3.73 %
BTU1	0.60	7.29 %
NKI1	0.51	4.98 %
MLR1	0.47	3.31 %
MDU5	0.40	5.69 %
ODM1	0.34	12.87 %
PNV2	0.26	2.76 %
TPT1	0.13	0.76 %
NTM1	0.13	1.57 %
USL1	0.09	0.59 %
DKI1		0.00 %
KPT1		0.00 %
PKM1		0.00 %
SGP1		0.00 %
SZSD		0.00 %
Total	127.24	18.48 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	76.90	19.25 %
Home-The	12.79	52.95 %
Total	89.69	21.17 %

Branch *	MTD Sales L	Brand Share %
CNR1	1.92	17.11 %
AVI1	1.85	14.96 %
MPM1	1.68	9.70 %
GDR1	1.26	12.14 %
KMD1	1.24	14.20 %
SUL1	1.06	11.85 %
CBE5	0.85	12.86 %
PDM1	0.84	8.14 %
TPR1	0.62	3.72 %
CBE3	0.40	7.61 %
CBE6	0.38	3.23 %
TPR3	0.27	4.55 %
GBM1	0.22	2.74 %
TPR4	0.13	2.57 %
PPI1	0.13	1.66 %
KGI1	0.09	1.00 %
ANR1		0.00 %
DPM2		0.00 %
KGM1		0.00 %
SNR1		0.00 %
SYM2		0.00 %
WHCB		0.00 %
WZSD		0.00 %
Total	89.69	21.17 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	79.43	18.14 %
Home-The	9.91	51.27 %
Total	89.34	19.54 %

Branch *	MTD Sales L	Brand Share %
TDM1	1.51	7.00 %
TRK1	1.40	4.95 %
VCM2	1.23	16.53 %
PRT1	1.16	4.66 %
VPM1	0.90	13.01 %
STP1	0.87	10.66 %
KLM1	0.87	4.34 %
ULP1	0.28	1.70 %
VCM1	0.22	2.87 %
MKM1		0.00 %
TVM1		0.00 %
WHUT		0.00 %
KML1	-0.33	-2.30 %
Total	89.34	19.54 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	63.79	9.71 %
Home-The	9.29	30.59 %
Total	73.08	10.63 %

Branch *	MTD Sales L	Brand Share %
CH47	2.68	6.95 %
CH08	2.59	6.88 %
CH16	1.93	4.62 %
CH49	1.90	5.29 %
GUD2	1.79	12.03 %
CGL1	1.61	8.94 %
CH22	1.50	7.58 %
CH25	1.45	4.03 %
CH38	1.21	9.67 %
CH35	1.18	6.61 %
GUD1	0.90	3.58 %
CH28	0.89	3.15 %
MRM1	0.73	3.27 %
SKL1	0.67	3.90 %
TKM1	0.64	4.72 %
AVD1	0.50	4.31 %
CH39	0.42	4.41 %
CH42	0.35	1.38 %
KNR1	0.21	2.61 %
CH45	0.20	0.64 %
CH26		0.00 %
CH29		0.00 %
CH37		0.00 %
CZWH		0.00 %
MC09		0.00 %
MC10		0.00 %
WHC3		0.00 %
WCHN	-1.08	7.49 %
Total	73.08	10.63 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	60.09	11.94 %
Home-The	11.46	44.09 %
Total	71.55	13.52 %

Branch *	MTD Sales L	Brand Share %
SLM2	2.07	10.62 %
KVP1	2.07	13.46 %
PLC1	1.58	10.52 %
TCG1	1.41	13.05 %
NKL2	1.01	4.26 %
OML1	0.78	4.10 %
KAM1	0.75	7.82 %
SGI1	0.73	7.24 %
HRR1	0.65	9.97 %
MTR1	0.64	6.39 %
VPD1	0.53	3.94 %
MCR1	0.47	2.96 %
APN1	0.43	3.98 %
ATU1	0.32	1.52 %
WHKP	0.14	4.92 %
VKL1	0.13	2.41 %
BMD1		0.00 %
CMI1		0.00 %
EDP1		0.00 %
EPI1		0.00 %
KMM1		0.00 %
PDR1		0.00 %
PMP1		0.00 %
RSP1		0.00 %
SGG1		0.00 %
TRM1		0.00 %
WHPD		0.00 %
WZWH		0.00 %
Total	71.55	13.52 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	29.62	8.74 %
Home-The	5.91	29.26 %
Total	35.53	9.89 %

Branch *	MTD Sales L	Brand Share %
KPM2	4.51	11.16 %
VSI1	2.74	14.21 %
VEL2	1.39	7.44 %
BGR1	1.37	13.34 %
KPM1	1.22	13.39 %
UGI1	1.06	11.04 %
PLR1	1.04	8.54 %
CYR1	1.04	10.25 %
SBR1	0.75	3.81 %
VEL1	0.68	5.04 %
WJP1	0.47	3.99 %
ARC2	0.45	4.71 %
VNB1	0.41	3.48 %
CPT1	0.38	3.19 %
AKM1	0.26	1.39 %
ABR1	0.25	1.43 %
CGM1	0.20	1.33 %
SLG1	0.20	2.26 %
TRT1	0.08	0.61 %
ANI1		0.00 %
PTU1		0.00 %
WJD1		0.00 %
WHVL	-0.26	13.47 %
Total	35.53	9.89 %