



TN : SONY Sales Performance 30/09/2025 9:06 AM

MTD Sales
698.97 L

Brand Share %
17.47 %

Information:
MTD : 01-09-2025 To 29-09-2025
* Branch where in Brand Share % is less than Overall State's Brand Share **17.47 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	570.07	15.23 %
Home-The	128.90	49.97 %
Total	698.97	17.47 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	147.52	20.22 %
SOUTH-03	98.09	21.14 %
CHENNAI-02	93.81	20.76 %
CHENNAI-01	83.16	15.98 %
TRICHY-01	73.56	16.86 %
WEST-01	63.33	17.81 %
WEST-02	61.24	15.66 %
SOUTH ARCOT	47.65	15.90 %
NORTH ARCOT	23.38	8.49 %
KL-SOUTH	7.22	9.37 %
Total	698.97	17.47 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	110.39	16.40 %
Home-The	37.14	66.07 %
Total	147.52	20.22 %

Branch *	MTD Sales L	Brand Share %
TUT1	9.79	17.30 %
MAR1	2.69	10.96 %
TCN1	1.88	12.75 %
SDI1	1.65	10.95 %
KSM1	1.44	13.80 %
SKD1	1.40	14.40 %
VLY1	1.37	7.79 %
SNL1	1.29	14.47 %
APK1	1.22	9.09 %
PDI1	1.10	16.77 %
ERL2	0.86	5.60 %
TVL2	0.80	13.16 %
VKM1	0.79	9.37 %
VNR1	0.69	7.44 %
ASM1	0.68	5.88 %
RND1	0.68	3.39 %
STU2	0.67	6.96 %
TKY1	0.51	5.52 %
APK2	0.51	7.85 %
TYI1	0.49	4.54 %
KGL1	0.46	6.41 %
SGT1	0.35	3.40 %
MMT1	0.34	3.42 %
UDN1	0.19	2.50 %
KYR1	0.12	2.50 %
ARM1		0.00 %
PKD1		0.00 %
S2SD		0.00 %
Total	147.52	20.22 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	81.00	18.61 %
Home-The	17.10	59.32 %
Total	98.09	21.14 %

Branch *	MTD Sales L	Brand Share %
KYK1	1.65	15.12 %
NKI1	1.61	16.56 %
PVI1	1.41	8.39 %
TPT1	1.23	10.42 %
BTU1	1.00	17.02 %
MDU4	0.94	12.34 %
CBM1	0.84	6.58 %
KKD2	0.72	12.83 %
MLR1	0.67	8.19 %
PNI1	0.54	11.74 %
SGP1	0.51	12.15 %
MNM1	0.44	11.47 %
MPA1	0.43	3.85 %
ODM1	0.28	6.68 %
ADP1	0.25	2.96 %
USL1	0.24	2.35 %
CMR1	0.16	4.10 %
KPT1	0.14	2.11 %
PNV1	0.12	2.24 %
MDU5	0.12	3.18 %
DKI1		0.00 %
NTM1		0.00 %
PKM1		0.00 %
SZSD		0.00 %
TDI1		0.00 %
Total	98.09	21.14 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	82.92	19.33 %
Home-The	10.89	47.49 %
Total	93.81	20.76 %

Branch *	MTD Sales L	Brand Share %
CH06	2.60	13.42 %
CH44	1.82	16.06 %
CH34	1.28	7.39 %
GPD1	0.99	10.39 %
PON1	0.72	4.43 %
CH46	0.71	14.69 %
CH23	0.54	7.37 %
CH43	0.36	2.31 %
UKI1	0.34	3.71 %
CH01		0.00 %
CH17		0.00 %
CH27		0.00 %
CH31		0.00 %
CH33		0.00 %
CH36		0.00 %
Total	93.81	20.76 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	72.79	14.85 %
Home-The	10.37	34.30 %
Total	83.16	15.98 %

Branch *	MTD Sales L	Brand Share %
CH16	2.41	5.22 %
GUD1	2.22	11.01 %
CH22	2.13	15.65 %
KNR1	1.57	16.90 %
GUD2	1.56	11.38 %
CH38	1.34	12.47 %
CH45	1.32	5.59 %
CH42	0.92	6.72 %
CGL1	0.84	13.72 %
CH39	0.83	7.49 %
CH35	0.67	4.62 %
CH28	0.49	2.34 %
SKL1	0.23	2.30 %
CH37	0.15	3.00 %
WHC3	0.05	0.16 %
AVD1		0.00 %
CH26		0.00 %
CH29		0.00 %
CH40		0.00 %
MC10		0.00 %
MRM1		0.00 %
Total	83.16	15.98 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	62.70	15.14 %
Home-The	10.87	49.13 %
Total	73.56	16.86 %

Branch *	MTD Sales L	Brand Share %
MVM1	3.91	12.69 %
TVR2	2.60	16.74 %
MSI1	1.20	10.88 %
TRY3	1.18	15.22 %
AYR1	0.99	12.73 %
PBR1	0.64	11.37 %
TTP1	0.58	6.64 %
NGT1	0.58	3.54 %
NMM1	0.51	5.23 %
KRN1	0.37	5.85 %
KIK1	0.12	0.83 %
APM1	0.11	2.26 %
NCK1		0.00 %
ORU1		0.00 %
TVR1		0.00 %
TZSD		0.00 %
Total	73.56	16.86 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	51.82	15.67 %
Home-The	11.51	46.33 %
Total	63.33	17.81 %

Branch *	MTD Sales L	Brand Share %
KMD1	1.57	13.67 %
CBE6	1.51	15.93 %
AVI1	1.47	14.86 %
TPR2	1.25	5.77 %
CBE5	0.83	13.21 %
SUL1	0.72	10.13 %
MPM1	0.63	6.15 %
ANR1	0.38	8.74 %
DPM2	0.34	3.54 %
SYM2	0.31	3.14 %
GBM1	0.27	2.71 %
CBE1	0.24	3.97 %
PPI1	0.23	3.26 %
CBE3	0.15	2.34 %
TPR3	0.12	1.71 %
TPR1	0.12	0.62 %
TPR4	0.09	2.03 %
GDR1		0.00 %
KGI1		0.00 %
KGM1		0.00 %
SNR1		0.00 %
WZSD		0.00 %
Total	63.33	17.81 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	46.37	12.85 %
Home-The	14.87	49.23 %
Total	61.24	15.66 %

Branch *	MTD Sales L	Brand Share %
NKL2	2.38	7.05 %
SLM2	1.30	9.64 %
OML1	0.89	9.32 %
KVP1	0.78	9.41 %
VPD1	0.73	4.78 %
DPR2	0.63	8.01 %
EPI1	0.62	6.84 %
SGI1	0.50	5.13 %
VKL1	0.46	11.03 %
TRM1	0.40	3.39 %
RSP1	0.39	3.99 %
PDR1	0.34	4.81 %
KMM1	0.33	5.84 %
MTR1	0.30	3.19 %
PLC1	0.28	4.06 %
ATU1	0.25	2.34 %
CMI1	0.24	6.26 %
PMP1	0.19	3.15 %
TCG1	0.14	2.15 %
EDP1	0.08	1.85 %
BMD1		0.00 %
HRR1		0.00 %
MCR1		0.00 %
SGG1		0.00 %
WZWH		0.00 %
Total	61.24	15.66 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	37.49	13.33 %
Home-The	10.17	55.12 %
Total	47.65	15.90 %

Branch *	MTD Sales L	Brand Share %
VPM2	3.72	17.11 %
NVL2	2.19	16.58 %
CDM1	1.34	8.49 %
TRK1	1.01	3.39 %
PRT1	0.91	8.40 %
ULP1	0.71	4.23 %
TDM1	0.66	4.09 %
MKM1	0.66	8.86 %
KLM1	0.36	2.17 %
VCM1	0.22	3.69 %
VPM1	0.21	3.62 %
STP1	0.14	2.76 %
KML1		0.00 %
TVM1		0.00 %
WHNV		0.00 %
Total	47.65	15.90 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	17.59	6.93 %
Home-The	5.79	26.80 %
Total	23.38	8.49 %

Branch *	MTD Sales L	Brand Share %
VEL2	1.86	10.59 %
VSI1	1.37	14.09 %
TRT1	0.97	14.70 %
AKM1	0.41	2.50 %
CYR1	0.36	8.17 %
SLG1	0.35	7.58 %
KPM1	0.34	3.56 %
VEL1	0.34	2.66 %
PLR1	0.24	2.09 %
UGI1	0.22	3.72 %
CGM1	0.21	1.05 %
VNB1	0.21	1.97 %
ARC2	0.14	1.55 %
GDM1	0.14	1.78 %
BGR1	0.12	3.59 %
ABR1		0.00 %
ANI1		0.00 %
CPT1		0.00 %
PTU1		0.00 %
SBR1		0.00 %
WJD1		0.00 %
WJP1		0.00 %
Total	23.38	8.49 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	7.02	9.42 %
Home-The	0.20	7.83 %
Total	7.22	9.37 %

Branch *	MTD Sales L	Brand Share %
TVP1	6.17	14.20 %
PAS1	1.05	4.84 %
KLR1		0.00 %
Total	7.22	9.37 %