



TN : SONY Sales Performance 31/03/2026 9:06 AM

MTD Sales
907.53 L

Brand Share %
19.52 %

Information:

MTD : 01-03-2026 To 30-03-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **19.52 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	774.27	17.63 %
Home-The	133.26	51.80 %
Total	907.53	19.52 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	202.05	24.63 %
CHENNAI-02	143.03	24.35 %
TRICHY-01	114.44	18.88 %
SOUTH-03	109.54	19.43 %
WEST-01	85.96	22.39 %
WEST-02	76.76	17.72 %
CHENNAI-01	74.06	12.28 %
SOUTH ARCOT	64.59	19.37 %
NORTH ARCOT	37.11	11.66 %
Total	907.53	19.52 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	167.79	21.84 %
Home-The	34.26	65.94 %
Total	202.05	24.63 %

Branch *	MTD Sales L	Brand Share %
PKD1	2.60	15.93 %
VLY1	2.52	13.43 %
SDI1	2.30	14.17 %
PDI1	1.83	11.91 %
STU2	1.65	18.33 %
MAR1	1.32	6.36 %
ASM1	1.32	10.49 %
TYI1	1.27	15.30 %
ERL2	1.26	7.25 %
MMT1	1.23	16.18 %
APK2	1.10	9.38 %
KYR1	0.83	9.59 %
SKD1	0.67	7.73 %
SNL1	0.56	5.03 %
APK1	0.55	4.29 %
ARM1	0.50	6.62 %
RND1	0.34	1.45 %
VKM1	0.33	3.78 %
KGL1	0.22	4.72 %
COL1		0.00 %
S2SD		0.00 %
SGT1		0.00 %
TKY1		0.00 %
WHTV	-0.32	9.36 %
Total	202.05	24.63 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	129.36	23.20 %
Home-The	13.67	45.88 %
Total	143.03	24.35 %

Branch *	MTD Sales L	Brand Share %
CH51	3.23	9.96 %
CH17	1.93	8.51 %
CH31	1.26	11.33 %
GPD1	0.67	7.42 %
CH46	0.66	10.34 %
CH34	0.64	3.47 %
CH23	0.61	6.74 %
CH33	0.53	4.93 %
CH24	0.50	2.84 %
UKI1	0.49	5.41 %
CH43	0.36	2.58 %
CH01		0.00 %
CH27		0.00 %
CH36		0.00 %
PON1		0.00 %
Total	143.03	24.35 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	99.73	17.23 %
Home-The	14.71	53.79 %
Total	114.44	18.88 %

Branch *	MTD Sales L	Brand Share %
KUM1	6.56	15.91 %
TNJ1	6.24	15.62 %
MVM1	3.55	8.95 %
JKM1	2.64	13.42 %
PBR1	2.08	18.69 %
NMM1	2.04	13.81 %
PDK1	1.79	16.21 %
NGT1	1.64	7.09 %
TTP1	1.29	8.61 %
TVR1	1.13	6.77 %
ORU1	0.86	9.44 %
TRY3	0.67	4.83 %
NCK1	0.62	7.53 %
APM1	0.33	5.49 %
AYR1	0.30	2.38 %
KIK1	0.29	1.78 %
MSI1	0.25	2.28 %
KRN1		0.00 %
TZSD		0.00 %
Total	114.44	18.88 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	91.68	17.33 %
Home-The	17.86	51.33 %
Total	109.54	19.43 %

Branch *	MTD Sales L	Brand Share %
TEN2	2.44	15.12 %
KKD3	2.27	10.89 %
CBM1	2.10	11.65 %
KYK1	1.28	17.79 %
MDU4	1.18	9.50 %
NKI1	1.09	9.79 %
DGL2	0.99	8.75 %
MDU3	0.80	5.47 %
ATG1	0.79	4.57 %
BTU1	0.74	11.88 %
TPT1	0.68	7.91 %
PVI1	0.60	5.11 %
MDU5	0.58	7.90 %
KPT1	0.54	6.78 %
USL1	0.49	5.26 %
DKI1	0.47	3.78 %
CMR1	0.37	6.08 %
SGP1	0.35	4.26 %
ADP1	0.31	3.30 %
PKM1	0.14	2.16 %
PNV2	0.12	1.32 %
MLR1		0.00 %
MPA1		0.00 %
NTM1		0.00 %
SZSD		0.00 %
TDI1		0.00 %
Total	109.54	19.43 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	70.71	19.74 %
Home-The	15.25	59.52 %
Total	85.96	22.39 %

Branch *	MTD Sales L	Brand Share %
CBE6	2.15	18.12 %
CNR1	1.96	12.84 %
SUL1	1.83	14.99 %
MPM1	1.51	9.60 %
KGI1	1.15	10.32 %
PLI1	1.14	7.81 %
UMP1	0.72	7.78 %
PDM1	0.65	6.47 %
SNR1	0.53	4.60 %
TPR1	0.38	2.32 %
AVI1	0.36	4.08 %
KMD1	0.34	5.52 %
GBM1	0.34	7.47 %
TPR3	0.16	3.93 %
GDR1	0.15	2.70 %
PPI1	0.13	2.54 %
SYM2	0.13	1.26 %
TPR4	0.08	2.18 %
CBE3	0.08	1.86 %
DPM2		0.00 %
KGM1		0.00 %
WHCB		0.00 %
WZSD		0.00 %
Total	85.96	22.39 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	62.71	15.36 %
Home-The	14.05	56.54 %
Total	76.76	17.72 %

Branch *	MTD Sales L	Brand Share %
ERD2	4.59	15.98 %
EPI1	1.98	16.82 %
DPR2	1.38	16.57 %
NKL2	1.37	6.05 %
DPR1	1.36	16.90 %
KAM1	1.36	17.08 %
VPD1	1.21	9.60 %
KMM1	1.14	11.63 %
TCG1	1.11	11.44 %
APN1	1.10	10.39 %
ATU1	1.04	6.36 %
PLC1	0.93	9.05 %
MTR1	0.82	13.07 %
SGI1	0.78	7.98 %
HRR1	0.53	7.89 %
CMI1	0.52	9.04 %
WZWH	0.44	8.41 %
MCR1	0.36	3.90 %
TRM1	0.35	2.78 %
RSP1	0.28	2.04 %
KVP1	0.20	3.87 %
SLM2	0.15	1.22 %
PDR1	0.13	1.58 %
BMD1		0.00 %
EDP1		0.00 %
OML1		0.00 %
WHKP		0.00 %
WHPD		0.00 %
Total	76.76	17.72 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	65.29	11.35 %
Home-The	8.78	31.60 %
Total	74.06	12.28 %

Branch *	MTD Sales L	Brand Share %
CH05	8.21	18.29 %
GUD1	2.79	11.22 %
MRM1	2.63	13.64 %
SKL1	1.93	15.26 %
CH22	1.84	10.39 %
CH49	1.83	5.79 %
AVD1	1.41	5.71 %
CH42	1.39	5.57 %
CH25	1.24	7.02 %
CH08	1.23	6.06 %
CH47	1.06	6.50 %
CH37	0.97	10.19 %
CH35	0.95	5.22 %
CH39	0.82	8.78 %
CH16	0.77	1.91 %
GUD2	0.68	5.84 %
CH45	0.38	1.35 %
CZWH	0.31	4.13 %
CGL1	0.20	1.42 %
TKM1	0.14	1.58 %
KNR1	0.13	1.40 %
CH26	0.11	1.82 %
CH28		0.00 %
CH29		0.00 %
CH38		0.00 %
CH40		0.00 %
MC09		0.00 %
MC10		0.00 %
WHC3		0.00 %
Total	74.06	12.28 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	56.27	17.79 %
Home-The	8.32	48.59 %
Total	64.59	19.37 %

Branch *	MTD Sales L	Brand Share %
CUD1	5.80	18.61 %
TRK1	1.78	8.31 %
KML1	1.01	7.98 %
TDM1	0.70	3.97 %
KLM1	0.61	2.98 %
PRT1	0.51	3.24 %
STP1	0.45	5.81 %
VPM1	0.34	9.31 %
MKM1	0.13	1.72 %
TVM2	0.08	1.46 %
TVM1		0.00 %
ULP1		0.00 %
VCM1		0.00 %
WHUT		0.00 %
Total	64.59	19.37 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	30.72	10.23 %
Home-The	6.39	35.36 %
Total	37.11	11.66 %

Branch *	MTD Sales L	Brand Share %
KPM2	7.45	17.93 %
GDM1	2.23	13.42 %
SBR1	1.72	7.83 %
VEL1	1.29	9.01 %
ARC2	1.16	15.61 %
AKM1	0.96	5.57 %
CYR1	0.70	7.77 %
VSI1	0.67	5.00 %
WJD1	0.64	5.91 %
CPT1	0.49	5.23 %
SLG1	0.38	4.81 %
CGM1	0.34	3.00 %
UGI1	0.34	5.27 %
VNB1	0.25	2.42 %
KPM1	0.16	1.74 %
ANI1	0.14	2.97 %
PLR1	0.13	2.07 %
ABR1		0.00 %
BGR1		0.00 %
PTU1		0.00 %
VEL2		0.00 %
WHVL		0.00 %
WJP1		0.00 %
Total	37.11	11.66 %