



TN : WHIRLPOL Sales Performance 15/05/2026 9:05 AM

MTD Sales
852.79 L

Brand Share %
6.91 %

Information:

MTD : 01-05-2026 To 14-05-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **6.91 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	343.87	23.28 %
Wash-Mac	262.90	20.67 %
Air-Cond	246.03	2.56 %
Total	852.79	6.91 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	137.42	7.60 %
SOUTH-03	131.54	8.54 %
TRICHY-01	120.74	6.65 %
CHENNAI-01	101.90	5.18 %
CHENNAI-02	91.68	5.45 %
WEST-02	83.35	8.20 %
WEST-01	76.04	10.77 %
NORTH ARCOT	64.11	7.17 %
SOUTH ARCOT	46.02	5.05 %
Total	852.79	6.91 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	57.92	24.19 %
Wash-Mac	44.10	19.64 %
Air-Cond	35.40	2.63 %
Total	137.42	7.60 %

Branch *	MTD Sales L	Brand Share %
TVL1	6.20	3.05 %
RND1	5.38	6.74 %
TUT2	3.81	4.15 %
VLY1	3.74	4.57 %
NGR1	3.60	3.37 %
MAR1	2.50	5.07 %
TKS2	2.30	3.54 %
VNR1	1.32	4.99 %
ARM1	1.00	3.69 %
TKY1	0.88	4.26 %
COL1	0.55	5.91 %
KGL1	0.46	1.97 %
S2SD	0.43	2.45 %
SGT1	0.22	2.77 %
Total	137.42	7.60 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	53.07	27.20 %
Air-Cond	40.74	3.46 %
Wash-Mac	37.74	22.62 %
Total	131.54	8.54 %

Branch *	MTD Sales L	Brand Share %
MDU7	4.00	6.89 %
KRR1	3.89	5.82 %
KKD3	3.55	4.04 %
DGL2	2.64	6.71 %
ATG1	2.26	3.52 %
MDU3	2.10	4.30 %
PNV2	1.69	6.48 %
PNI1	1.03	4.97 %
MNM1	0.93	6.63 %
TEN2	0.81	3.77 %
PVI1	0.60	1.96 %
KYK1	0.35	1.63 %
ODM1	0.13	0.75 %
CMR1	0.10	0.26 %
BTU1		0.00 %
Total	131.54	8.54 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	47.16	3.12 %
Fridge	44.95	26.11 %
Wash-Mac	28.64	21.16 %
Total	120.74	6.65 %

Branch *	MTD Sales L	Brand Share %
MVM1	5.22	4.81 %
TVR2	4.64	4.68 %
TRY4	3.13	5.77 %
PTK1	2.82	3.57 %
TNJ2	2.77	3.03 %
KUM2	2.29	5.68 %
TRY2	1.59	4.78 %
PBR1	1.44	3.24 %
KUM1	1.44	1.50 %
AYR1	1.27	2.86 %
TTP1	0.92	2.79 %
NGT1	0.51	1.06 %
Total	120.74	6.65 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	42.76	19.94 %
Wash-Mac	33.33	19.08 %
Air-Cond	25.80	1.63 %
Total	101.90	5.18 %

Branch *	MTD Sales L	Brand Share %
CH14	9.47	6.73 %
CH47	8.00	6.78 %
CH16	5.93	6.13 %
CH49	4.93	6.08 %
CH08	3.89	3.74 %
CH30	3.70	5.32 %
CH25	3.55	4.94 %
CH19	3.31	3.30 %
CH07	3.26	3.93 %
CH22	3.02	5.15 %
CH48	2.55	3.18 %
GUD1	2.29	3.77 %
CH39	2.03	5.48 %
MRM1	1.59	2.89 %
CZWH	1.22	1.23 %
CH42	0.99	1.14 %
CGL1	0.70	1.58 %
AVD1	0.64	1.23 %
TKM1	0.62	3.06 %
KNR1	0.36	0.99 %
CH40	0.16	2.73 %
CH29		0.00 %
MC09		0.00 %
WHC3		0.00 %
WCHN	-3.34	5.59 %
Total	101.90	5.18 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fridge	33.77	19.56 %
Wash-Mac	33.45	25.14 %
Air-Cond	24.46	1.78 %
Total	91.68	5.45 %

Branch *	MTD Sales L	Brand Share %
CH15	8.56	5.14 %
CH06	4.22	5.87 %
CH18	4.15	5.06 %
CH50	3.93	5.99 %
CH44	2.89	5.70 %
CH21	2.69	2.36 %
CH41	2.59	4.30 %
CH51	2.52	4.30 %
CH20	2.26	3.59 %
CH12	2.15	1.87 %
CH24	2.00	2.06 %
GPD1	1.22	4.10 %
CH34	1.04	1.95 %
CH36	0.55	1.64 %
CH23	0.52	1.36 %
MC06	0.29	4.61 %
CH01	0.27	6.46 %
CH32	0.10	1.03 %
Total	91.68	5.45 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	35.56	23.08 %
Wash-Mac	26.75	18.24 %
Air-Cond	21.04	2.94 %
Total	83.35	8.20 %

Branch *	MTD Sales L	Brand Share %
ERD1	3.81	4.03 %
ERD2	3.81	3.69 %
SLM2	3.74	6.37 %
SLM3	2.78	4.69 %
RSP1	1.70	5.84 %
KMM1	1.02	6.10 %
DPR2	0.88	5.79 %
NKL2	0.81	1.66 %
DPR1	0.53	3.68 %
SGI1	0.27	3.81 %
WHKP	-0.52	5.50 %
Total	83.35	8.20 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	28.87	23.50 %
Wash-Mac	26.32	22.05 %
Air-Cond	20.84	4.49 %
Total	76.04	10.77 %

Branch *	MTD Sales L	Brand Share %
PLI1	1.99	6.11 %
TPR4	0.88	5.34 %
PDM1	0.73	4.91 %
CBE6	0.71	2.29 %
DPM2	0.54	3.52 %
GDR1	0.47	6.48 %
SYM2	0.46	3.81 %
TPR3	0.38	2.45 %
CBE4	0.25	0.68 %
WZSD		0.00 %
WHCB	-1.58	6.81 %
Total	76.04	10.77 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	24.50	22.42 %
Air-Cond	20.97	3.01 %
Wash-Mac	18.64	21.34 %
Total	64.11	7.17 %

Branch *	MTD Sales L	Brand Share %
VEL2	4.27	4.88 %
VEL1	3.78	6.03 %
SBR1	3.33	4.94 %
TRR1	3.14	6.01 %
AKM1	2.71	5.34 %
SLG1	1.23	5.94 %
VNB1	0.60	2.38 %
TRT1	0.51	1.33 %
CGM1	0.42	3.54 %
KPM1	0.29	0.83 %
BGR1		0.00 %
PLR1		0.00 %
PTU1		0.00 %
UGI1		0.00 %
Total	64.11	7.17 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	22.47	23.18 %
Wash-Mac	13.93	16.56 %
Air-Cond	9.62	1.32 %
Total	46.02	5.05 %

Branch *	MTD Sales L	Brand Share %
CUD1	4.46	4.66 %
POY1	4.17	4.44 %
ULP1	2.37	5.72 %
TRK1	1.94	4.04 %
PRT1	1.84	4.65 %
KML1	1.83	3.92 %
POY2	1.70	2.76 %
TDM1	1.66	6.47 %
SJI2	1.58	4.10 %
TVM1	1.51	5.72 %
NVL2	1.51	2.87 %
KKI2	0.22	0.36 %
VPM2	0.20	0.41 %
TVM2	0.13	0.65 %
VCM1		0.00 %
WHUT	-1.05	6.76 %
Total	46.02	5.05 %