



TN : WHIRLPOL Sales Performance 16/03/2026 9:05 AM

MTD Sales
724.47 L

Brand Share %
8.43 %

Information:

MTD : 01-03-2026 To 15-03-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **8.43 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	306.74	21.51 %
Wash-Mac	299.34	20.08 %
Air-Cond	118.39	2.09 %
Total	724.47	8.43 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	105.91	9.77 %
CHENNAI-01	98.29	7.23 %
SOUTH-03	96.26	9.77 %
WEST-01	88.80	10.66 %
TRICHY-01	87.22	6.95 %
WEST-02	83.80	9.76 %
CHENNAI-02	83.07	7.22 %
NORTH ARCOT	43.94	7.99 %
SOUTH ARCOT	37.17	7.19 %
Total	724.47	8.43 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	53.27	27.06 %
Wash-Mac	40.17	16.80 %
Air-Cond	12.48	1.92 %
Total	105.91	9.77 %

Branch *	MTD Sales L	Brand Share %
TVL1	5.14	4.48 %
TKS2	2.74	5.32 %
NGR1	2.50	3.40 %
RND1	2.28	7.32 %
VNR1	1.64	8.03 %
VLY1	1.16	4.53 %
MAR1	0.98	4.49 %
S2SD	0.63	3.93 %
TKY1	0.58	5.20 %
COL1	0.29	5.86 %
SGT1	0.22	2.94 %
KGL1	0.20	1.25 %
Total	105.91	9.77 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	43.08	19.88 %
Wash-Mac	41.39	19.05 %
Air-Cond	13.82	1.49 %
Total	98.29	7.23 %

Branch *	MTD Sales L	Brand Share %
CH05	9.08	8.38 %
CH14	7.60	8.01 %
CH49	5.04	7.36 %
CH22	3.92	8.03 %
CH48	3.79	7.01 %
CH08	3.48	5.64 %
CH07	3.16	4.90 %
CH47	3.12	7.97 %
CH30	2.88	6.75 %
CH42	2.32	3.76 %
CH39	2.02	7.34 %
CH19	1.83	3.00 %
CH25	1.63	2.92 %
GUD1	1.63	4.03 %
MRM1	1.51	4.71 %
CZWH	1.39	4.57 %
CGL1	1.28	5.42 %
AVD1	0.96	1.71 %
KNR1	0.50	1.53 %
CH29	0.12	1.76 %
CH40		0.00 %
WHC3		0.00 %
WCHN	-0.66	7.65 %
Total	98.29	7.23 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Wash-Mac	41.41	20.58 %
Fridge	41.36	24.21 %
Air-Cond	13.50	2.20 %
Total	96.26	9.77 %

Branch *	MTD Sales L	Brand Share %
MDU1	10.29	8.09 %
MDU2	4.27	6.29 %
MDU3	3.60	6.56 %
KKD3	1.91	4.52 %
TEN2	1.43	5.81 %
CBM1	1.32	5.65 %
KRR1	1.29	3.41 %
PNI1	1.19	7.55 %
MPA1	1.03	2.90 %
ATG1	0.97	3.37 %
PNV2	0.43	3.10 %
ODM1	0.41	4.65 %
MNM1	0.37	6.91 %
CMR1	0.29	1.78 %
KYK1	0.24	1.53 %
KPT1	0.19	1.78 %
BTU1	0.10	1.16 %
PVI1		0.00 %
WHMD		0.00 %
Total	96.26	9.77 %

WEST-01

Property	MTD Sales L	Brand Share %
Wash-Mac	35.96	23.78 %
Fridge	33.06	22.95 %
Air-Cond	19.78	3.68 %
Total	88.80	10.66 %

Branch *	MTD Sales L	Brand Share %
CBE4	5.04	8.37 %
CBE1	3.00	7.89 %
TPR2	2.66	4.17 %
CBE6	1.98	5.83 %
PLI1	1.78	6.67 %
DPM2	1.22	8.17 %
PDM1	1.04	5.05 %
TPR4	0.73	4.70 %
PPI1	0.60	3.84 %
SYM2	0.57	4.70 %
Total	88.80	10.66 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	39.05	23.07 %
Wash-Mac	30.13	20.27 %
Air-Cond	18.04	1.93 %
Total	87.22	6.95 %

Branch *	MTD Sales L	Brand Share %
TRY1	12.79	3.96 %
KUM1	3.86	4.87 %
MVM1	3.65	6.34 %
PTK1	3.38	5.34 %
TNJ2	3.03	5.71 %
TRY3	2.98	8.13 %
MDI1	2.62	6.91 %
TVR2	2.59	4.29 %
JKM1	2.06	6.19 %
AYR1	2.00	7.87 %
TVR1	1.37	5.77 %
TTP1	1.13	4.96 %
NGT1	1.09	3.95 %
KRN1	0.70	3.95 %
PBR1	0.48	2.55 %
Total	87.22	6.95 %

WEST-02

Property	MTD Sales L	Brand Share %
Wash-Mac	34.35	19.06 %
Fridge	32.88	17.97 %
Air-Cond	16.57	3.34 %
Total	83.80	9.76 %

Branch *	MTD Sales L	Brand Share %
SLM1	7.02	8.20 %
SLM3	2.68	6.24 %
ATU1	2.58	7.50 %
NKL2	2.05	5.85 %
HSR1	1.87	7.34 %
ERD2	1.82	2.35 %
MCR1	1.82	6.75 %
OML1	1.50	7.05 %
HRR1	1.03	6.19 %
DPR1	0.83	5.57 %
VKL1	0.60	4.77 %
KAM1	0.47	4.20 %
DPR2	0.38	2.11 %
SGG1	0.18	2.71 %
SGI1	0.12	1.17 %
WHKP		0.00 %
WHPD		0.00 %
WZWH		0.00 %
Total	83.80	9.76 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	39.06	23.12 %
Fridge	35.13	22.61 %
Air-Cond	8.88	1.07 %
Total	83.07	7.22 %

Branch *	MTD Sales L	Brand Share %
CH15	6.56	5.35 %
CH12	6.01	8.35 %
CH21	4.18	6.79 %
CH20	4.01	7.46 %
CH06	3.51	7.97 %
CH17	3.25	7.24 %
CH44	2.87	8.12 %
CH51	2.58	5.37 %
CH50	2.51	5.00 %
CH24	2.33	3.41 %
PON1	1.94	7.52 %
GPD1	1.75	5.30 %
CH41	1.65	3.26 %
CH34	1.45	3.71 %
CH43	1.39	3.94 %
UKI1	1.30	5.72 %
CH36	0.23	1.24 %
CH32	0.22	2.87 %
CH23	0.12	0.52 %
MC06		0.00 %
Total	83.07	7.22 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Wash-Mac	22.72	23.48 %
Fridge	10.84	11.59 %
Air-Cond	10.38	2.89 %
Total	43.94	7.99 %

Branch *	MTD Sales L	Brand Share %
KPM2	4.45	7.68 %
TRL1	3.43	7.81 %
TRR1	2.70	7.82 %
VEL1	2.38	7.68 %
SBR1	2.00	4.87 %
ARC2	1.37	7.80 %
TRT1	1.32	6.00 %
AKM1	1.20	5.04 %
KPM1	1.04	4.24 %
VSI1	0.90	4.04 %
PLR1	0.37	2.70 %
PTU1	0.29	4.52 %
VNB1	0.28	1.58 %
UGI1	0.21	3.60 %
CGM1	0.02	0.15 %
SLG1		0.00 %
Total	43.94	7.99 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	18.06	18.70 %
Wash-Mac	14.16	16.25 %
Air-Cond	4.96	1.49 %
Total	37.17	7.19 %

Branch *	MTD Sales L	Brand Share %
POY1	3.87	7.26 %
CUD1	2.74	5.49 %
NVL2	2.34	7.60 %
SJI2	2.13	6.77 %
POY2	1.64	4.26 %
TRK1	1.15	4.20 %
KKI2	0.88	3.14 %
VPM1	0.59	8.13 %
TVM2	0.36	2.21 %
PRT1	0.33	1.53 %
VCM1	0.29	1.27 %
VPM2	0.18	0.64 %
WHUT		0.00 %
Total	37.17	7.19 %