



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

MTD Sales
892.68 L

Brand Share %
7.00 %

Information:

MTD : 01-05-2026 To 15-05-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **7.00 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	363.22	23.14 %
Wash-Mac	279.00	20.58 %
Air-Cond	250.46	2.55 %
Total	892.68	7.00 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	146.21	7.75 %
SOUTH-03	136.02	8.57 %
TRICHY-01	125.89	6.73 %
CHENNAI-01	106.18	5.22 %
CHENNAI-02	96.74	5.58 %
WEST-02	89.17	8.44 %
WEST-01	78.19	10.69 %
NORTH ARCOT	66.45	7.24 %
SOUTH ARCOT	47.84	5.14 %
Total	892.68	7.00 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	63.89	24.61 %
Wash-Mac	46.91	19.23 %
Air-Cond	35.40	2.56 %
Total	146.21	7.75 %

Branch *	MTD Sales L	Brand Share %
KVT1	7.82	6.90 %
TVL1	6.74	3.18 %
RND1	5.39	6.49 %
TUT2	3.99	4.25 %
VLY1	3.96	4.64 %
NGR1	3.77	3.37 %
MAR1	3.13	5.81 %
TKS2	2.30	3.43 %
VNR1	1.32	4.67 %
TKY1	1.04	4.72 %
ARM1	1.00	3.60 %
KGL1	0.46	1.93 %
S2SD	0.43	2.45 %
SGT1	0.22	2.63 %
Total	146.21	7.75 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	54.31	26.64 %
Air-Cond	41.30	3.42 %
Wash-Mac	40.42	22.69 %
Total	136.02	8.57 %

Branch *	MTD Sales L	Brand Share %
MDU2	6.31	6.97 %
MDU7	4.00	6.69 %
KRR1	3.89	5.74 %
KKD3	3.55	3.90 %
DGL2	2.87	6.97 %
MDU3	2.61	5.20 %
ATG1	2.38	3.51 %
PNV2	1.84	6.87 %
PNI1	1.03	4.85 %
MNM1	0.93	6.30 %
TEN2	0.81	3.62 %
PVI1	0.60	1.92 %
KYK1	0.35	1.63 %
ODM1	0.13	0.75 %
CMR1	0.10	0.26 %
BTU1		0.00 %
Total	136.02	8.57 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	47.62	25.51 %
Air-Cond	47.42	3.08 %
Wash-Mac	30.85	21.10 %
Total	125.89	6.73 %

Branch *	MTD Sales L	Brand Share %
MVM1	5.40	4.75 %
TVR2	4.64	4.59 %
TRY4	3.13	5.63 %
PTK1	2.99	3.66 %
TNJ2	2.98	3.19 %
KUM2	2.44	5.85 %
KRN1	1.78	7.00 %
PBR1	1.63	3.47 %
TRY2	1.59	4.60 %
KUM1	1.44	1.46 %
AYR1	1.43	3.05 %
NGT1	0.93	1.83 %
TTP1	0.92	2.74 %
Total	125.89	6.73 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	44.53	19.65 %
Wash-Mac	33.77	18.49 %
Air-Cond	27.88	1.72 %
Total	106.18	5.22 %

Branch *	MTD Sales L	Brand Share %
CH14	9.64	6.59 %
CH47	8.41	6.81 %
CH16	5.93	6.08 %
CH49	5.16	6.12 %
CH08	4.24	3.84 %
CH30	3.70	5.17 %
CH25	3.55	4.71 %
CH19	3.52	3.44 %
CH07	3.26	3.82 %
CH22	3.02	5.06 %
CH48	2.55	3.05 %
GUD1	2.50	3.90 %
MRM1	1.59	2.81 %
CZWH	1.22	1.22 %
CH42	0.99	1.10 %
CGL1	0.70	1.51 %
AVD1	0.64	1.18 %
TKM1	0.62	3.00 %
KNR1	0.36	0.96 %
CH40	0.16	2.73 %
CH29		0.00 %
MC09		0.00 %
WHC3		0.00 %
WCHN	-3.68	5.83 %
Total	106.18	5.22 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	36.21	25.60 %
Fridge	35.79	19.61 %
Air-Cond	24.74	1.76 %
Total	96.74	5.58 %

Branch *	MTD Sales L	Brand Share %
CH15	8.68	5.09 %
CH18	4.55	5.36 %
CH06	4.22	5.77 %
CH50	4.12	6.09 %
CH51	3.03	4.99 %
CH44	2.99	5.84 %
CH21	2.91	2.49 %
CH41	2.59	3.92 %
CH20	2.39	3.67 %
CH12	2.35	2.05 %
CH24	2.17	2.17 %
GPD1	1.47	4.74 %
CH34	1.15	2.09 %
CH36	0.55	1.61 %
CH23	0.52	1.30 %
MC06	0.29	4.61 %
CH01	0.27	6.46 %
CH32	0.10	0.99 %
Total	96.74	5.58 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	38.77	23.44 %
Wash-Mac	28.65	18.43 %
Air-Cond	21.74	2.95 %
Total	89.17	8.44 %

Branch *	MTD Sales L	Brand Share %
ERD1	4.86	4.91 %
ERD2	4.19	3.90 %
SLM2	3.95	6.50 %
SLM3	3.35	5.46 %
RSP1	2.03	6.61 %
DPR2	1.06	6.21 %
NKL2	0.93	1.83 %
DPR1	0.53	3.68 %
SGI1	0.27	3.10 %
WHKP	-0.52	5.32 %
Total	89.17	8.44 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	30.25	23.14 %
Wash-Mac	27.09	21.33 %
Air-Cond	20.84	4.40 %
Total	78.19	10.69 %

Branch *	MTD Sales L	Brand Share %
PLI1	2.14	6.32 %
DPM2	1.02	6.29 %
TPR4	0.88	5.24 %
PDM1	0.83	5.55 %
CBE6	0.71	2.20 %
SYM2	0.46	3.51 %
TPR3	0.38	2.24 %
CBE4	0.25	0.64 %
WZSD		0.00 %
Total	78.19	10.69 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	24.57	21.72 %
Air-Cond	21.52	3.02 %
Wash-Mac	20.37	21.96 %
Total	66.45	7.24 %

Branch *	MTD Sales L	Brand Share %
VEL2	4.44	4.95 %
SBR1	3.98	5.79 %
VEL1	3.78	5.80 %
AKM1	2.71	5.29 %
SLG1	1.50	6.78 %
VNB1	0.60	2.38 %
TRT1	0.51	1.33 %
CGM1	0.42	3.32 %
KPM1	0.29	0.78 %
BGR1		0.00 %
PLR1		0.00 %
PTU1		0.00 %
UGI1		0.00 %
Total	66.45	7.24 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	23.49	23.17 %
Wash-Mac	14.72	16.76 %
Air-Cond	9.62	1.30 %
Total	47.84	5.14 %

Branch *	MTD Sales L	Brand Share %
CUD1	4.64	4.76 %
POY1	4.17	4.38 %
ULP1	2.37	5.66 %
PRT1	2.27	5.61 %
TRK1	2.08	4.22 %
KML1	1.83	3.85 %
POY2	1.70	2.69 %
TVM1	1.69	5.93 %
SJI2	1.58	3.96 %
NVL2	1.51	2.83 %
KKI2	0.22	0.35 %
VPM2	0.20	0.41 %
TVM2	0.13	0.63 %
VCM1		0.00 %
WHUT	-1.05	6.23 %
Total	47.84	5.14 %