



TN : WHIRLPOL Sales Performance 17/03/2026 9:05 AM

MTD Sales
826.76 L

Brand Share %
7.98 %

Information:

MTD : 01-03-2026 To 16-03-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **7.98 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	346.44	21.83 %
Wash-Mac	333.10	20.09 %
Air-Cond	147.22	2.07 %
Total	826.76	7.98 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	133.42	8.77 %
SOUTH-03	107.45	8.23 %
CHENNAI-01	107.24	6.83 %
WEST-01	97.65	10.86 %
TRICHY-01	97.17	6.86 %
WEST-02	95.87	9.21 %
CHENNAI-02	88.19	7.19 %
NORTH ARCOT	54.34	7.67 %
SOUTH ARCOT	45.43	6.77 %
Total	826.76	7.98 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	68.45	28.08 %
Wash-Mac	47.87	16.16 %
Air-Cond	17.09	1.74 %
Total	133.42	8.77 %

Branch *	MTD Sales L	Brand Share %
TUT1	22.46	7.41 %
TVL1	7.05	4.88 %
KVT1	5.37	7.09 %
TUT2	4.49	7.83 %
SVK1	3.84	7.89 %
TKS2	3.27	5.33 %
NGR1	3.06	3.27 %
PKD1	2.81	7.77 %
RND1	2.76	6.35 %
VNR1	2.23	7.56 %
SDI1	1.97	7.16 %
MAR1	1.64	5.01 %
VLY1	1.44	4.45 %
S2SD	0.63	3.46 %
TKY1	0.58	3.51 %
KGL1	0.43	2.19 %
COL1	0.29	5.16 %
SGT1	0.22	2.21 %
Total	133.42	8.77 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	46.09	24.26 %
Wash-Mac	44.43	20.28 %
Air-Cond	16.93	1.89 %
Total	107.45	8.23 %

Branch *	MTD Sales L	Brand Share %
MDU1	10.87	6.69 %
MDU2	4.51	5.37 %
MDU3	3.77	6.28 %
KKD3	2.04	3.49 %
USL1	1.74	7.48 %
ATG1	1.70	3.62 %
TEN2	1.56	5.24 %
MPA1	1.48	3.21 %
CBM1	1.44	5.05 %
KRR1	1.41	2.77 %
PNI1	1.19	5.59 %
PNV2	0.43	1.86 %
ODM1	0.41	3.26 %
MNM1	0.37	3.02 %
KPT1	0.36	2.75 %
CMR1	0.29	1.39 %
KYK1	0.24	1.31 %
BTU1	0.10	0.76 %
PVI1		0.00 %
WHMD		0.00 %
Total	107.45	8.23 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	45.60	19.67 %
Wash-Mac	44.72	19.36 %
Air-Cond	16.92	1.53 %
Total	107.24	6.83 %

Branch *	MTD Sales L	Brand Share %
CH49	5.38	6.85 %
CH08	4.31	4.77 %
CH22	4.12	5.23 %
CH48	3.79	6.68 %
CH07	3.26	4.66 %
CH30	2.88	6.56 %
CH42	2.59	3.53 %
CH25	2.41	3.89 %
CH39	2.16	7.12 %
CH19	1.83	2.77 %
GUD1	1.76	3.56 %
MRM1	1.62	4.21 %
CZWH	1.39	3.95 %
CGL1	1.28	4.11 %
AVD1	0.96	1.58 %
KNR1	0.50	1.46 %
CH29	0.12	1.64 %
CH40		0.00 %
MC10		0.00 %
WHC3		0.00 %
WCHN	-0.66	7.65 %
Total	107.24	6.83 %

WEST-01

Property	MTD Sales L	Brand Share %
Wash-Mac	38.67	24.00 %
Fridge	35.61	23.03 %
Air-Cond	23.38	4.01 %
Total	97.65	10.86 %

Branch *	MTD Sales L	Brand Share %
TPR2	2.98	4.18 %
CBE6	2.75	7.59 %
PDM1	1.37	6.39 %
DPM2	1.22	7.52 %
TPR4	0.73	4.24 %
PPI1	0.60	3.59 %
SYM2	0.57	4.14 %
Total	97.65	10.86 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	42.67	23.27 %
Wash-Mac	33.46	20.69 %
Air-Cond	21.04	1.96 %
Total	97.17	6.86 %

Branch *	MTD Sales L	Brand Share %
TRY1	14.00	3.74 %
KUM1	4.44	5.17 %
MVM1	4.36	6.29 %
TNJ2	4.19	6.30 %
PTK1	3.70	5.10 %
MDI1	3.30	7.38 %
TRY3	3.13	7.73 %
TVR2	2.88	4.42 %
JKM1	2.18	5.91 %
AYR1	2.00	7.13 %
TVR1	1.54	5.92 %
TTP1	1.52	6.16 %
KRN1	1.10	5.67 %
NGT1	1.09	3.54 %
PBR1	0.64	2.96 %
Total	97.17	6.86 %

WEST-02

Property	MTD Sales L	Brand Share %
Wash-Mac	40.29	19.95 %
Fridge	35.53	17.62 %
Air-Cond	20.05	3.15 %
Total	95.87	9.21 %

Branch *	MTD Sales L	Brand Share %
SLM1	7.68	7.46 %
SLM3	3.30	6.17 %
ATU1	2.96	6.88 %
MCR1	2.05	6.06 %
NKL2	2.05	3.90 %
ERD2	1.82	2.18 %
HRR1	1.14	5.42 %
DPR1	0.63	3.33 %
KAM1	0.61	4.01 %
VKL1	0.60	4.35 %
DPR2	0.38	1.73 %
SGG1	0.18	2.54 %
SGI1	0.12	0.97 %
WHKP		0.00 %
WHPD		0.00 %
WZWH		0.00 %
Total	95.87	9.21 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	41.47	23.28 %
Fridge	36.78	22.44 %
Air-Cond	9.94	1.12 %
Total	88.19	7.19 %

Branch *	MTD Sales L	Brand Share %
CH15	6.83	5.23 %
CH21	4.18	6.40 %
CH20	4.17	7.39 %
CH17	3.25	6.81 %
CH50	2.86	5.23 %
CH51	2.58	5.13 %
CH24	2.33	3.25 %
CH43	1.92	5.13 %
GPD1	1.85	5.35 %
CH41	1.65	3.15 %
CH34	1.45	3.35 %
UKI1	1.30	5.20 %
CH23	0.29	1.10 %
CH36	0.23	1.17 %
CH32	0.22	2.15 %
MC06		0.00 %
Total	88.19	7.19 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Wash-Mac	25.56	23.16 %
Air-Cond	15.61	3.17 %
Fridge	13.17	12.47 %
Total	54.34	7.67 %

Branch *	MTD Sales L	Brand Share %
KPM2	4.45	6.10 %
TRR1	2.70	7.22 %
VEL1	2.38	6.68 %
SBR1	2.00	3.90 %
ARC2	1.63	6.27 %
TRT1	1.32	4.44 %
KPM1	1.24	4.24 %
VSI1	1.22	4.41 %
AKM1	1.20	3.86 %
VNB1	0.47	2.11 %
PLR1	0.37	2.17 %
PTU1	0.29	3.24 %
UGI1	0.21	2.33 %
CGM1	0.02	0.11 %
SLG1		0.00 %
Total	54.34	7.67 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	22.54	20.07 %
Wash-Mac	16.63	16.91 %
Air-Cond	6.26	1.36 %
Total	45.43	6.77 %

Branch *	MTD Sales L	Brand Share %
POY1	6.15	7.91 %
NVL2	3.28	7.69 %
CUD1	3.15	5.17 %
POY2	2.68	4.51 %
SJI2	2.60	7.34 %
TVM1	1.75	7.96 %
TRK1	1.32	4.42 %
KKI2	0.88	2.66 %
VPM1	0.59	6.33 %
VCM1	0.43	1.67 %
TVM2	0.36	1.89 %
PRT1	0.33	1.21 %
VPM2	0.32	0.76 %
WHUT		0.00 %
Total	45.43	6.77 %