



TN : WHIRLPOL Sales Performance 18/05/2026 9:05 AM

MTD Sales
1,001.38 L

Brand Share %
7.15 %

Information:

MTD : 01-05-2026 To 17-05-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **7.15 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	412.79	22.23 %
Wash-Mac	324.85	20.43 %
Air-Cond	263.73	2.50 %
Total	1,001.38	7.15 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	166.69	8.05 %
SOUTH-03	152.00	8.68 %
TRICHY-01	138.83	6.97 %
CHENNAI-01	124.82	5.45 %
CHENNAI-02	109.76	5.55 %
WEST-02	98.03	8.57 %
WEST-01	85.22	10.79 %
NORTH ARCOT	73.35	7.32 %
SOUTH ARCOT	52.67	5.37 %
Total	1,001.38	7.15 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	74.09	24.23 %
Wash-Mac	55.72	19.49 %
Air-Cond	36.87	2.49 %
Total	166.69	8.05 %

Branch *	MTD Sales L	Brand Share %
TVL1	7.41	3.21 %
RND1	6.32	7.00 %
TUT2	4.59	4.50 %
NGR1	4.06	3.28 %
VLY1	3.96	4.40 %
MAR1	3.64	6.11 %
TKS2	2.59	3.51 %
VNR1	1.41	4.67 %
TKY1	1.19	5.20 %
ARM1	1.00	3.43 %
KGL1	0.66	2.62 %
S2SD	0.53	2.58 %
SGT1	0.22	2.13 %
Total	166.69	8.05 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	63.29	25.80 %
Wash-Mac	45.20	22.08 %
Air-Cond	43.51	3.34 %
Total	152.00	8.68 %

Branch *	MTD Sales L	Brand Share %
MDU2	6.67	6.42 %
KRR1	4.23	6.03 %
KKD3	3.73	3.75 %
MDU3	3.13	5.64 %
DGL2	3.01	7.04 %
ATG1	2.86	3.97 %
PNV2	1.94	6.73 %
NKI1	1.24	6.55 %
PNI1	1.03	4.27 %
TEN2	1.00	4.02 %
MNM1	0.93	4.17 %
PVI1	0.60	1.71 %
KYK1	0.51	2.16 %
ODM1	0.45	1.03 %
CMR1	0.10	0.25 %
BTU1		0.00 %
Total	152.00	8.68 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	52.90	23.54 %
Air-Cond	48.84	3.07 %
Wash-Mac	37.09	21.43 %
Total	138.83	6.97 %

Branch *	MTD Sales L	Brand Share %
MVM1	7.16	5.84 %
TVR2	4.97	4.58 %
TRY4	3.77	6.36 %
PTK1	3.68	4.11 %
TNJ2	3.24	3.26 %
KUM2	2.59	5.99 %
AYR1	1.93	3.90 %
PBR1	1.80	3.64 %
KRN1	1.78	6.31 %
TRY2	1.74	4.97 %
KUM1	1.65	1.57 %
TTP1	1.08	3.01 %
NGT1	0.93	1.71 %
Total	138.83	6.97 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	53.82	19.82 %
Wash-Mac	41.46	18.85 %
Air-Cond	29.54	1.64 %
Total	124.82	5.45 %

Branch *	MTD Sales L	Brand Share %
CH14	10.74	6.87 %
CH16	9.96	6.43 %
CH47	9.32	6.82 %
CH49	5.66	6.15 %
CH08	5.62	4.55 %
CH22	4.09	6.02 %
CH25	4.02	4.69 %
CH30	3.93	4.91 %
CH07	3.77	3.88 %
CH48	3.54	3.85 %
CH19	3.52	3.14 %
CH38	3.21	6.49 %
CH39	3.07	7.06 %
GUD1	2.70	3.84 %
MRM1	1.59	2.66 %
CZWH	1.22	1.21 %
CH42	1.18	1.16 %
AVD1	1.00	1.77 %
TKM1	0.79	3.50 %
CGL1	0.70	1.43 %
KNR1	0.68	1.57 %
CH40	0.16	2.73 %
CH29		0.00 %
MC09		0.00 %
WHC3		0.00 %
WCHN	-3.68	5.67 %
Total	124.82	5.45 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	42.45	23.89 %
Fridge	40.88	18.25 %
Air-Cond	26.42	1.68 %
Total	109.76	5.55 %

Branch *	MTD Sales L	Brand Share %
CH15	10.54	5.69 %
CH18	5.39	5.64 %
CH50	4.82	6.38 %
CH06	4.75	6.05 %
CH44	3.97	4.74 %
CH12	3.88	2.41 %
CH51	3.58	4.93 %
CH21	3.15	2.44 %
CH41	3.11	4.26 %
CH20	2.98	4.17 %
UKI1	2.46	6.93 %
CH24	2.17	1.93 %
CH34	1.66	2.76 %
GPD1	1.61	4.73 %
CH23	0.88	1.84 %
CH36	0.55	1.48 %
MC06	0.29	3.97 %
CH01	0.27	5.33 %
CH32	0.10	0.97 %
Total	109.76	5.55 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	42.19	22.23 %
Wash-Mac	32.11	18.17 %
Air-Cond	23.74	3.05 %
Total	98.03	8.57 %

Branch *	MTD Sales L	Brand Share %
ERD1	5.28	5.13 %
ERD2	5.23	4.51 %
SLM2	4.47	7.04 %
SLM3	3.57	5.64 %
DPR2	1.25	6.55 %
HRR1	1.18	6.23 %
NKL2	0.93	1.72 %
DPR1	0.53	3.24 %
SGI1	0.27	2.42 %
WHKP	-0.52	5.25 %
Total	98.03	8.57 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	33.27	22.33 %
Wash-Mac	30.56	20.96 %
Air-Cond	21.39	4.32 %
Total	85.22	10.79 %

Branch *	MTD Sales L	Brand Share %
PLI1	2.38	6.36 %
CBE6	0.96	2.79 %
PDM1	0.94	5.96 %
TPR4	0.88	4.96 %
ANR1	0.73	7.10 %
SYM2	0.46	3.19 %
TPR3	0.38	2.17 %
CBE4	0.25	0.57 %
WZSD		0.00 %
WHCB	-1.71	6.67 %
Total	85.22	10.79 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	27.34	20.73 %
Air-Cond	23.25	3.04 %
Wash-Mac	22.76	21.42 %
Total	73.35	7.32 %

Branch *	MTD Sales L	Brand Share %
VEL2	4.65	4.87 %
SBR1	4.40	5.99 %
VEL1	3.91	5.62 %
AKM1	3.25	5.87 %
SLG1	1.71	6.74 %
VNB1	0.60	2.18 %
TRT1	0.51	1.16 %
CGM1	0.42	2.98 %
KPM1	0.29	0.72 %
BGR1		0.00 %
PLR1		0.00 %
PTU1		0.00 %
UGI1		0.00 %
Total	73.35	7.32 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	25.01	21.71 %
Wash-Mac	17.50	17.54 %
Air-Cond	10.17	1.33 %
Total	52.67	5.37 %

Branch *	MTD Sales L	Brand Share %
CUD1	4.64	4.52 %
POY1	4.17	4.25 %
TRK1	2.29	4.35 %
PRT1	2.27	5.44 %
KML1	2.16	4.43 %
TVM1	1.91	6.59 %
TDM1	1.87	6.71 %
POY2	1.85	2.85 %
SJI2	1.74	3.97 %
NVL2	1.51	2.73 %
VPM2	0.38	0.72 %
KKI2	0.37	0.57 %
TVM2	0.13	0.58 %
VCM1		0.00 %
WHUT	-1.05	5.98 %
Total	52.67	5.37 %