



TN : WHIRLPOL Sales Performance 19/03/2026 9:05 AM

MTD Sales
912.63 L

Brand Share %
8.14 %

Information:

MTD : 01-03-2026 To 18-03-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **8.14 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	381.19	22.23 %
Wash-Mac	368.06	20.56 %
Air-Cond	163.38	2.12 %
Total	912.63	8.14 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	147.55	8.77 %
SOUTH-03	117.73	8.32 %
CHENNAI-01	117.50	6.97 %
TRICHY-01	107.44	7.05 %
WEST-02	107.31	9.49 %
WEST-01	103.36	10.86 %
CHENNAI-02	99.35	7.48 %
NORTH ARCOT	60.70	7.88 %
SOUTH ARCOT	51.69	7.12 %
Total	912.63	8.14 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	74.92	28.01 %
Wash-Mac	53.29	16.64 %
Air-Cond	19.34	1.77 %
Total	147.55	8.77 %

Branch *	MTD Sales L	Brand Share %
TUT1	24.16	7.10 %
TVL1	7.59	4.78 %
KVT1	5.94	7.18 %
TUT2	5.22	8.07 %
TKS2	3.43	5.16 %
NGR1	3.20	3.09 %
RND1	3.14	6.58 %
PKD1	3.01	7.26 %
VNR1	2.52	7.83 %
SDI1	2.18	7.27 %
MAR1	2.07	5.69 %
VLY1	1.55	4.35 %
S2SD	0.63	2.63 %
TKY1	0.58	3.18 %
COL1	0.50	7.70 %
KGL1	0.43	2.09 %
SGT1	0.22	2.08 %
Total	147.55	8.77 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	50.53	24.43 %
Wash-Mac	47.98	20.43 %
Air-Cond	19.22	1.97 %
Total	117.73	8.32 %

Branch *	MTD Sales L	Brand Share %
MDU1	12.01	6.87 %
MDU2	5.76	6.38 %
MDU6	5.01	7.77 %
MDU3	4.11	6.36 %
ATG1	2.17	4.28 %
KKD3	2.16	3.46 %
MPA1	1.90	3.81 %
USL1	1.74	6.75 %
PNI1	1.63	6.93 %
CBM1	1.56	4.78 %
TEN2	1.56	5.09 %
KRR1	1.41	2.60 %
PNV2	0.59	2.34 %
KYK1	0.54	2.84 %
KPT1	0.52	3.52 %
ODM1	0.41	2.51 %
MNM1	0.37	2.71 %
CMR1	0.29	1.32 %
BTU1	0.10	0.69 %
PVI1		0.00 %
WHMD		0.00 %
Total	117.73	8.32 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	49.81	20.05 %
Wash-Mac	49.12	19.64 %
Air-Cond	18.56	1.56 %
Total	117.50	6.97 %

Branch *	MTD Sales L	Brand Share %
CH49	5.77	6.78 %
CH08	5.37	5.52 %
CH48	4.55	7.24 %
CH22	4.44	5.42 %
CH07	3.46	4.63 %
CH30	3.21	6.80 %
CH42	3.09	3.96 %
CH25	2.41	3.65 %
CH39	2.15	6.33 %
CH19	1.83	2.61 %
GUD1	1.76	3.40 %
MRM1	1.62	3.92 %
CZWH	1.39	3.83 %
CGL1	1.28	3.81 %
AVD1	0.96	1.46 %
KNR1	0.50	1.39 %
CH29	0.12	1.64 %
CH40		0.00 %
MC10		0.00 %
WHC3		0.00 %
WCHN	-0.66	7.65 %
Total	117.50	6.97 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	45.48	23.03 %
Wash-Mac	36.60	21.05 %
Air-Cond	25.36	2.20 %
Total	107.44	7.05 %

Branch *	MTD Sales L	Brand Share %
TRY1	16.00	4.09 %
KUM1	4.67	4.96 %
MVM1	4.52	6.01 %
TNJ2	4.02	5.73 %
PTK1	3.87	4.97 %
TRY3	3.63	7.70 %
MDI1	3.56	7.38 %
TVR2	3.35	4.78 %
JKM1	2.55	6.78 %
AYR1	2.17	7.54 %
TVR1	1.81	6.40 %
TTP1	1.66	6.36 %
KRN1	1.24	6.03 %
NGT1	1.22	3.49 %
PBR1	0.64	2.39 %
Total	107.44	7.05 %

WEST-02

Property	MTD Sales L	Brand Share %
Wash-Mac	45.14	20.89 %
Fridge	39.98	18.31 %
Air-Cond	22.19	3.19 %
Total	107.31	9.49 %

Branch *	MTD Sales L	Brand Share %
SLM1	8.60	7.74 %
SLM3	3.68	6.26 %
ATU1	3.20	6.78 %
NKL2	2.55	4.39 %
MCR1	2.50	7.04 %
ERD2	2.48	2.64 %
HRR1	1.43	6.43 %
KAM1	0.73	4.75 %
VKL1	0.70	4.84 %
DPR1	0.63	3.04 %
DPR2	0.38	1.63 %
SGG1	0.18	2.47 %
SGI1	0.12	0.85 %
WHKP		0.00 %
WHPD		0.00 %
WZWH		0.00 %
Total	107.31	9.49 %

WEST-01

Property	MTD Sales L	Brand Share %
Wash-Mac	41.46	23.89 %
Fridge	37.21	22.79 %
Air-Cond	24.70	4.02 %
Total	103.36	10.86 %

Branch *	MTD Sales L	Brand Share %
TPR2	3.36	4.38 %
CBE6	2.89	7.43 %
AVI1	1.98	7.86 %
TPR3	1.73	7.78 %
PDM1	1.37	6.15 %
DPM2	1.22	7.23 %
TPR4	0.85	4.77 %
SYM2	0.76	5.14 %
PPI1	0.72	3.93 %
Total	103.36	10.86 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	47.01	24.13 %
Fridge	42.12	23.72 %
Air-Cond	10.21	1.07 %
Total	99.35	7.48 %

Branch *	MTD Sales L	Brand Share %
CH15	7.75	5.58 %
CH21	4.92	6.29 %
CH20	4.53	7.58 %
CH17	3.78	7.13 %
CH50	3.69	6.49 %
CH51	2.94	5.32 %
CH24	2.70	3.48 %
CH43	2.06	5.05 %
UKI1	2.01	7.26 %
CH41	1.86	3.18 %
GPD1	1.85	5.18 %
CH34	1.74	3.77 %
CH32	0.31	2.84 %
CH23	0.29	1.05 %
CH36	0.23	1.06 %
MC06	0.11	1.55 %
Total	99.35	7.48 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Wash-Mac	29.31	23.93 %
Air-Cond	16.22	3.03 %
Fridge	15.18	13.34 %
Total	60.70	7.88 %

Branch *	MTD Sales L	Brand Share %
KPM2	5.65	7.04 %
TRR1	2.99	7.30 %
VEL1	2.38	6.40 %
ARC2	2.03	7.02 %
SBR1	2.00	3.50 %
AKM1	1.51	4.60 %
VSI1	1.36	4.61 %
TRT1	1.32	4.16 %
KPM1	1.24	3.85 %
BGR1	0.85	7.71 %
VNB1	0.68	2.69 %
PLR1	0.37	1.95 %
PTU1	0.29	3.13 %
UGI1	0.21	2.31 %
CGM1	0.02	0.11 %
SLG1		0.00 %
Total	60.70	7.88 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	25.97	21.37 %
Wash-Mac	18.14	17.34 %
Air-Cond	7.58	1.52 %
Total	51.69	7.12 %

Branch *	MTD Sales L	Brand Share %
CUD1	3.58	5.33 %
NVL2	3.45	7.82 %
POY2	2.91	4.71 %
SJI2	2.75	7.51 %
TRK1	1.32	4.03 %
KKI2	1.04	2.82 %
VPM1	0.73	6.65 %
VCM1	0.43	1.65 %
TVM2	0.36	1.83 %
PRT1	0.33	1.13 %
VPM2	0.32	0.68 %
WHUT		0.00 %
Total	51.69	7.12 %