



TN : WHIRLPOL Sales Performance 20/05/2026 9:05 AM

MTD Sales
1,088.43 L

Brand Share %
7.29 %

Information:

MTD : 01-05-2026 To 19-05-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **7.29 %** are only listed below

| Property | MTD Sales L | Brand Share % |
|--------------|-----------------|---------------|
| Fridge | 452.79 | 22.05 % |
| Wash-Mac | 358.12 | 20.19 % |
| Air-Cond | 277.53 | 2.50 % |
| Total | 1,088.43 | 7.29 % |

| Sales Zone | MTD Sales L | Brand Share % |
|--------------|-----------------|---------------|
| SOUTH-01 | 183.98 | 8.27 % |
| SOUTH-03 | 164.83 | 8.89 % |
| TRICHY-01 | 147.09 | 7.03 % |
| CHENNAI-01 | 132.73 | 5.47 % |
| CHENNAI-02 | 119.32 | 5.69 % |
| WEST-02 | 105.70 | 8.74 % |
| WEST-01 | 93.27 | 11.10 % |
| NORTH ARCOT | 78.99 | 7.42 % |
| SOUTH ARCOT | 62.52 | 5.54 % |
| Total | 1,088.43 | 7.29 % |

SOUTH-01

| Property | MTD Sales L | Brand Share % |
|--------------|---------------|---------------|
| Fridge | 82.37 | 23.82 % |
| Wash-Mac | 62.26 | 19.70 % |
| Air-Cond | 39.34 | 2.52 % |
| Total | 183.98 | 8.27 % |

| Branch * | MTD Sales L | Brand Share % |
|--------------|---------------|---------------|
| TVL1 | 7.87 | 3.19 % |
| TUT2 | 5.34 | 4.82 % |
| NGR1 | 4.57 | 3.40 % |
| VLY1 | 4.07 | 4.09 % |
| MAR1 | 3.95 | 6.25 % |
| TKS2 | 3.20 | 4.10 % |
| SDI1 | 2.26 | 7.21 % |
| TKY1 | 1.55 | 6.34 % |
| VNR1 | 1.55 | 4.84 % |
| ARM1 | 1.00 | 3.36 % |
| KGL1 | 0.66 | 2.49 % |
| S2SD | 0.53 | 2.54 % |
| SGT1 | 0.22 | 2.06 % |
| Total | 183.98 | 8.27 % |

SOUTH-03

| Property | MTD Sales L | Brand Share % |
|--------------|---------------|---------------|
| Fridge | 69.15 | 25.57 % |
| Wash-Mac | 49.98 | 22.01 % |
| Air-Cond | 45.71 | 3.37 % |
| Total | 164.83 | 8.89 % |

| Branch * | MTD Sales L | Brand Share % |
|--------------|---------------|---------------|
| MDU2 | 7.75 | 6.96 % |
| KKD3 | 4.69 | 4.38 % |
| KRR1 | 4.23 | 5.99 % |
| MDU3 | 3.34 | 5.54 % |
| ATG1 | 2.86 | 3.67 % |
| PNV2 | 2.23 | 7.17 % |
| NKI1 | 1.24 | 5.99 % |
| PNI1 | 1.03 | 4.11 % |
| TEN2 | 1.00 | 3.60 % |
| MNM1 | 0.93 | 3.94 % |
| KYK1 | 0.73 | 2.87 % |
| PVI1 | 0.60 | 1.60 % |
| ODM1 | 0.45 | 1.02 % |
| CMR1 | 0.10 | 0.24 % |
| BTU1 | | 0.00 % |
| Total | 164.83 | 8.89 % |

TRICHY-01

| Property | MTD Sales L | Brand Share % |
|--------------|---------------|---------------|
| Fridge | 57.75 | 23.55 % |
| Air-Cond | 49.59 | 3.00 % |
| Wash-Mac | 39.75 | 20.25 % |
| Total | 147.09 | 7.03 % |

| Branch * | MTD Sales L | Brand Share % |
|--------------|---------------|---------------|
| MVM1 | 7.73 | 5.97 % |
| TVR2 | 5.12 | 4.57 % |
| PTK1 | 4.25 | 4.35 % |
| TRY4 | 3.77 | 6.14 % |
| TNJ2 | 3.24 | 3.17 % |
| KUM2 | 3.00 | 6.47 % |
| AYR1 | 2.26 | 4.33 % |
| PBR1 | 2.17 | 4.09 % |
| TRY2 | 2.00 | 5.24 % |
| KUM1 | 1.82 | 1.64 % |
| KRN1 | 1.78 | 6.07 % |
| TTP1 | 1.08 | 2.94 % |
| NGT1 | 0.93 | 1.62 % |
| Total | 147.09 | 7.03 % |

CHENNAI-01

| Property | MTD Sales L | Brand Share % |
|--------------|---------------|---------------|
| Fridge | 56.94 | 19.55 % |
| Wash-Mac | 45.48 | 19.20 % |
| Air-Cond | 30.31 | 1.60 % |
| Total | 132.73 | 5.47 % |

| Branch * | MTD Sales L | Brand Share % |
|--------------|---------------|---------------|
| CH14 | 11.67 | 7.02 % |
| CH16 | 10.58 | 6.25 % |
| CH47 | 9.48 | 6.64 % |
| CH49 | 6.32 | 6.54 % |
| CH08 | 6.05 | 4.55 % |
| CH30 | 4.69 | 5.54 % |
| CH19 | 4.47 | 3.76 % |
| CH25 | 4.15 | 4.53 % |
| CH07 | 4.12 | 3.93 % |
| CH22 | 4.09 | 5.70 % |
| CH48 | 3.81 | 3.88 % |
| CH38 | 3.68 | 7.19 % |
| GUD1 | 2.70 | 3.70 % |
| MRM1 | 1.75 | 2.79 % |
| AVD1 | 1.23 | 2.05 % |
| CZWH | 1.22 | 1.08 % |
| CH42 | 1.18 | 1.10 % |
| KNR1 | 0.84 | 1.80 % |
| TKM1 | 0.79 | 3.48 % |
| CGL1 | 0.70 | 1.36 % |
| CH40 | 0.16 | 2.37 % |
| CH29 | | 0.00 % |
| MC09 | | 0.00 % |
| WHC3 | | 0.00 % |
| WCHN | -4.73 | 6.30 % |
| Total | 132.73 | 5.47 % |

CHENNAI-02

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Wash-Mac | 45.82 | 23.75 % |
| Fridge | 43.77 | 18.35 % |
| Air-Cond | 29.73 | 1.79 % |
| Total | 119.32 | 5.69 % |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| CH15 | 11.87 | 6.04 % |
| CH18 | 6.21 | 5.87 % |
| CH50 | 5.23 | 6.55 % |
| CH06 | 4.86 | 5.96 % |
| CH12 | 4.54 | 2.69 % |
| CH44 | 4.09 | 4.67 % |
| CH51 | 4.07 | 5.42 % |
| CH21 | 3.53 | 2.58 % |
| CH41 | 3.42 | 4.45 % |
| CH20 | 2.98 | 3.89 % |
| UKI1 | 2.46 | 6.82 % |
| CH24 | 2.17 | 1.82 % |
| GPD1 | 1.89 | 5.20 % |
| CH34 | 1.66 | 2.60 % |
| CH23 | 1.05 | 2.06 % |
| CH36 | 0.55 | 1.39 % |
| MC06 | 0.29 | 3.60 % |
| CH01 | 0.27 | 5.33 % |
| CH32 | 0.10 | 0.89 % |
| Total | 119.32 | 5.69 % |

WEST-02

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Fridge | 46.42 | 22.13 % |
| Wash-Mac | 34.72 | 17.78 % |
| Air-Cond | 24.56 | 3.05 % |
| Total | 105.70 | 8.74 % |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| SLM1 | 7.76 | 7.15 % |
| ERD1 | 5.57 | 5.09 % |
| ERD2 | 5.23 | 4.22 % |
| SLM2 | 4.62 | 7.00 % |
| SLM3 | 4.00 | 6.09 % |
| ATU1 | 3.57 | 7.05 % |
| RSP1 | 2.62 | 6.98 % |
| MCR1 | 1.82 | 6.97 % |
| NKL2 | 1.34 | 2.34 % |
| DPR2 | 1.25 | 6.29 % |
| DPR1 | 1.17 | 6.24 % |
| SGI1 | 0.27 | 2.27 % |
| WHKP | -0.71 | 6.20 % |
| Total | 105.70 | 8.74 % |

WEST-01

| Property | MTD Sales L | Brand Share % |
|--------------|--------------|----------------|
| Fridge | 36.77 | 22.33 % |
| Wash-Mac | 33.73 | 20.90 % |
| Air-Cond | 22.77 | 4.43 % |
| Total | 93.27 | 11.10 % |

| Branch * | MTD Sales L | Brand Share % |
|--------------|--------------|----------------|
| PLI1 | 2.67 | 6.83 % |
| CBE6 | 1.38 | 3.72 % |
| PDM1 | 1.05 | 6.48 % |
| TPR4 | 1.04 | 5.68 % |
| TPR3 | 0.80 | 4.24 % |
| ANR1 | 0.73 | 6.70 % |
| SYM2 | 0.46 | 2.85 % |
| CBE4 | 0.25 | 0.55 % |
| WZSD | | 0.00 % |
| WHCB | -1.86 | 6.70 % |
| Total | 93.27 | 11.10 % |

NORTH ARCOT

| Property | MTD Sales L | Brand Share % |
|--------------|--------------|---------------|
| Fridge | 30.54 | 20.92 % |
| Wash-Mac | 24.38 | 20.95 % |
| Air-Cond | 24.07 | 3.00 % |
| Total | 78.99 | 7.42 % |

| Branch * | MTD Sales L | Brand Share % |
|--------------|--------------|---------------|
| VEL2 | 5.06 | 4.90 % |
| SBR1 | 4.40 | 5.62 % |
| VEL1 | 4.09 | 5.46 % |
| AKM1 | 3.53 | 6.03 % |
| SLG1 | 1.71 | 6.27 % |
| VNB1 | 0.60 | 2.06 % |
| TRT1 | 0.51 | 1.09 % |
| CGM1 | 0.42 | 2.54 % |
| KPM1 | 0.29 | 0.69 % |
| BGR1 | | 0.00 % |
| PLR1 | | 0.00 % |
| PTU1 | | 0.00 % |
| UGI1 | | 0.00 % |
| Total | 78.99 | 7.42 % |

SOUTH ARCOT

| Property | MTD Sales L | Brand Share % |
|--------------|--------------|---------------|
| Fridge | 29.07 | 20.46 % |
| Wash-Mac | 22.00 | 16.66 % |
| Air-Cond | 11.46 | 1.34 % |
| Total | 62.52 | 5.54 % |

| Branch * | MTD Sales L | Brand Share % |
|--------------|--------------|---------------|
| POY1 | 7.42 | 4.76 % |
| CUD1 | 5.42 | 5.01 % |
| POY2 | 2.80 | 3.20 % |
| PRT1 | 2.60 | 5.86 % |
| KML1 | 2.42 | 4.66 % |
| TRK1 | 2.29 | 4.24 % |
| TVM1 | 2.08 | 6.98 % |
| SJI2 | 1.74 | 3.65 % |
| TDM1 | 1.64 | 5.43 % |
| NVL2 | 1.61 | 2.72 % |
| VPM2 | 0.56 | 1.00 % |
| KKI2 | 0.37 | 0.52 % |
| TVM2 | 0.13 | 0.57 % |
| VCM1 | | 0.00 % |
| WHUT | -1.33 | 7.09 % |
| Total | 62.52 | 5.54 % |