



TN : WHIRLPOL Sales Performance 21/03/2026 9:05 AM

MTD Sales
1,004.24 L

Brand Share %
8.28 %

Information:

MTD : 01-03-2026 To 20-03-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **8.28 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	420.11	22.48 %
Wash-Mac	404.65	20.74 %
Air-Cond	179.47	2.16 %
Total	1,004.24	8.28 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	164.58	8.94 %
SOUTH-03	128.13	8.47 %
CHENNAI-01	126.76	7.00 %
WEST-02	119.84	9.88 %
TRICHY-01	119.46	7.27 %
WEST-01	111.47	10.80 %
CHENNAI-02	111.10	7.57 %
NORTH ARCOT	66.31	7.98 %
SOUTH ARCOT	56.58	7.28 %
Total	1,004.24	8.28 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	81.96	28.05 %
Wash-Mac	59.74	17.22 %
Air-Cond	22.88	1.90 %
Total	164.58	8.94 %

Branch *	MTD Sales L	Brand Share %
TUT1	24.93	6.90 %
TVL1	8.80	4.96 %
KVT1	7.12	7.69 %
TKS2	4.14	5.76 %
RND1	3.77	7.18 %
PKD1	3.30	7.52 %
NGR1	3.20	2.86 %
SDI1	2.72	7.89 %
MAR1	2.42	5.60 %
VLY1	1.55	4.01 %
S2SD	1.16	4.03 %
TKY1	0.73	3.70 %
COL1	0.50	6.07 %
KGL1	0.43	2.02 %
SGT1	0.22	1.95 %
WHTV		0.00 %
Total	164.58	8.94 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	54.38	24.05 %
Wash-Mac	52.38	20.42 %
Air-Cond	21.37	2.08 %
Total	128.13	8.47 %

Branch *	MTD Sales L	Brand Share %
MDU1	12.71	6.83 %
MDU2	6.13	6.46 %
MDU3	4.65	6.71 %
ATG1	2.33	4.27 %
KKD3	2.16	3.23 %
USL1	2.12	7.98 %
CBM1	2.04	5.77 %
KRR1	1.99	3.46 %
PNI1	1.98	7.99 %
MPA1	1.90	3.57 %
TEN2	1.56	4.70 %
PNV2	0.69	2.54 %
KYK1	0.68	3.24 %
KPT1	0.52	3.37 %
ODM1	0.41	2.39 %
MNM1	0.37	2.53 %
CMR1	0.29	1.28 %
BTU1	0.10	0.67 %
PVI1		0.00 %
WHMD		0.00 %
Total	128.13	8.47 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	54.76	20.31 %
Wash-Mac	52.10	19.35 %
Air-Cond	19.90	1.57 %
Total	126.76	7.00 %

Branch *	MTD Sales L	Brand Share %
CH08	5.91	5.56 %
CH49	5.86	6.48 %
CH48	5.00	7.28 %
CH22	4.44	5.21 %
CH30	3.75	7.04 %
CH07	3.46	4.38 %
CH42	3.09	3.70 %
CH39	2.73	7.44 %
CH25	2.63	3.78 %
CH19	2.23	2.95 %
MRM1	1.89	4.15 %
GUD1	1.76	3.13 %
AVD1	1.51	2.17 %
CGL1	1.47	4.14 %
CZWH	1.39	3.30 %
KNR1	0.50	1.34 %
CH29	0.12	1.60 %
CH40		0.00 %
MC10		0.00 %
WHC3		0.00 %
WCHN	-1.04	7.81 %
Total	126.76	7.00 %

WEST-02

Property	MTD Sales L	Brand Share %
Wash-Mac	50.24	20.88 %
Fridge	46.59	19.44 %
Air-Cond	23.02	3.14 %
Total	119.84	9.88 %

Branch *	MTD Sales L	Brand Share %
SLM1	9.79	8.07 %
SLM3	4.10	6.69 %
ATU1	3.20	6.29 %
MCR1	2.88	7.65 %
NKL2	2.71	4.36 %
ERD2	2.63	2.51 %
HRR1	1.43	6.09 %
VKL1	1.12	7.36 %
KAM1	0.73	4.75 %
DPR1	0.63	3.00 %
DPR2	0.38	1.55 %
SGI1	0.22	1.50 %
SGG1	0.18	2.25 %
WHKP		0.00 %
WHPD		0.00 %
Total	119.84	9.88 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	49.08	22.99 %
Wash-Mac	41.55	21.86 %
Air-Cond	28.84	2.32 %
Total	119.46	7.27 %

Branch *	MTD Sales L	Brand Share %
TRY1	17.06	4.11 %
MVM1	5.72	7.08 %
KUM1	5.44	5.43 %
TVR2	4.43	5.91 %
PTK1	4.20	5.26 %
TNJ2	4.12	5.52 %
TRY3	3.63	7.33 %
MDI1	3.56	6.71 %
TRY2	3.01	7.55 %
JKM1	2.78	6.95 %
AYR1	2.32	7.22 %
TTP1	2.11	7.28 %
TVR1	1.90	5.93 %
NGT1	1.37	3.71 %
KRN1	1.24	5.80 %
PBR1	0.64	2.20 %
Total	119.46	7.27 %

WEST-01

Property	MTD Sales L	Brand Share %
Wash-Mac	44.23	23.48 %
Fridge	39.72	22.36 %
Air-Cond	27.52	4.13 %
Total	111.47	10.80 %

Branch *	MTD Sales L	Brand Share %
CBE4	6.09	7.91 %
TPR2	3.61	4.39 %
CBE6	2.89	6.94 %
AVI1	1.98	7.21 %
TPR3	1.73	7.40 %
PDM1	1.72	7.36 %
PPI1	0.88	4.39 %
SYM2	0.85	4.98 %
TPR4	0.85	4.49 %
ANR1	0.50	8.21 %
Total	111.47	10.80 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	52.96	24.70 %
Fridge	47.11	23.80 %
Air-Cond	11.02	1.04 %
Total	111.10	7.57 %

Branch *	MTD Sales L	Brand Share %
CH15	7.96	5.26 %
CH12	7.10	8.13 %
CH21	5.27	6.26 %
CH20	4.71	7.18 %
CH50	4.27	6.82 %
CH17	4.03	7.12 %
CH43	3.47	7.60 %
CH51	3.34	5.42 %
CH24	3.01	3.66 %
CH34	2.22	4.43 %
GPD1	2.07	5.44 %
CH41	1.86	2.90 %
CH32	0.58	4.74 %
CH23	0.29	0.85 %
CH36	0.23	1.04 %
MC06	0.11	1.55 %
Total	111.10	7.57 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Wash-Mac	31.40	23.66 %
Fridge	18.09	14.92 %
Air-Cond	16.83	2.92 %
Total	66.31	7.98 %

Branch *	MTD Sales L	Brand Share %
KPM2	5.97	6.91 %
TRR1	3.45	7.75 %
VEL1	2.78	6.70 %
ARC2	2.49	8.12 %
SBR1	2.00	3.30 %
AKM1	1.68	4.69 %
TRT1	1.46	4.27 %
VSI1	1.36	4.51 %
KPM1	1.24	3.68 %
BGR1	0.85	7.56 %
VNB1	0.76	2.78 %
PLR1	0.49	2.39 %
UGI1	0.32	3.04 %
PTU1	0.29	3.06 %
CGM1	0.02	0.10 %
SLG1		0.00 %
Total	66.31	7.98 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	28.44	21.73 %
Wash-Mac	20.06	17.88 %
Air-Cond	8.09	1.51 %
Total	56.58	7.28 %

Branch *	MTD Sales L	Brand Share %
CUD1	3.85	5.36 %
NVL2	3.66	7.89 %
POY2	3.23	4.74 %
SJI2	3.04	7.67 %
TRK1	1.46	4.05 %
KKI2	1.18	2.98 %
VPM1	0.86	7.64 %
VCM1	0.43	1.52 %
VPM2	0.43	0.85 %
TVM2	0.36	1.82 %
PRT1	0.33	0.88 %
WHUT		0.00 %
Total	56.58	7.28 %