



TN : WHIRLPOL Sales Performance 23/03/2026 9:05 AM

MTD Sales
1,148.40 L

Brand Share %
8.33 %

Information:

MTD : 01-03-2026 To 22-03-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **8.33 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	479.08	22.62 %
Wash-Mac	462.46	21.06 %
Air-Cond	206.86	2.19 %
Total	1,148.40	8.33 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	181.78	8.94 %
SOUTH-03	148.75	8.63 %
CHENNAI-01	141.88	6.88 %
WEST-01	139.18	10.98 %
WEST-02	133.33	10.03 %
CHENNAI-02	130.22	7.43 %
TRICHY-01	127.22	7.12 %
NORTH ARCOT	77.89	8.39 %
SOUTH ARCOT	68.15	7.60 %
Total	1,148.40	8.33 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	87.45	27.21 %
Wash-Mac	69.01	17.99 %
Air-Cond	25.32	1.91 %
Total	181.78	8.94 %

Branch *	MTD Sales L	Brand Share %
TUT1	26.60	6.98 %
TVL1	9.71	4.88 %
KVT1	7.61	7.44 %
TUT2	7.07	8.17 %
TKS2	4.79	5.97 %
RND1	4.46	7.74 %
NGR1	3.56	2.88 %
PKD1	3.44	6.72 %
VLY1	2.73	5.74 %
SDI1	2.72	7.01 %
MAR1	2.42	4.96 %
S2SD	1.16	3.89 %
TKY1	0.73	3.34 %
KGL1	0.43	1.84 %
SGT1	0.22	1.80 %
WHTV	-0.28	8.30 %
Total	181.78	8.94 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	61.54	24.24 %
Wash-Mac	60.95	21.11 %
Air-Cond	26.26	2.22 %
Total	148.75	8.63 %

Branch *	MTD Sales L	Brand Share %
MDU1	15.27	7.28 %
MDU2	7.60	7.11 %
MDU6	6.10	7.56 %
MDU3	5.51	7.44 %
DGL2	4.85	7.60 %
KRR1	3.37	5.33 %
ATG1	2.68	4.57 %
CBM1	2.62	6.81 %
KKD3	2.52	3.17 %
USL1	2.12	6.96 %
MPA1	2.04	3.59 %
TEN2	1.93	5.19 %
KYK1	0.79	3.51 %
KPT1	0.70	4.13 %
PNV2	0.69	2.43 %
ODM1	0.41	2.23 %
MNM1	0.37	2.20 %
CMR1	0.29	1.16 %
BTU1	0.24	1.47 %
PVI1	0.11	0.36 %
Total	148.75	8.63 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	61.11	20.33 %
Wash-Mac	58.76	19.33 %
Air-Cond	22.00	1.51 %
Total	141.88	6.88 %

Branch *	MTD Sales L	Brand Share %
CH05	13.18	8.31 %
CH16	9.15	8.03 %
CH08	6.89	5.33 %
CH49	6.65	6.67 %
CH48	5.62	7.13 %
CH22	5.22	5.73 %
CH30	4.71	6.64 %
CH07	4.28	4.77 %
CH42	3.24	3.50 %
CH39	2.87	6.94 %
CH25	2.74	3.42 %
MRM1	2.28	4.45 %
CH19	2.23	2.55 %
GUD1	1.86	3.16 %
CZWH	1.67	3.59 %
AVD1	1.60	1.90 %
CGL1	1.47	3.62 %
CH26	1.35	8.18 %
KNR1	0.63	1.51 %
CH29	0.12	1.53 %
CH40		0.00 %
MC10		0.00 %
WHC3		0.00 %
WCHN	-1.04	5.69 %
Total	141.88	6.88 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	53.42	24.71 %
Wash-Mac	53.07	24.15 %
Air-Cond	32.68	3.93 %
Total	139.18	10.98 %

Branch *	MTD Sales L	Brand Share %
CBE4	6.33	7.47 %
TPR2	4.67	5.04 %
PLI1	3.51	8.06 %
CBE6	2.89	5.84 %
AVI1	2.23	6.41 %
PDM1	1.87	6.58 %
TPR3	1.85	7.31 %
SYM2	1.34	6.85 %
PPI1	1.28	5.40 %
TPR4	1.03	4.73 %
ANR1	0.50	6.19 %
Total	139.18	10.98 %

WEST-02

Property	MTD Sales L	Brand Share %
Wash-Mac	54.97	20.65 %
Fridge	53.07	20.09 %
Air-Cond	25.29	3.17 %
Total	133.33	10.03 %

Branch *	MTD Sales L	Brand Share %
SLM1	10.66	8.01 %
ERD1	7.95	8.19 %
SLM3	4.20	6.31 %
ATU1	3.51	6.37 %
NKL2	3.18	4.81 %
ERD2	3.17	2.64 %
MCR1	3.03	7.55 %
HRR1	2.08	8.11 %
VKL1	1.46	8.23 %
KAM1	1.04	6.20 %
DPR1	0.63	2.85 %
DPR2	0.48	1.83 %
SGI1	0.22	1.43 %
SGG1	0.18	2.21 %
WHKP		0.00 %
Total	133.33	10.03 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	60.95	24.71 %
Fridge	54.79	22.96 %
Air-Cond	14.48	1.14 %
Total	130.22	7.43 %

Branch *	MTD Sales L	Brand Share %
CH15	9.74	5.48 %
CH12	8.59	8.23 %
CH18	6.56	8.18 %
CH21	5.88	6.04 %
CH20	5.31	6.81 %
CH50	5.08	6.87 %
CH06	4.76	6.79 %
CH43	4.07	8.24 %
CH44	4.02	8.09 %
CH51	3.68	4.20 %
CH24	3.53	3.91 %
GPD1	2.56	6.05 %
CH41	2.30	3.16 %
CH34	2.22	3.82 %
CH32	0.58	4.46 %
CH23	0.37	0.95 %
MC06	0.37	4.36 %
CH36	0.34	1.44 %
Total	130.22	7.43 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	51.21	21.84 %
Wash-Mac	44.89	21.57 %
Air-Cond	31.13	2.31 %
Total	127.22	7.12 %

Branch *	MTD Sales L	Brand Share %
TRY1	19.33	4.37 %
PBR2	8.85	8.03 %
MVM1	6.06	6.77 %
KUM1	5.97	5.55 %
TVR2	5.01	6.01 %
PTK1	4.20	4.98 %
TNJ2	4.12	5.00 %
MDI1	3.76	6.48 %
TRY3	3.74	6.82 %
JKM1	3.07	7.31 %
TRY2	3.01	7.27 %
AYR1	2.56	7.28 %
TTP1	2.26	7.31 %
TVR1	1.90	5.83 %
NMM1	1.54	7.23 %
KRN1	1.51	5.98 %
NGT1	1.47	3.75 %
PBR1	0.64	2.00 %
Total	127.22	7.12 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Wash-Mac	35.75	23.93 %
Fridge	22.96	16.63 %
Air-Cond	19.19	2.99 %
Total	77.89	8.39 %

Branch *	MTD Sales L	Brand Share %
KPM2	6.21	6.66 %
TRR1	3.63	7.41 %
VEL1	2.78	6.06 %
ARC2	2.67	7.75 %
SBR1	2.55	3.88 %
AKM1	2.35	5.78 %
VSI1	1.65	4.96 %
TRT1	1.46	3.74 %
KPM1	1.39	3.64 %
PLR1	1.00	4.37 %
BGR1	0.85	5.78 %
VNB1	0.76	2.43 %
UGI1	0.32	2.71 %
SLG1	0.30	1.32 %
PTU1	0.29	2.79 %
CGM1	0.02	0.09 %
WHVL	-0.19	5.34 %
Total	77.89	8.39 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	33.53	22.35 %
Wash-Mac	24.11	18.68 %
Air-Cond	10.51	1.70 %
Total	68.15	7.60 %

Branch *	MTD Sales L	Brand Share %
CUD1	4.21	5.18 %
NVL2	3.84	7.13 %
POY2	3.23	4.15 %
TRK1	1.92	4.54 %
KKI2	1.18	2.53 %
VPM1	0.86	6.50 %
VPM2	0.80	1.42 %
VCM1	0.54	1.58 %
TVM2	0.36	1.71 %
PRT1	0.33	0.79 %
WHUT		0.00 %
Total	68.15	7.60 %