



TN : WHIRLPOL Sales Performance 25/03/2026 9:05 AM

MTD Sales
1,252.20 L

Brand Share %
8.40 %

Information:

MTD : 01-03-2026 To 24-03-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **8.40 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	522.07	22.63 %
Wash-Mac	500.49	21.17 %
Air-Cond	229.64	2.25 %
Total	1,252.20	8.40 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	201.04	8.99 %
SOUTH-03	163.59	8.76 %
CHENNAI-01	154.51	6.90 %
WEST-01	150.98	11.01 %
WEST-02	143.86	10.11 %
CHENNAI-02	142.36	7.43 %
TRICHY-01	138.97	7.30 %
NORTH ARCOT	85.14	8.60 %
SOUTH ARCOT	71.74	7.52 %
Total	1,252.20	8.40 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	94.38	26.62 %
Wash-Mac	74.95	18.14 %
Air-Cond	31.71	2.16 %
Total	201.04	8.99 %

Branch *	MTD Sales L	Brand Share %
TUT1	28.58	7.16 %
TVL1	10.54	4.75 %
KVT1	8.65	7.91 %
TUT2	7.57	7.83 %
RND1	5.73	8.35 %
TKS2	5.11	5.74 %
NGR1	4.44	3.15 %
PKD1	3.85	7.07 %
MAR1	3.26	5.91 %
VLY1	3.14	6.09 %
SDI1	2.96	7.00 %
S2SD	1.16	2.65 %
KGL1	1.00	3.92 %
TKY1	0.86	3.65 %
SGT1	0.22	1.61 %
WHTV	-0.28	6.63 %
Total	201.04	8.99 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Wash-Mac	67.74	21.76 %
Fridge	67.12	23.83 %
Air-Cond	28.74	2.26 %
Total	163.59	8.76 %

Branch *	MTD Sales L	Brand Share %
MDU1	16.92	7.33 %
MDU2	8.20	7.10 %
MDU6	6.74	7.52 %
MDU3	5.86	7.40 %
DGL2	5.21	7.74 %
KRR1	4.39	6.24 %
ATG1	3.55	5.68 %
CBM1	3.14	7.55 %
KKD3	2.66	3.25 %
MPA1	2.40	4.07 %
TEN2	2.36	5.89 %
USL1	2.28	7.29 %
PNI1	2.25	7.59 %
NKI1	1.76	8.01 %
SZSD	1.23	6.32 %
KYK1	0.79	3.41 %
KPT1	0.70	3.63 %
PNV2	0.69	2.36 %
CMR1	0.51	1.97 %
ODM1	0.41	2.10 %
MNM1	0.37	1.93 %
PVI1	0.28	0.92 %
BTU1	0.24	1.38 %
Total	163.59	8.76 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	68.52	20.33 %
Wash-Mac	63.40	18.88 %
Air-Cond	22.59	1.44 %
Total	154.51	6.90 %

Branch *	MTD Sales L	Brand Share %
CH05	13.71	7.85 %
CH16	9.72	7.96 %
CH08	7.44	5.13 %
CH49	6.65	6.25 %
CH48	5.89	7.05 %
CH22	5.22	5.53 %
CH30	4.83	6.26 %
CH07	4.81	5.01 %
WHC3	3.72	7.92 %
CH25	3.56	4.12 %
CH42	3.24	3.27 %
CH39	3.11	7.31 %
MRM1	2.60	4.83 %
CH19	2.23	2.45 %
GUD1	2.03	3.39 %
AVD1	1.80	1.98 %
CZWH	1.67	3.51 %
CGL1	1.57	3.54 %
CH26	1.35	7.32 %
KNR1	0.63	1.44 %
CH29	0.12	1.49 %
CH40		0.00 %
MC10		0.00 %
WCHN	-1.04	4.56 %
Total	154.51	6.90 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	57.00	24.71 %
Wash-Mac	56.77	24.04 %
Air-Cond	37.20	4.12 %
Total	150.98	11.01 %

Branch *	MTD Sales L	Brand Share %
CBE4	6.51	7.15 %
TPR2	4.92	4.85 %
PLI1	3.81	8.37 %
CBE6	3.12	5.82 %
AVI1	2.23	5.52 %
TPR3	2.12	7.73 %
PDM1	1.87	6.14 %
SYM2	1.45	6.76 %
PPI1	1.40	5.85 %
TPR4	1.03	4.51 %
ANR1	0.50	5.11 %
Total	150.98	11.01 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	58.41	20.49 %
Wash-Mac	57.73	20.52 %
Air-Cond	27.72	3.24 %
Total	143.86	10.11 %

Branch *	MTD Sales L	Brand Share %
SLM1	11.32	8.18 %
SLM3	4.81	6.68 %
NKL2	3.83	5.51 %
ATU1	3.77	6.38 %
ERD2	3.44	2.63 %
MCR1	3.03	7.38 %
HRR1	2.08	7.85 %
VKL1	1.46	7.75 %
DPR1	1.06	4.05 %
KAM1	1.04	5.66 %
WZWH	0.52	6.56 %
DPR2	0.48	1.76 %
SGI1	0.22	1.38 %
SGG1	0.18	1.99 %
WHKP		0.00 %
Total	143.86	10.11 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	66.59	25.27 %
Fridge	59.50	23.21 %
Air-Cond	16.27	1.17 %
Total	142.36	7.43 %

Branch *	MTD Sales L	Brand Share %
CH15	10.59	5.25 %
CH12	8.95	8.01 %
CH21	7.10	6.87 %
CH06	5.64	6.40 %
CH50	5.48	6.84 %
CH20	5.42	6.54 %
CH51	4.41	4.35 %
CH44	4.32	8.13 %
CH24	3.68	3.88 %
CH31	2.89	6.78 %
GPD1	2.71	6.15 %
CH34	2.59	4.18 %
CH41	2.30	2.96 %
CH32	0.58	4.31 %
CH23	0.37	0.90 %
MC06	0.37	4.23 %
CH36	0.34	1.42 %
Total	142.36	7.43 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	56.06	21.89 %
Wash-Mac	48.47	21.62 %
Air-Cond	34.45	2.42 %
Total	138.97	7.30 %

Branch *	MTD Sales L	Brand Share %
TRY1	21.45	4.67 %
PBR2	9.79	8.30 %
KUM1	6.38	5.59 %
MVM1	6.22	6.45 %
TVR2	5.01	5.70 %
PTK1	4.54	5.23 %
TNJ2	4.31	5.04 %
MDI1	4.03	6.33 %
TRY3	4.01	6.70 %
TRY2	3.30	7.52 %
JKM1	3.07	6.72 %
AYR1	2.56	6.84 %
TVR1	2.23	6.19 %
NMM1	1.68	7.17 %
KRN1	1.51	5.59 %
NGT1	1.47	3.46 %
PBR1	1.14	3.17 %
Total	138.97	7.30 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Wash-Mac	38.59	24.29 %
Fridge	26.38	17.94 %
Air-Cond	20.17	2.95 %
Total	85.14	8.60 %

Branch *	MTD Sales L	Brand Share %
KPM2	7.02	6.92 %
TRR1	4.00	7.19 %
AKM1	3.03	6.94 %
SBR1	2.98	4.13 %
VEL1	2.78	5.79 %
VSI1	1.65	4.67 %
KPM1	1.49	3.63 %
TRT1	1.46	3.64 %
PLR1	1.17	4.80 %
BGR1	0.85	5.42 %
VNB1	0.76	2.27 %
UGI1	0.48	3.72 %
SLG1	0.30	1.29 %
PTU1	0.29	2.76 %
CGM1	0.02	0.08 %
Total	85.14	8.60 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	34.70	21.82 %
Wash-Mac	26.26	18.83 %
Air-Cond	10.78	1.64 %
Total	71.74	7.52 %

Branch *	MTD Sales L	Brand Share %
CUD1	4.12	4.81 %
NVL2	3.84	6.92 %
POY2	3.66	4.48 %
TRK1	2.16	4.55 %
KKI2	1.18	2.38 %
VPM2	0.90	1.47 %
VPM1	0.86	5.47 %
VCM1	0.54	1.52 %
TVM2	0.36	1.71 %
PRT1	0.33	0.77 %
WHUT	-0.44	6.70 %
Total	71.74	7.52 %