



TN : WHIRLPOL Sales Performance 27/03/2026 9:05 AM

MTD Sales
1,336.07 L

Brand Share %
8.41 %

Information:

MTD : 01-03-2026 To 26-03-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **8.41 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	556.61	22.82 %
Wash-Mac	530.36	21.26 %
Air-Cond	249.09	2.27 %
Total	1,336.07	8.41 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	214.47	8.76 %
SOUTH-03	173.34	8.72 %
CHENNAI-01	164.72	6.96 %
WEST-01	160.75	10.88 %
WEST-02	152.76	10.15 %
CHENNAI-02	152.28	7.53 %
TRICHY-01	150.29	7.46 %
NORTH ARCOT	89.49	8.47 %
SOUTH ARCOT	77.97	7.73 %
Total	1,336.07	8.41 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	99.96	26.82 %
Wash-Mac	79.58	18.32 %
Air-Cond	34.93	2.13 %
Total	214.47	8.76 %

Branch *	MTD Sales L	Brand Share %
TUT1	30.07	7.21 %
TVL1	11.01	4.53 %
KVT1	9.36	7.99 %
TUT2	7.74	7.20 %
RND1	6.02	7.98 %
TKS2	5.68	5.52 %
NGR1	4.73	2.96 %
PKD1	4.05	6.79 %
MAR1	3.95	6.54 %
SDI1	3.51	7.46 %
VLY1	3.37	6.17 %
S2SD	1.16	2.40 %
COL1	1.00	7.81 %
KGL1	1.00	3.37 %
TKY1	0.86	3.20 %
SGT1	0.46	2.99 %
WHTV	-0.28	5.95 %
Total	214.47	8.76 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	70.93	23.51 %
Wash-Mac	70.73	21.54 %
Air-Cond	31.69	2.33 %
Total	173.34	8.72 %

Branch *	MTD Sales L	Brand Share %
MDU1	18.14	7.34 %
MDU2	8.20	6.66 %
MDU6	6.91	7.19 %
MDU3	6.08	7.30 %
DGL2	5.49	7.76 %
KRR1	4.52	6.20 %
CBM1	3.75	8.29 %
ATG1	3.55	5.26 %
KKD3	2.77	3.15 %
TEN2	2.62	5.88 %
MPA1	2.51	4.14 %
USL1	2.28	6.90 %
PNI1	2.25	7.27 %
NKI1	1.85	8.31 %
SZSD	1.23	5.22 %
KYK1	0.87	3.61 %
KPT1	0.70	3.44 %
PNV2	0.69	2.24 %
CMR1	0.51	1.91 %
ODM1	0.41	1.97 %
MNM1	0.37	1.82 %
PVI1	0.28	0.86 %
BTU1	0.24	1.25 %
Total	173.34	8.72 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	73.21	20.94 %
Wash-Mac	67.42	19.24 %
Air-Cond	24.09	1.45 %
Total	164.72	6.96 %

Branch *	MTD Sales L	Brand Share %
CH05	14.72	7.89 %
CH16	9.96	7.86 %
CH08	8.24	5.49 %
CH49	6.87	6.09 %
CH48	6.06	6.88 %
CH22	5.44	5.59 %
CH07	5.34	5.19 %
CH30	5.03	6.06 %
CH25	4.33	4.71 %
WHC3	3.72	7.92 %
CH38	3.66	8.00 %
CH42	3.35	3.20 %
CH39	3.21	7.27 %
CZWH	3.12	4.35 %
MRM1	2.60	4.52 %
CH19	2.23	2.34 %
GUD1	2.20	3.59 %
AVD1	1.80	1.92 %
CGL1	1.57	3.29 %
KNR1	0.63	1.41 %
CH29	0.12	1.49 %
CH40		0.00 %
MC10		0.00 %
WCHN	-2.24	5.29 %
Total	164.72	6.96 %

WEST-01

Property	MTD Sales L	Brand Share %
Wash-Mac	61.00	24.37 %
Fridge	59.27	24.28 %
Air-Cond	40.49	4.12 %
Total	160.75	10.88 %

Branch *	MTD Sales L	Brand Share %
CBE4	6.79	6.98 %
TPR2	5.66	5.10 %
PLI1	4.02	7.58 %
CBE6	3.12	5.32 %
AVI1	2.23	5.30 %
TPR3	2.22	6.91 %
PDM1	1.95	6.21 %
SYM2	1.65	7.20 %
PPI1	1.50	5.83 %
TPR4	1.03	4.25 %
WZSD	0.76	6.57 %
ANR1	0.50	4.88 %
Total	160.75	10.88 %

WEST-02

Property	MTD Sales L	Brand Share %
Wash-Mac	61.72	20.71 %
Fridge	61.03	20.45 %
Air-Cond	30.02	3.30 %
Total	152.76	10.15 %

Branch *	MTD Sales L	Brand Share %
SLM1	11.71	8.14 %
ERD1	9.76	8.28 %
SLM3	5.43	7.01 %
ATU1	4.39	7.06 %
NKL2	3.83	5.29 %
ERD2	3.70	2.60 %
MCR1	3.26	7.74 %
HRR1	2.22	8.06 %
KAM1	1.51	7.58 %
DPR1	1.06	3.95 %
WZWH	0.52	5.45 %
DPR2	0.48	1.64 %
SGG1	0.33	3.68 %
SGI1	0.22	1.24 %
WHKP		0.00 %
WHPD	-0.60	7.57 %
Total	152.76	10.15 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	69.91	25.13 %
Fridge	64.25	23.50 %
Air-Cond	18.12	1.23 %
Total	152.28	7.53 %

Branch *	MTD Sales L	Brand Share %
CH15	12.05	5.67 %
CH12	9.51	8.18 %
CH21	8.00	7.45 %
CH50	6.16	7.06 %
CH06	6.06	6.48 %
CH33	5.98	8.39 %
CH20	5.42	6.16 %
CH51	4.84	4.53 %
CH24	3.68	3.73 %
CH31	3.18	7.06 %
CH34	2.94	4.45 %
GPD1	2.93	6.35 %
CH41	2.30	2.82 %
CH32	0.58	4.25 %
CH23	0.37	0.87 %
MC06	0.37	3.83 %
CH36	0.34	1.32 %
Total	152.28	7.53 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	61.47	22.51 %
Wash-Mac	51.91	21.56 %
Air-Cond	36.91	2.46 %
Total	150.29	7.46 %

Branch *	MTD Sales L	Brand Share %
TRY1	23.28	4.87 %
PBR2	10.68	8.36 %
MVM1	7.13	7.03 %
KUM1	6.56	5.57 %
PTK1	5.48	5.81 %
TVR2	5.19	5.45 %
TRY3	4.56	7.25 %
TNJ2	4.31	4.91 %
MDI1	4.29	6.27 %
TRY2	3.44	7.50 %
MSI1	3.18	8.08 %
JKM1	3.07	6.60 %
AYR1	2.79	7.19 %
TVR1	2.66	6.83 %
NGT1	1.89	4.05 %
KRN1	1.51	5.12 %
PBR1	1.40	3.46 %
Total	150.29	7.46 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Wash-Mac	39.97	23.86 %
Fridge	28.46	18.23 %
Air-Cond	21.06	2.87 %
Total	89.49	8.47 %

Branch *	MTD Sales L	Brand Share %
KPM2	7.53	6.92 %
TRR1	4.40	6.83 %
VEL1	3.38	6.34 %
SBR1	3.11	4.04 %
AKM1	3.03	6.63 %
VSI1	1.65	4.47 %
KPM1	1.58	3.74 %
TRT1	1.46	3.50 %
PLR1	1.17	4.39 %
BGR1	0.85	4.96 %
VNB1	0.76	2.18 %
UGI1	0.48	3.50 %
SLG1	0.30	1.21 %
PTU1	0.29	2.83 %
CGM1	0.02	0.08 %
WHVL	-0.46	6.71 %
Total	89.49	8.47 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	38.03	22.39 %
Wash-Mac	28.14	19.21 %
Air-Cond	11.80	1.70 %
Total	77.97	7.73 %

Branch *	MTD Sales L	Brand Share %
CUD1	4.52	5.07 %
NVL2	4.00	6.84 %
POY2	3.66	4.31 %
TRK1	2.55	5.02 %
KKI2	1.18	2.26 %
VPM2	0.90	1.41 %
VPM1	0.86	4.91 %
TVM2	0.60	2.38 %
VCM1	0.54	1.43 %
PRT1	0.33	0.74 %
WHUT	-0.44	6.36 %
Total	77.97	7.73 %