



TN : WHIRLPOL Sales Performance 30/03/2026 9:05 AM

MTD Sales
1,504.39 L

Brand Share %
8.21 %

Information:

MTD : 01-03-2026 To 29-03-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **8.21 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	620.28	22.62 %
Wash-Mac	584.56	21.09 %
Air-Cond	299.55	2.34 %
Total	1,504.39	8.21 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	241.35	8.40 %
SOUTH-03	190.15	8.56 %
CHENNAI-01	184.72	6.70 %
WEST-01	184.63	10.63 %
CHENNAI-02	179.44	7.47 %
TRICHY-01	169.27	7.49 %
WEST-02	168.13	9.86 %
NORTH ARCOT	99.05	8.07 %
SOUTH ARCOT	87.64	7.63 %
Total	1,504.39	8.21 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	109.69	26.00 %
Wash-Mac	88.84	18.46 %
Air-Cond	42.83	2.17 %
Total	241.35	8.40 %

Branch *	MTD Sales L	Brand Share %
TUT1	32.21	6.98 %
TVL1	12.51	4.22 %
KVT1	9.91	7.15 %
TUT2	9.27	7.26 %
TKS2	7.19	5.82 %
RND1	6.59	7.63 %
NGR1	5.56	2.83 %
MAR1	4.39	5.99 %
PKD1	4.23	6.46 %
VLY1	3.98	6.11 %
KGL1	1.25	3.43 %
S2SD	1.16	2.31 %
TKY1	1.03	2.95 %
COL1	1.00	6.08 %
SGT1	0.46	2.55 %
WHTV	-0.65	6.20 %
Total	241.35	8.40 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Wash-Mac	77.17	21.71 %
Fridge	74.68	22.46 %
Air-Cond	38.30	2.50 %
Total	190.15	8.56 %

Branch *	MTD Sales L	Brand Share %
MDU1	20.03	6.92 %
MDU2	8.48	6.08 %
MDU6	7.48	7.08 %
KRR1	5.79	7.03 %
DGL2	5.76	7.79 %
ATG1	3.69	5.19 %
TEN2	3.23	6.52 %
KKD3	3.09	3.10 %
USL1	3.01	7.97 %
MDU5	2.99	7.54 %
MPA1	2.96	4.76 %
PNI1	2.61	8.01 %
NKI1	1.85	7.42 %
SZSD	1.23	5.22 %
PNV2	0.94	2.95 %
KYK1	0.87	3.38 %
KPT1	0.70	2.89 %
CMR1	0.51	1.75 %
ODM1	0.41	1.75 %
PVI1	0.40	1.08 %
MNM1	0.37	1.65 %
BTU1	0.24	1.10 %
Total	190.15	8.56 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	83.25	20.66 %
Wash-Mac	74.74	18.60 %
Air-Cond	26.73	1.37 %
Total	184.72	6.70 %

Branch *	MTD Sales L	Brand Share %
CH05	16.17	7.72 %
CH08	9.94	5.92 %
CH49	7.44	5.95 %
CH48	6.65	6.52 %
CH07	6.34	5.21 %
CH22	5.84	5.48 %
CH30	5.49	5.64 %
CH25	5.17	4.85 %
CH39	4.11	7.75 %
WHC3	3.72	6.66 %
CH38	3.66	7.33 %
CH19	3.59	2.59 %
CH42	3.47	2.88 %
GUD1	3.25	2.91 %
CZWH	3.12	4.30 %
MRM1	2.70	4.25 %
AVD1	1.92	1.73 %
CGL1	1.66	3.07 %
CH26	1.62	8.01 %
KNR1	0.85	1.77 %
CH29	0.27	2.83 %
CH40		0.00 %
MC10		0.00 %
WCHN	-3.10	6.07 %
Total	184.72	6.70 %

WEST-01

Property	MTD Sales L	Brand Share %
Wash-Mac	66.05	24.30 %
Fridge	65.73	24.24 %
Air-Cond	52.85	4.42 %
Total	184.63	10.63 %

Branch *	MTD Sales L	Brand Share %
CBE4	7.41	6.56 %
TPR2	6.66	5.13 %
PLI1	4.85	7.48 %
CBE6	3.69	5.29 %
AVI1	2.48	4.77 %
TPR3	2.34	6.32 %
PDM1	2.04	5.74 %
PPI1	1.89	6.54 %
SYM2	1.65	5.96 %
TPR4	1.03	3.68 %
WZSD	0.76	6.57 %
ANR1	0.62	4.96 %
Total	184.63	10.63 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Wash-Mac	80.62	25.37 %
Fridge	74.63	23.39 %
Air-Cond	24.19	1.37 %
Total	179.44	7.47 %

Branch *	MTD Sales L	Brand Share %
CH15	13.11	5.37 %
CH12	10.86	7.65 %
CH21	10.18	7.15 %
CH06	8.65	8.12 %
CH50	8.02	7.85 %
CH51	6.69	5.16 %
CH33	6.52	7.84 %
CH20	5.98	5.55 %
CH44	5.61	8.01 %
CH24	4.34	3.65 %
GPD1	3.58	6.85 %
CH34	2.94	3.96 %
CH41	2.30	2.34 %
CH23	0.79	1.45 %
CH32	0.58	3.83 %
CH36	0.46	1.54 %
MC06	0.37	3.00 %
MC05		0.00 %
Total	179.44	7.47 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	69.65	22.90 %
Wash-Mac	57.46	21.58 %
Air-Cond	42.16	2.50 %
Total	169.27	7.49 %

Branch *	MTD Sales L	Brand Share %
TRY1	26.57	4.76 %
MVM1	8.98	7.92 %
KUM1	6.95	5.46 %
PTK1	5.98	5.78 %
TVR2	5.47	5.34 %
TRY3	5.36	8.02 %
TNJ2	4.98	4.88 %
MDI1	4.97	6.49 %
TRY2	3.77	6.88 %
AYR1	3.41	7.71 %
JKM1	3.41	6.75 %
TVR1	2.66	6.44 %
PBR1	2.17	4.60 %
KRN1	1.89	5.64 %
NGT1	1.89	3.57 %
Total	169.27	7.49 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	66.63	20.39 %
Wash-Mac	65.51	20.07 %
Air-Cond	35.99	3.42 %
Total	168.13	9.86 %

Branch *	MTD Sales L	Brand Share %
SLM1	13.06	7.54 %
ERD1	10.98	8.06 %
SLM3	5.76	6.73 %
ATU1	4.88	7.15 %
ERD2	4.32	2.65 %
NKL2	3.95	4.96 %
MCR1	3.26	7.01 %
KAM1	1.65	7.88 %
DPR1	1.26	4.32 %
WZWH	0.52	5.45 %
DPR2	0.48	1.50 %
SGG1	0.33	3.19 %
SGI1	0.22	1.12 %
WHKP		0.00 %
WHPD	-0.60	6.61 %
Total	168.13	9.86 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Wash-Mac	42.99	23.23 %
Fridge	31.90	18.36 %
Air-Cond	24.16	2.78 %
Total	99.05	8.07 %

Branch *	MTD Sales L	Brand Share %
KPM2	8.19	6.72 %
TRR1	4.74	6.23 %
VEL1	4.40	6.64 %
SBR1	3.72	4.15 %
AKM1	3.66	6.78 %
VSI1	2.05	4.69 %
TRT1	1.59	3.18 %
KPM1	1.58	3.30 %
PLR1	1.17	3.74 %
VNB1	0.86	2.21 %
BGR1	0.85	4.32 %
UGI1	0.48	3.03 %
SLG1	0.30	1.06 %
PTU1	0.29	2.01 %
CGM1	0.22	0.83 %
WHVL	-0.73	7.84 %
Total	99.05	8.07 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	44.12	23.28 %
Wash-Mac	31.19	18.84 %
Air-Cond	12.33	1.55 %
Total	87.64	7.63 %

Branch *	MTD Sales L	Brand Share %
CUD1	5.07	4.99 %
POY2	4.86	4.75 %
NVL2	4.00	6.29 %
TRK1	3.04	5.08 %
KKI2	1.18	1.91 %
VPM2	0.90	1.33 %
VPM1	0.86	4.41 %
TVM2	0.60	2.18 %
VCM1	0.54	1.19 %
PRT1	0.33	0.65 %
WHUT	-0.44	5.17 %
Total	87.64	7.63 %