



TN : BLUESTAR Sales Performance 01/04/2026 9:10 AM

MTD Sales
1,742.11 L

Brand Share %
11.82 %

Information:

MTD : 01-03-2026 To 31-03-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **11.82 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	1,713.35	11.69 %
D-Freez	21.34	37.27 %
W-Disp	7.42	45.49 %
Dummy-AC		7.21 %
Total	1,742.11	11.82 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	272.28	11.48 %
TRICHY-01	260.04	13.52 %
CHENNAI-01	245.15	11.03 %
CHENNAI-02	222.72	11.35 %
SOUTH-03	189.73	10.84 %
WEST-02	171.67	14.07 %
SOUTH ARCOT	137.10	15.22 %
NORTH ARCOT	129.96	12.89 %
WEST-01	113.46	8.26 %
Total	1,742.11	11.82 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	267.12	11.34 %
D-Freez	4.31	30.82 %
W-Disp	0.85	49.70 %
Total	272.28	11.48 %

Branch *	MTD Sales L	Brand Share %
TUT2	7.65	6.91 %
MAR1	7.61	11.69 %
VNR2	6.59	8.30 %
TKS1	5.64	6.70 %
VLY1	5.44	10.80 %
SDI1	4.74	11.21 %
TKS2	4.17	4.01 %
APK1	4.15	10.46 %
APK2	3.49	9.65 %
PDI1	3.14	9.07 %
TYI1	2.99	8.10 %
UDN1	2.87	10.58 %
TCN1	2.63	6.08 %
TKY1	2.50	9.17 %
STU2	2.09	6.40 %
RPM1	1.96	2.51 %
ARM1	1.83	6.70 %
COL1	1.64	9.50 %
ASM1	1.45	4.86 %
VNR1	1.30	3.66 %
MMT1	1.24	4.26 %
SNL1	1.16	4.80 %
SKD1	1.04	5.13 %
VKM1	1.03	3.78 %
ERL2	0.98	2.69 %
SGT1	0.63	4.99 %
KSM1	0.27	3.04 %
Total	272.28	11.48 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	257.57	13.43 %
D-Freez	1.90	39.61 %
W-Disp	0.57	46.00 %
Total	260.04	13.52 %

Branch *	MTD Sales L	Brand Share %
TRY1	42.11	7.43 %
MVM1	8.08	9.06 %
TYR1	3.73	8.55 %
AYR1	3.21	8.95 %
APM1	1.49	11.00 %
TVR1	1.40	4.50 %
TZSD		0.00 %
Total	260.04	13.52 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	239.72	10.84 %
D-Freez	3.52	45.89 %
W-Disp	1.91	52.99 %
Total	245.15	11.03 %

Branch *	MTD Sales L	Brand Share %
CH28	9.52	11.35 %
CH30	9.28	11.17 %
CH22	8.78	9.59 %
CH25	6.64	8.11 %
CH48	5.63	6.79 %
AVD1	4.77	4.67 %
MRM1	4.25	9.62 %
CH38	3.87	11.08 %
CH47	3.84	8.37 %
SKL1	3.10	7.47 %
CH35	2.92	4.61 %
CGL1	2.37	5.73 %
TKM1	1.92	9.49 %
CH08	1.56	1.17 %
GUD2	0.68	1.55 %
WHC3	0.67	8.48 %
CH26	0.62	3.47 %
CH29	0.32	5.88 %
MC10		0.00 %
WCHN	-3.74	7.96 %
Total	245.15	11.03 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	220.91	11.29 %
W-Disp	0.99	40.72 %
D-Freez	0.82	34.66 %
Dummy-AC		10.53 %
Total	222.72	11.35 %

Branch *	MTD Sales L	Brand Share %
CH12	12.87	10.59 %
CH51	9.98	10.15 %
CH24	8.89	8.67 %
CH21	6.79	6.04 %
CH34	5.88	10.79 %
MJR1	4.18	6.68 %
CH18	4.05	5.17 %
CH33	4.00	5.74 %
CH46	3.65	9.31 %
CH44	2.87	5.09 %
UKI1	2.57	6.30 %
CH31	2.37	4.64 %
CH43	1.90	3.92 %
GPD1	1.69	4.02 %
PON1	1.56	3.95 %
CH27	1.29	5.65 %
CH41	0.96	1.11 %
CH36	0.71	3.03 %
CH32	0.37	2.79 %
CH01		0.00 %
MC05		0.00 %
Total	222.72	11.35 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cond	185.81	10.67 %
D-Freez	3.21	47.50 %
W-Disp	0.71	36.14 %
Total	189.73	10.84 %

Branch *	MTD Sales L	Brand Share %
MDU1	26.07	10.25 %
DGL1	11.57	11.10 %
DGL2	7.07	10.76 %
KRR1	5.01	6.22 %
ATG1	4.76	8.28 %
MDU4	4.74	11.46 %
KKD3	3.79	4.91 %
MPA1	3.51	8.34 %
PVI1	3.28	11.46 %
TPT1	3.12	7.57 %
KYK1	2.00	11.01 %
ODM1	1.99	9.36 %
DKI1	1.78	3.83 %
BNR1	1.64	6.58 %
TEN2	1.60	4.31 %
BTU1	1.58	9.65 %
TDI1	1.53	6.67 %
CBM1	1.36	4.80 %
SGP1	1.28	7.89 %
PKM1	1.16	8.88 %
PNI1	0.96	3.29 %
NKI1	0.93	6.79 %
TEN1	0.91	2.93 %
CMR1	0.84	3.99 %
KPT1	0.81	4.83 %
ADP1	0.62	3.06 %
MLR1	0.33	1.22 %
NTM1		0.00 %
Total	189.73	10.84 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cond	170.92	14.06 %
W-Disp	0.41	40.91 %
D-Freez	0.35	9.54 %
Total	171.67	14.07 %

Branch *	MTD Sales L	Brand Share %
TCG1	3.98	11.51 %
OML1	3.76	11.82 %
ATU1	3.28	6.75 %
MTR1	2.75	6.02 %
RSP1	2.67	9.29 %
HSR1	2.43	9.79 %
MCR1	2.31	9.26 %
HSR2	1.70	4.70 %
KVP1	1.67	11.48 %
VPD1	1.46	7.21 %
KAM1	0.99	7.71 %
BMD1	0.97	4.54 %
VKL1	0.89	6.35 %
PLC1	0.78	7.10 %
SGI1	0.70	10.92 %
EPI1	0.31	1.27 %
HRR1		0.00 %
WHKP		0.00 %
Total	171.67	14.07 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	134.61	15.08 %
D-Freez	2.16	29.66 %
W-Disp	0.33	32.87 %
Total	137.10	15.22 %

Branch *	MTD Sales L	Brand Share %
KKI2	4.90	10.09 %
TRK1	4.52	10.04 %
VCM1	4.29	10.76 %
ULP1	3.78	11.79 %
KLM1	3.35	7.36 %
TVM1	2.90	8.98 %
CDM1	2.78	7.05 %
VPM1	1.32	8.62 %
KML1	1.24	4.63 %
SJI2	1.24	2.54 %
MKM1	0.87	3.19 %
STP1	0.58	3.99 %
WHUT	-0.58	8.89 %
Total	137.10	15.22 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	125.65	12.59 %
D-Freez	2.81	37.47 %
W-Disp	1.51	56.33 %
Total	129.96	12.89 %

Branch *	MTD Sales L	Brand Share %
KPM2	8.76	8.74 %
AKM1	4.65	10.10 %
VSI1	2.97	9.23 %
PLR1	2.40	10.67 %
KPM1	2.29	5.61 %
ARC2	2.12	4.82 %
VNB1	1.98	7.83 %
GDM1	1.66	5.66 %
WJP1	1.59	5.01 %
CGM1	1.50	8.20 %
ABR1	1.33	3.38 %
BGR1	0.98	7.07 %
UGI1	0.93	9.09 %
PTU1	0.70	6.42 %
WHVL	-0.32	4.25 %
Total	129.96	12.89 %

WEST-01

Property	MTD Sales L	Brand Share %
Air-Cond	111.04	8.10 %
D-Freez	2.26	69.13 %
W-Disp	0.15	21.74 %
Total	113.46	8.26 %

Branch *	MTD Sales L	Brand Share %
CBE2	20.32	5.70 %
PLI1	3.80	7.00 %
SNR1	3.06	5.31 %
CBE4	2.79	3.06 %
CBE1	2.78	4.60 %
DPM2	2.56	8.93 %
TPR3	2.41	7.95 %
KGM1	2.26	8.17 %
SYM2	1.65	7.67 %
CBE5	1.54	5.90 %
PPI1	1.30	7.78 %
TPR4	1.23	4.76 %
KMR1	1.23	1.58 %
PDM1	0.99	3.91 %
UMP1	0.54	1.56 %
CBE3	0.33	1.78 %
KMD1	0.26	1.57 %
ANR1		0.00 %
GDR1		0.00 %
KGI1		0.00 %
UAM1		0.00 %
WZSD		0.00 %
WHCB	-0.29	3.52 %
Total	113.46	8.26 %