



TN : BLUESTAR Sales Performance 06/10/2025 9:10 AM

MTD Sales
93.52 L

Brand Share %
14.31 %

Information:
MTD : 01-10-2025 To 05-10-2025
* Branch where in Brand Share % is less than Overall State's Brand Share **14.31 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	92.48	14.38 %
D-Freez	0.71	10.15 %
W-Disp	0.25	14.47 %
Air-Cool	0.07	4.31 %
Total	93.52	14.31 %

Sales Zone	MTD Sales L	Brand Share %
TRICHY-01	22.01	23.16 %
SOUTH-01	14.45	11.19 %
CHENNAI-01	13.02	10.37 %
SOUTH-03	12.80	14.08 %
CHENNAI-02	9.50	11.39 %
SOUTH ARCOT	8.02	20.10 %
WEST-02	7.06	24.85 %
NORTH ARCOT	4.28	12.57 %
WEST-01	2.04	8.26 %
KL-SOUTH	0.35	13.16 %
Total	93.52	14.31 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	22.01	23.31 %
Total	22.01	23.16 %

Branch *	MTD Sales L	Brand Share %
TVR1	0.28	12.40 %
APM1		0.00 %
JKM1		0.00 %
ORU1		0.00 %
PBR2		0.00 %
TTP1		0.00 %
TYR1		0.00 %
TZSD		0.00 %
Total	22.01	23.16 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	14.16	11.25 %
D-Freez	0.13	4.68 %
W-Disp	0.09	54.16 %
Air-Cool	0.07	19.97 %
Total	14.45	11.19 %

Branch *	MTD Sales L	Brand Share %
TUT1	0.69	4.40 %
TUT2	0.65	9.46 %
TVL1	0.62	3.92 %
TVL2	0.28	11.55 %
APK1		0.00 %
ARM1		0.00 %
ASM1		0.00 %
COL1		0.00 %
ERL2		0.00 %
KGL1		0.00 %
KSM1		0.00 %
KYR1		0.00 %
PDI1		0.00 %
PKD1		0.00 %
SDI1		0.00 %
SGT1		0.00 %
SKD1		0.00 %
STU2		0.00 %
TCN1		0.00 %
TKS1		0.00 %
TKS2		0.00 %
TKY1		0.00 %
TYI1		0.00 %
VLY1		0.00 %
VNR1		0.00 %
VNR2		0.00 %
MMT1		0.00 %
Total	14.45	11.19 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	12.86	10.38 %
D-Freez	0.16	11.45 %
Total	13.02	10.37 %

Branch *	MTD Sales L	Brand Share %
CH42	0.90	13.13 %
CH16	0.84	7.81 %
CH28	0.70	9.16 %
CH07	0.64	10.03 %
CH08	0.59	5.17 %
CH22	0.35	8.54 %
GUD2	0.30	10.42 %
CH11	0.29	8.53 %
CGL1	0.28	9.09 %
KNR1	0.28	8.61 %
TKM1	0.16	7.65 %
CH26		0.00 %
CH29		0.00 %
CH35		0.00 %
CH37		0.00 %
CH38		0.00 %
CH39		0.00 %
CH40		0.00 %
CH45		0.00 %
CH48		0.00 %
CZWH		0.00 %
GUD1		0.00 %
MC10		0.00 %
MRM1		0.00 %
SKL1		0.00 %
Total	13.02	10.37 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cond	12.80	14.28 %
Total	12.80	14.08 %

Branch *	MTD Sales L	Brand Share %
DGL1	0.99	13.14 %
ATG1	0.64	12.67 %
KKD3	0.58	10.00 %
MDU3	0.28	7.03 %
BNR1		0.00 %
BTU1		0.00 %
CBM1		0.00 %
CMR1		0.00 %
DGL2		0.00 %
DKI1		0.00 %
KPT1		0.00 %
KRR1		0.00 %
MDU5		0.00 %
MDU6		0.00 %
MPA1		0.00 %
NKI1		0.00 %
NTM1		0.00 %
ODM1		0.00 %
PKM1		0.00 %
PNI1		0.00 %
SGP1		0.00 %
TDI1		0.00 %
TEN1		0.00 %
TEN2		0.00 %
TPT1		0.00 %
USL1		0.00 %
KYK1	-0.22	-22.41 %
Total	12.80	14.08 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	9.33	11.27 %
W-Disp	0.17	37.20 %
Total	9.50	11.39 %

Branch *	MTD Sales L	Brand Share %
CH15	1.71	11.77 %
CH03	0.29	4.76 %
CH34	0.09	2.25 %
MJR1	0.08	3.38 %
CH06		0.00 %
CH09		0.00 %
CH18		0.00 %
CH20		0.00 %
CH21		0.00 %
CH27		0.00 %
CH31		0.00 %
CH32		0.00 %
CH36		0.00 %
CH41		0.00 %
CH43		0.00 %
CH44		0.00 %
MC05		0.00 %
MC06		0.00 %
PON1		0.00 %
Total	9.50	11.39 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	8.02	20.46 %
Total	8.02	20.10 %

Branch *	MTD Sales L	Brand Share %
CDM1	0.30	13.35 %
KKI2		0.00 %
KLM1		0.00 %
KML1		0.00 %
MKM1		0.00 %
STP1		0.00 %
TDM1		0.00 %
TVM1		0.00 %
TVM2		0.00 %
ULP1		0.00 %
VCM1		0.00 %
Total	8.02	20.10 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cond	7.06	25.50 %
Total	7.06	24.85 %

Branch *	MTD Sales L	Brand Share %
NKL2	0.30	8.43 %
SLM3	0.29	11.33 %
APN1		0.00 %
DPR2		0.00 %
EPI1		0.00 %
HRR1		0.00 %
HSR1		0.00 %
HSR2		0.00 %
KMM1		0.00 %
KVP1		0.00 %
MTR1		0.00 %
OML1		0.00 %
PLC1		0.00 %
PMP1		0.00 %
SGG1		0.00 %
SLM2		0.00 %
TCG1		0.00 %
Total	7.06	24.85 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	4.11	12.36 %
D-Freez	0.17	42.82 %
Total	4.28	12.57 %

Branch *	MTD Sales L	Brand Share %
TRL1	0.28	7.80 %
SBR1	0.17	5.81 %
AKM1		0.00 %
ANI1		0.00 %
ARC2		0.00 %
BGR1		0.00 %
CGM1		0.00 %
CYR1		0.00 %
GDM1		0.00 %
KPM1		0.00 %
PLR1		0.00 %
PTU1		0.00 %
SLG1		0.00 %
TRR1		0.00 %
TRT1		0.00 %
UGI1		0.00 %
VNB1		0.00 %
VSI1		0.00 %
WJD1		0.00 %
WJP1		0.00 %
Total	4.28	12.57 %

WEST-01

Property	MTD Sales L	Brand Share %
Air-Cond	1.77	7.42 %
D-Freez	0.27	59.30 %
Total	2.04	8.26 %

Branch *	MTD Sales L	Brand Share %
ANR1		0.00 %
AVI1		0.00 %
CBE1		0.00 %
CBE4		0.00 %
CBE5		0.00 %
DPM2		0.00 %
GBM1		0.00 %
GDR1		0.00 %
KGM1		0.00 %
KMD1		0.00 %
KMR1		0.00 %
PDM1		0.00 %
PLI1		0.00 %
PPI1		0.00 %
SNR1		0.00 %
SUL1		0.00 %
SYM2		0.00 %
TPR2		0.00 %
TPR3		0.00 %
TPR4		0.00 %
UMP1		0.00 %
Total	2.04	8.26 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Air-Cond	0.35	14.10 %
Total	0.35	13.16 %

Branch *	MTD Sales L	Brand Share %
KLR1		0.00 %
Total	0.35	13.16 %