



TN : BLUESTAR Sales Performance 12/10/2025 9:10 AM

MTD Sales
206.13 L

Brand Share %
13.34 %

Information:
MTD : 01-10-2025 To 11-10-2025
* Branch where in Brand Share % is less than Overall State's Brand Share **13.34 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	203.07	13.39 %
D-Freez	1.62	8.05 %
W-Disp	1.30	28.03 %
Air-Cool	0.14	3.98 %
Total	206.13	13.34 %

Sales Zone	MTD Sales L	Brand Share %
TRICHY-01	43.04	19.60 %
SOUTH-01	33.64	10.59 %
CHENNAI-01	29.22	11.06 %
SOUTH-03	28.26	14.79 %
SOUTH ARCOT	21.41	18.27 %
CHENNAI-02	17.78	9.91 %
WEST-02	15.15	18.29 %
NORTH ARCOT	9.84	11.94 %
WEST-01	6.52	8.77 %
KL-SOUTH	1.27	7.64 %
Total	206.13	13.34 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	42.88	19.72 %
W-Disp	0.16	69.09 %
Total	43.04	19.60 %

Branch *	MTD Sales L	Brand Share %
KUM1	1.47	10.54 %
MVM1	0.94	10.93 %
NGT1	0.33	3.83 %
KIK1	0.30	8.09 %
TYR1	0.28	4.80 %
TVR1	0.28	5.97 %
PBR2	0.27	2.62 %
ORU1	0.27	10.68 %
APM1		0.00 %
JKM1		0.00 %
NCK1		0.00 %
TTP1		0.00 %
TZSD		0.00 %
Total	43.04	19.60 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	33.20	10.66 %
W-Disp	0.17	44.81 %
Air-Cool	0.14	17.79 %
D-Freez	0.13	2.52 %
Total	33.64	10.59 %

Branch *	MTD Sales L	Brand Share %
TUT1	6.45	12.06 %
TVL1	2.92	8.80 %
TUT2	2.02	12.17 %
PKD1	0.62	4.12 %
TKS2	0.57	5.70 %
ERL2	0.34	4.95 %
ARM1	0.33	6.60 %
PDI1	0.26	8.73 %
SKD1	0.08	3.73 %
APK1		0.00 %
ASM1		0.00 %
COL1		0.00 %
KGL1		0.00 %
KSM1		0.00 %
KYR1		0.00 %
SDI1		0.00 %
SGT1		0.00 %
STU2		0.00 %
TCN1		0.00 %
TKS1		0.00 %
TKY1		0.00 %
TYI1		0.00 %
VLY1		0.00 %
VNR1		0.00 %
VNR2		0.00 %
Total	33.64	10.59 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	28.62	10.98 %
D-Freez	0.38	15.43 %
W-Disp	0.23	20.92 %
Total	29.22	11.06 %

Branch *	MTD Sales L	Brand Share %
CH19	2.28	8.59 %
CH08	1.28	5.78 %
CH07	1.19	10.21 %
CH11	0.93	9.86 %
CZWH	0.74	7.77 %
MRM1	0.64	7.86 %
CH39	0.63	9.76 %
CH45	0.36	5.28 %
CH22	0.35	4.63 %
CH48	0.35	3.80 %
GUD2	0.30	7.29 %
CGL1	0.28	5.92 %
KNR1	0.28	6.72 %
CH29		0.00 %
CH35		0.00 %
CH37		0.00 %
CH38		0.00 %
CH40		0.00 %
SKL1		0.00 %
WHC3		0.00 %
Total	29.22	11.06 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cond	27.93	14.96 %
D-Freez	0.26	7.64 %
W-Disp	0.07	13.15 %
Total	28.26	14.79 %

Branch *	MTD Sales L	Brand Share %
MDU6	1.73	8.78 %
DGL1	1.53	11.67 %
MDU1	1.45	9.83 %
MDU3	0.89	12.97 %
KRR1	0.65	8.82 %
KKD3	0.58	4.78 %
TEN1	0.46	7.20 %
KYK1	0.04	2.12 %
BNR1		0.00 %
BTU1		0.00 %
CBM1		0.00 %
CMR1		0.00 %
DKI1		0.00 %
MDU5		0.00 %
MPA1		0.00 %
NKI1		0.00 %
NTM1		0.00 %
ODM1		0.00 %
PKM1		0.00 %
PNI1		0.00 %
SGP1		0.00 %
TEN2		0.00 %
USL1		0.00 %
Total	28.26	14.79 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	21.11	18.26 %
W-Disp	0.17	56.33 %
D-Freez	0.13	12.05 %
Total	21.41	18.27 %

Branch *	MTD Sales L	Brand Share %
SJI2	0.98	8.33 %
CDM1	0.57	8.79 %
KLM1	0.32	5.92 %
MKM1	0.13	6.71 %
KKI2		0.00 %
KML1		0.00 %
STP1		0.00 %
TDM1		0.00 %
TVM1		0.00 %
TVM2		0.00 %
ULP1		0.00 %
Total	21.41	18.27 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	17.45	9.89 %
W-Disp	0.34	30.48 %
Total	17.78	9.91 %

Branch *	MTD Sales L	Brand Share %
CH15	3.17	11.27 %
CH03	2.10	11.01 %
MJR1	0.67	9.93 %
CH34	0.67	9.49 %
CH33	0.56	6.20 %
GPD1	0.30	10.17 %
CH06	0.30	4.30 %
CH41	0.30	4.81 %
CH20	0.29	3.62 %
CH17	0.28	7.51 %
CH21	0.09	1.15 %
CH01		0.00 %
CH09		0.00 %
CH18		0.00 %
CH31		0.00 %
CH32		0.00 %
CH36		0.00 %
CH43		0.00 %
MC05		0.00 %
MC06		0.00 %
PON1		0.00 %
Total	17.78	9.91 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cond	14.94	18.51 %
D-Freez	0.13	8.20 %
W-Disp	0.08	22.84 %
Total	15.15	18.29 %

Branch *	MTD Sales L	Brand Share %
NKL2	0.95	12.30 %
SLM3	0.64	6.34 %
DPR2		0.00 %
EDP1		0.00 %
EPI1		0.00 %
HRR1		0.00 %
HSR1		0.00 %
HSR2		0.00 %
KMM1		0.00 %
KRI1		0.00 %
KVP1		0.00 %
MCR1		0.00 %
MTR1		0.00 %
OML1		0.00 %
PLC1		0.00 %
PMP1		0.00 %
SGI1		0.00 %
SLM2		0.00 %
TCG1		0.00 %
VPD1		0.00 %
Total	15.15	18.29 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	9.67	12.01 %
D-Freez	0.17	12.70 %
Total	9.84	11.94 %

Branch *	MTD Sales L	Brand Share %
TRL1	0.94	8.79 %
KPM1	0.59	8.76 %
AKM1	0.59	9.43 %
SBR1	0.46	8.85 %
WJD1	0.32	8.60 %
ABR1	0.28	12.35 %
VEL2	0.28	3.54 %
ANI1		0.00 %
ARC2		0.00 %
BGR1		0.00 %
CGM1		0.00 %
CPT1		0.00 %
GDM1		0.00 %
PLR1		0.00 %
PTU1		0.00 %
TRR1		0.00 %
UGI1		0.00 %
VNB1		0.00 %
WJP1		0.00 %
Total	9.84	11.94 %

WEST-01

Property	MTD Sales L	Brand Share %
Air-Cond	6.09	8.49 %
D-Freez	0.43	29.85 %
Total	6.52	8.77 %

Branch *	MTD Sales L	Brand Share %
CBE2	2.79	11.71 %
GBM1	0.34	12.01 %
CBE6	0.28	9.37 %
CBE1	0.27	9.21 %
SNR1	0.16	8.22 %
ANR1		0.00 %
AVI1		0.00 %
CBE4		0.00 %
CBE5		0.00 %
DPM2		0.00 %
GDR1		0.00 %
KMD1		0.00 %
KMR1		0.00 %
PDM1		0.00 %
PLI1		0.00 %
PPI1		0.00 %
SUL1		0.00 %
SYM2		0.00 %
TPR3		0.00 %
TPR4		0.00 %
KGM1		0.00 %
Total	6.52	8.77 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
Air-Cond	1.18	7.44 %
W-Disp	0.08	100.00 %
Total	1.27	7.64 %

Branch *	MTD Sales L	Brand Share %
TVP1	0.91	7.03 %
PAS1	0.08	4.18 %
Total	1.27	7.64 %