



TN : BLUESTAR Sales Performance 16/03/2026 9:10 AM

MTD Sales
629.96 L

Brand Share %
11.04 %

Information:

MTD : 01-03-2026 To 15-03-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **11.04 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	617.66	10.88 %
D-Freez	9.50	47.97 %
W-Disp	2.80	38.12 %
Dummy-AC		9.52 %
Total	629.96	11.04 %

Sales Zone	MTD Sales L	Brand Share %
TRICHY-01	107.17	11.43 %
CHENNAI-01	105.24	11.29 %
CHENNAI-02	79.56	9.61 %
WEST-02	71.52	14.39 %
SOUTH-03	69.92	11.35 %
SOUTH-01	62.15	9.51 %
WEST-01	50.66	9.38 %
SOUTH ARCOT	46.69	13.89 %
NORTH ARCOT	37.06	10.19 %
Total	629.96	11.04 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	106.50	11.37 %
D-Freez	0.60	56.76 %
W-Disp	0.08	15.24 %
Total	107.17	11.43 %

Branch *	MTD Sales L	Brand Share %
TRY1	18.51	6.49 %
KUM1	6.00	10.29 %
PBR2	5.44	10.75 %
PTK1	4.98	9.85 %
MVM1	2.44	5.86 %
PDK1	2.25	10.32 %
JKM1	1.92	8.45 %
NGT1	1.72	10.55 %
TRY4	1.39	3.89 %
AYR1	1.30	7.04 %
KIK1	1.27	8.11 %
TYR1	1.23	6.54 %
TTP1	0.96	5.81 %
TVR1	0.72	3.96 %
Total	107.17	11.43 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	102.30	11.04 %
D-Freez	2.38	58.16 %
W-Disp	0.57	32.57 %
Total	105.24	11.29 %

Branch *	MTD Sales L	Brand Share %
CH42	4.30	9.96 %
CH22	3.52	10.05 %
CH48	2.92	7.59 %
CZWH	2.86	10.27 %
CH25	2.75	6.87 %
CH47	2.29	8.15 %
AVD1	1.77	4.11 %
SKL1	1.50	8.48 %
CH35	1.24	4.20 %
TKM1	0.68	8.52 %
CH08	0.60	1.64 %
CGL1	0.32	2.21 %
CH29	0.32	10.57 %
MRM1	0.28	1.51 %
CH26		0.00 %
GUD2		0.00 %
WCHN		0.00 %
WHC3		0.00 %
Total	105.24	11.29 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	78.68	9.52 %
D-Freez	0.54	58.17 %
W-Disp	0.33	47.16 %
Dummy-AC		10.53 %
Total	79.56	9.61 %

Branch *	MTD Sales L	Brand Share %
CH03	7.70	11.02 %
CH24	5.17	10.17 %
CH12	4.94	9.71 %
MJR1	2.91	9.67 %
CH21	2.15	4.73 %
CH18	1.56	5.78 %
CH44	1.21	4.75 %
GPD1	1.03	3.91 %
CH31	0.99	5.04 %
CH46	0.98	5.87 %
CH43	0.93	4.03 %
CH33	0.92	3.99 %
CH27	0.86	8.73 %
CH36	0.38	2.71 %
CH32	0.37	6.31 %
UKI1	0.35	2.04 %
PON1	0.32	1.74 %
CH01		0.00 %
CH41		0.00 %
Total	79.56	9.61 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cond	71.13	14.35 %
D-Freez	0.23	23.53 %
W-Disp	0.16	34.93 %
Total	71.52	14.39 %

Branch *	MTD Sales L	Brand Share %
MTR1	1.39	9.14 %
DPR2	1.15	8.59 %
HSR2	1.12	8.69 %
HSR1	1.08	10.78 %
RSP1	1.06	9.12 %
MCR1	0.72	4.84 %
KVP1	0.68	9.59 %
BMD1	0.62	5.05 %
KMM1	0.59	8.62 %
CMI1	0.35	5.35 %
PLC1	0.35	7.23 %
ATU1	0.32	1.86 %
APN1	0.29	5.35 %
VKL1	0.29	4.84 %
PDR1	0.23	1.99 %
EPI1		0.00 %
HRR1		0.00 %
WHPD		0.00 %
WZWH		0.00 %
Total	71.52	14.39 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cond	68.53	11.18 %
D-Freez	1.00	54.40 %
W-Disp	0.39	42.81 %
Total	69.92	11.35 %

Branch *	MTD Sales L	Brand Share %
MDU1	7.69	8.20 %
MPA1	1.89	8.63 %
KKD3	1.84	7.49 %
ATG1	1.71	8.78 %
KRR1	1.52	4.80 %
DKI1	1.14	9.02 %
KYK1	0.92	9.30 %
DGL2	0.72	7.01 %
SGP1	0.68	10.66 %
BNR1	0.66	9.28 %
PNI1	0.63	5.67 %
TEN2	0.59	4.40 %
CBM1	0.59	5.58 %
CMR1	0.42	4.25 %
KPT1	0.34	5.86 %
MLR1	0.33	3.05 %
NKI1	0.33	6.87 %
TPT1	0.33	3.58 %
PKM1	0.29	4.24 %
TDI1	0.28	4.54 %
TEN1	0.20	1.75 %
ADP1		0.00 %
NTM1		0.00 %
Total	69.92	11.35 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	60.40	9.32 %
D-Freez	1.67	36.00 %
W-Disp	0.08	13.65 %
Total	62.15	9.51 %

Branch *	MTD Sales L	Brand Share %
NGR1	4.90	10.63 %
TVL1	4.64	6.63 %
KVT1	1.80	6.49 %
TUT2	1.52	5.04 %
TKS1	1.49	7.64 %
VNR2	1.26	4.90 %
TKS2	1.21	3.31 %
SVK1	1.15	5.21 %
PDI1	0.93	7.45 %
APK1	0.91	9.90 %
APK2	0.90	8.02 %
VNR1	0.69	4.64 %
TCN1	0.66	5.94 %
RPM1	0.65	2.92 %
ARM1	0.60	7.96 %
TKY1	0.56	10.55 %
MMT1	0.35	3.67 %
SKD1	0.35	7.78 %
ASM1	0.32	3.10 %
TYI1	0.31	4.37 %
SGT1	0.29	7.31 %
SNL1	0.29	3.17 %
MAR1	0.28	2.03 %
KYR1	0.08	1.39 %
ERL2		0.00 %
STU2		0.00 %
VKM1		0.00 %
Total	62.15	9.51 %

WEST-01

Property	MTD Sales L	Brand Share %
Air-Cond	49.44	9.19 %
D-Freez	1.14	74.49 %
W-Disp	0.08	15.38 %
Total	50.66	9.38 %

Branch *	MTD Sales L	Brand Share %
CBE2	8.76	5.85 %
SNR1	1.99	8.56 %
CBE1	1.82	6.76 %
PLI1	1.58	9.11 %
CBE4	0.92	2.31 %
PDM1	0.69	5.98 %
TPR4	0.57	5.05 %
KMR1	0.29	1.00 %
CBE5	0.29	2.46 %
SYM2	0.29	4.90 %
TPR3	0.29	4.10 %
UMP1	0.25	1.77 %
ANR1		0.00 %
CBE3		0.00 %
GDR1		0.00 %
KMD1		0.00 %
UAM1		0.00 %
WHCB		0.00 %
Total	50.66	9.38 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	45.57	13.67 %
D-Freez	0.95	43.01 %
W-Disp	0.17	42.80 %
Total	46.69	13.89 %

Branch *	MTD Sales L	Brand Share %
CDM1	1.74	9.43 %
KKI2	0.97	5.74 %
KML1	0.92	9.82 %
KLM1	0.88	7.25 %
VCM1	0.60	3.55 %
MKM1	0.52	3.64 %
TVM1	0.35	3.79 %
VPM1	0.33	8.06 %
SJI2		0.00 %
WHUT		0.00 %
Total	46.69	13.89 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	35.13	9.77 %
D-Freez	0.99	39.02 %
W-Disp	0.94	61.75 %
Total	37.06	10.19 %

Branch *	MTD Sales L	Brand Share %
KPM2	3.33	8.70 %
SBR1	2.55	8.51 %
VEL2	2.02	6.50 %
VSI1	1.28	10.56 %
KPM1	0.81	4.22 %
SLG1	0.68	6.22 %
ARC2	0.66	5.51 %
ANI1	0.63	7.74 %
GDM1	0.63	6.54 %
CPT1	0.56	9.06 %
CGM1	0.53	8.65 %
PLR1	0.45	5.67 %
VNB1	0.39	3.69 %
ABR1	0.33	2.17 %
BGR1		0.00 %
PTU1		0.00 %
WHVL		0.00 %
Total	37.06	10.19 %