



TN : BLUESTAR Sales Performance 16/05/2026 9:10 AM

MTD Sales
1,213.40 L

Brand Share %
11.98 %

Information:

MTD : 01-05-2026 To 15-05-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **11.98 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	1,197.91	12.19 %
D-Freez	11.30	27.07 %
W-Disp	4.09	27.12 %
Air-Cool	0.11	0.04 %
Total	1,213.40	11.98 %

Sales Zone	MTD Sales L	Brand Share %
TRICHY-01	227.56	14.38 %
CHENNAI-01	194.93	11.67 %
SOUTH-01	161.03	11.30 %
CHENNAI-02	136.76	9.50 %
SOUTH-03	132.20	10.67 %
WEST-02	111.87	14.50 %
NORTH ARCOT	100.02	13.52 %
SOUTH ARCOT	98.49	12.86 %
WEST-01	50.55	10.18 %
Total	1,213.40	11.98 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	225.85	14.68 %
D-Freez	1.22	17.48 %
W-Disp	0.48	31.44 %
Total	227.56	14.38 %

Branch *	MTD Sales L	Brand Share %
TRY1	25.47	9.22 %
MVM1	8.00	8.38 %
KIK1	4.47	9.56 %
JKM1	3.93	10.40 %
AYR1	3.85	9.43 %
TYR1	3.63	8.60 %
TVR1	3.18	9.53 %
TTP1	3.15	10.27 %
KUM2	2.24	6.10 %
NGT1	2.21	5.06 %
APM1	2.14	7.82 %
TZSD		0.00 %
WTRZ	-1.72	11.01 %
Total	227.56	14.38 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	190.81	11.75 %
D-Freez	2.58	41.74 %
W-Disp	1.44	32.85 %
Air-Cool	0.11	0.29 %
Total	194.93	11.67 %

Branch *	MTD Sales L	Brand Share %
CH19	6.73	8.30 %
CH30	6.56	10.55 %
CH07	6.43	9.95 %
CZWH	6.11	6.79 %
CH22	5.20	10.24 %
CH35	4.16	10.14 %
CH39	3.98	11.60 %
AVD1	3.71	7.77 %
MRM1	2.72	5.90 %
SKL1	2.23	7.33 %
CH37	2.16	8.19 %
CH08	1.84	2.12 %
CGL1	1.66	4.16 %
TKM1	1.52	8.38 %
CH25	1.44	2.36 %
CH29	0.61	10.59 %
WHC3	0.32	8.86 %
MC09		0.00 %
MC10		0.00 %
WCHN	-5.51	10.94 %
Total	194.93	11.67 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	158.36	11.44 %
D-Freez	2.01	32.06 %
W-Disp	0.66	56.48 %
Total	161.03	11.30 %

Branch *	MTD Sales L	Brand Share %
VLY1	5.97	8.50 %
TUT2	3.43	4.34 %
ERL2	2.80	11.46 %
VNR2	2.75	5.19 %
RPM1	2.58	6.68 %
ASM1	2.40	10.59 %
STU2	2.11	10.84 %
MAR1	2.07	5.60 %
TCN1	1.98	6.51 %
PDI1	1.93	11.88 %
TKS2	1.61	3.58 %
SDI1	1.59	9.81 %
APK2	1.59	8.08 %
VKM1	1.35	6.97 %
SKD1	1.18	4.96 %
ARM1	0.91	3.96 %
SGT1	0.62	11.50 %
TKY1	0.61	4.12 %
VNR1	0.58	2.36 %
MMT1		0.00 %
S2SD		0.00 %
WHTV		0.00 %
Total	161.03	11.30 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	135.57	9.63 %
D-Freez	1.18	55.08 %
Total	136.76	9.50 %

Branch *	MTD Sales L	Brand Share %
CH21	7.70	7.55 %
CH12	7.14	7.10 %
CH24	6.67	7.94 %
CH50	6.13	10.84 %
CH17	5.39	7.74 %
CH23	3.41	9.79 %
MJR1	2.81	5.30 %
CH33	2.77	5.37 %
UKI1	2.61	9.66 %
CH51	2.60	5.80 %
PON1	1.80	6.56 %
CH43	1.60	4.96 %
CH27	1.58	8.01 %
CH44	1.26	2.86 %
CH31	0.98	3.12 %
CH46	0.93	2.99 %
GPD1	0.67	2.62 %
CH41	0.60	1.15 %
CH36	0.30	0.96 %
CH01	0.29	11.58 %
Total	136.76	9.50 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cond	131.37	10.89 %
D-Freez	0.68	12.00 %
W-Disp	0.16	12.71 %
Total	132.20	10.67 %

Branch *	MTD Sales L	Brand Share %
DGL1	14.70	8.55 %
MDU1	14.70	10.87 %
KRR1	6.24	10.01 %
KKD3	5.07	7.15 %
ATG1	3.69	6.59 %
CMR1	2.91	8.84 %
MPA1	2.89	7.97 %
TDI1	2.57	9.85 %
SVG1	2.48	7.73 %
PNV2	2.12	10.31 %
ODM1	1.67	10.91 %
TEN2	1.38	8.49 %
TEN1	1.38	8.50 %
TPT1	1.14	4.77 %
SGP1	0.93	8.46 %
MDU4	0.90	4.50 %
USL1	0.89	5.80 %
DKI1	0.89	2.92 %
KYK1	0.63	3.27 %
BNR1	0.39	3.96 %
PKM1	0.38	3.90 %
ADP1	0.33	4.24 %
MLR1	0.31	1.72 %
PNI1	0.30	1.74 %
KPT1	0.30	4.61 %
CBM1		0.00 %
NKI1		0.00 %
SZSD		0.00 %
Total	132.20	10.67 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cond	111.33	15.12 %
W-Disp	0.33	27.49 %
D-Freez	0.22	10.26 %
Total	111.87	14.50 %

Branch *	MTD Sales L	Brand Share %
NKL2	3.10	8.09 %
VPD1	1.81	11.07 %
TRM1	1.54	10.84 %
RSP1	1.46	6.88 %
HSR1	1.26	9.24 %
PDR1	1.21	9.76 %
MTR1	1.07	3.57 %
CMI1	0.80	7.08 %
KMM1	0.62	4.00 %
KAM1	0.61	5.71 %
EPI1	0.61	7.86 %
HSR2	0.60	3.47 %
HRR1	0.32	2.59 %
BMD1	0.31	2.17 %
PMP1	0.30	2.97 %
SGI1		0.00 %
WZWH		0.00 %
WHPD	-0.96	7.87 %
Total	111.87	14.50 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	97.27	13.65 %
D-Freez	1.80	31.82 %
W-Disp	0.95	52.22 %
Total	100.02	13.52 %

Branch *	MTD Sales L	Brand Share %
VEL2	7.87	10.94 %
AKM1	3.83	9.23 %
KPM1	2.54	8.09 %
WJP1	2.46	10.82 %
GDM1	1.87	9.12 %
VSI1	1.61	5.71 %
ANI1	1.53	8.14 %
ARC2	1.36	5.96 %
TRT1	1.19	3.84 %
VNB1	1.08	5.79 %
ABR1	0.99	3.23 %
UGI1	0.58	6.70 %
CGM1		0.00 %
BGR1	-0.37	-4.71 %
Total	100.02	13.52 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	97.48	13.13 %
D-Freez	0.93	23.37 %
W-Disp	0.08	13.32 %
Total	98.49	12.86 %

Branch *	MTD Sales L	Brand Share %
POY2	5.34	10.15 %
KKI2	5.33	9.97 %
TRK1	4.10	10.83 %
ULP1	2.68	7.90 %
KML1	1.58	4.09 %
MKM1	1.34	7.72 %
KLM1	1.32	3.22 %
SJI2	1.32	4.03 %
VPM1	1.17	10.00 %
VCM1	1.05	8.30 %
STP1	1.01	7.21 %
VCM2	0.90	3.33 %
TVM1	0.67	2.65 %
TVM2	0.45	2.52 %
Total	98.49	12.86 %

WEST-01

Property	MTD Sales L	Brand Share %
Air-Cond	49.86	10.52 %
D-Freez	0.68	24.60 %
Total	50.55	10.18 %

Branch *	MTD Sales L	Brand Share %
CBE2	8.08	7.66 %
TPR1	3.05	9.65 %
CBE1	2.91	10.93 %
SNR1	2.01	8.99 %
TPR4	1.67	11.44 %
CBE6	1.32	6.88 %
PLI1	1.19	5.47 %
UMP1	0.97	5.64 %
KMR1	0.96	3.21 %
DPM2	0.93	8.19 %
CBE5	0.63	11.68 %
CBE3	0.59	4.93 %
KMD1	0.26	2.75 %
ANR1		0.00 %
CBE4		0.00 %
GDR1		0.00 %
KGI1		0.00 %
PPI1		0.00 %
WZSD		0.00 %
WHCB	-1.56	8.88 %
Total	50.55	10.18 %