



TN : BLUESTAR Sales Performance 19/03/2026 9:10 AM

MTD Sales
858.47 L

Brand Share %
11.09 %

Information:

MTD : 01-03-2026 To 18-03-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **11.09 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	842.66	10.93 %
D-Freez	11.91	47.34 %
W-Disp	3.91	41.77 %
Dummy-AC		8.69 %
Total	858.47	11.09 %

Sales Zone	MTD Sales L	Brand Share %
TRICHY-01	138.56	11.99 %
CHENNAI-01	134.33	11.26 %
SOUTH-01	113.65	10.30 %
SOUTH-03	97.75	10.00 %
WEST-02	94.32	13.52 %
CHENNAI-02	92.98	9.71 %
SOUTH ARCOT	73.00	14.50 %
WEST-01	58.66	9.51 %
NORTH ARCOT	55.24	10.24 %
Total	858.47	11.09 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	137.51	11.92 %
D-Freez	0.88	59.13 %
W-Disp	0.16	21.38 %
Total	138.56	11.99 %

Branch *	MTD Sales L	Brand Share %
TRY1	21.29	6.12 %
KUM1	7.32	10.50 %
MVM1	4.10	7.49 %
TRY4	3.09	7.12 %
JKM1	2.27	8.85 %
PBR1	2.18	10.48 %
TYR1	2.16	8.25 %
KIK1	1.88	10.09 %
AYR1	1.30	6.40 %
TTP1	0.96	5.12 %
TVR1	0.72	3.39 %
Total	138.56	11.99 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	131.06	11.05 %
D-Freez	2.38	51.40 %
W-Disp	0.89	40.24 %
Total	134.33	11.26 %

Branch *	MTD Sales L	Brand Share %
CH22	5.22	7.79 %
CH25	4.37	9.16 %
CH48	2.92	6.58 %
CZWH	2.86	8.64 %
CH47	2.55	7.61 %
AVD1	2.40	4.70 %
SKL1	1.83	7.17 %
CH08	1.56	2.28 %
CH35	1.24	3.86 %
TKM1	1.01	9.76 %
CGL1	0.63	2.62 %
MRM1	0.59	2.28 %
GUD2	0.33	1.38 %
CH29	0.32	9.63 %
CH26		0.00 %
MC10		0.00 %
WCHN		0.00 %
WHC3		0.00 %
Total	134.33	11.26 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	110.09	10.05 %
D-Freez	3.17	44.91 %
W-Disp	0.39	43.36 %
Total	113.65	10.30 %

Branch *	MTD Sales L	Brand Share %
TVL1	9.09	8.56 %
NGR1	7.11	10.22 %
TUT2	4.29	9.50 %
SVK1	3.05	9.15 %
TKS1	2.76	9.31 %
MAR1	2.63	10.51 %
VNR2	2.02	5.84 %
APK1	1.58	9.21 %
VNR1	1.30	5.49 %
TKS2	1.29	2.71 %
RPM1	1.27	3.65 %
UDN1	1.23	10.50 %
APK2	1.20	5.63 %
TCN1	1.01	5.76 %
PDI1	0.93	5.90 %
SKD1	0.72	7.50 %
VKM1	0.69	5.68 %
TYI1	0.64	5.50 %
ARM1	0.60	5.85 %
SNL1	0.57	4.97 %
ASM1	0.50	3.25 %
COL1	0.38	10.08 %
KYR1	0.37	3.57 %
MMT1	0.35	2.55 %
SGT1	0.29	4.94 %
KSM1	0.27	6.02 %
STU2	0.26	2.06 %
ERL2		0.00 %
Total	113.65	10.30 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cond	96.07	9.87 %
D-Freez	1.13	48.84 %
W-Disp	0.55	44.60 %
Total	97.75	10.00 %

Branch *	MTD Sales L	Brand Share %
MDU1	10.09	7.48 %
MDU2	6.88	10.77 %
MPA1	3.51	10.12 %
ATG1	2.64	6.84 %
KKD3	2.14	5.14 %
KRR1	1.87	3.94 %
DKI1	1.14	4.09 %
BNR1	0.97	7.70 %
TPT1	0.93	4.08 %
KYK1	0.92	7.42 %
ODM1	0.88	6.33 %
CMR1	0.76	5.41 %
SGP1	0.68	5.99 %
TEN2	0.66	3.52 %
PNI1	0.63	3.41 %
CBM1	0.59	3.50 %
KPT1	0.34	3.75 %
MLR1	0.33	2.12 %
PKM1	0.29	3.66 %
TDI1	0.28	2.13 %
TEN1	0.20	1.18 %
ADP1		0.00 %
NTM1		0.00 %
Total	97.75	10.00 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cond	93.85	13.48 %
W-Disp	0.24	44.60 %
D-Freez	0.23	23.53 %
Total	94.32	13.52 %

Branch *	MTD Sales L	Brand Share %
NKL2	4.02	10.43 %
TRM1	1.97	11.06 %
TCG1	1.89	9.25 %
OML1	1.86	10.93 %
MCR1	1.65	8.58 %
HSR2	1.41	8.50 %
MTR1	1.39	5.23 %
ATU1	1.31	4.99 %
VPD1	1.16	9.13 %
HSR1	1.08	6.98 %
RSP1	1.06	6.44 %
PDR1	0.89	6.59 %
BMD1	0.62	3.99 %
VKL1	0.60	7.71 %
KMM1	0.59	6.40 %
CMI1	0.35	4.16 %
PLC1	0.35	5.70 %
EPI1		0.00 %
HRR1		0.00 %
WHPD		0.00 %
WZWH		0.00 %
Total	94.32	13.52 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	92.02	9.63 %
D-Freez	0.54	48.11 %
W-Disp	0.41	52.75 %
Dummy-AC		10.53 %
Total	92.98	9.71 %

Branch *	MTD Sales L	Brand Share %
CH03	7.70	10.04 %
CH12	5.83	10.19 %
MJR1	2.91	8.69 %
CH21	2.15	3.69 %
CH18	1.87	5.91 %
CH43	1.22	4.44 %
CH44	1.21	4.24 %
GPD1	1.03	3.60 %
CH31	0.99	4.73 %
CH46	0.98	4.43 %
UKI1	0.97	4.79 %
CH33	0.92	2.87 %
CH27	0.86	7.22 %
CH36	0.38	2.33 %
CH32	0.37	4.09 %
CH41	0.34	0.72 %
PON1	0.32	1.57 %
CH01		0.00 %
Total	92.98	9.71 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	71.68	14.33 %
D-Freez	1.08	39.46 %
W-Disp	0.24	35.66 %
Total	73.00	14.50 %

Branch *	MTD Sales L	Brand Share %
KKI2	1.97	8.35 %
CDM1	1.74	7.61 %
KLM1	1.54	6.01 %
KML1	1.24	8.64 %
TVM1	0.69	3.51 %
VCM1	0.60	3.02 %
STP1	0.58	7.94 %
MKM1	0.52	3.03 %
SJI2	0.35	1.44 %
VPM1	0.33	4.67 %
WHUT		0.00 %
Total	73.00	14.50 %

WEST-01

Property	MTD Sales L	Brand Share %
Air-Cond	57.44	9.34 %
D-Freez	1.14	74.49 %
W-Disp	0.08	15.38 %
Total	58.66	9.51 %

Branch *	MTD Sales L	Brand Share %
CBE2	9.09	5.80 %
SNR1	2.26	8.17 %
CBE1	1.82	6.24 %
PLI1	1.58	7.46 %
TPR3	1.29	9.77 %
CBE4	0.92	2.13 %
PDM1	0.69	5.54 %
CBE5	0.63	5.06 %
SYM2	0.62	8.64 %
TPR4	0.57	4.46 %
KMR1	0.29	0.83 %
UMP1	0.25	1.50 %
ANR1		0.00 %
CBE3		0.00 %
GDR1		0.00 %
KMD1		0.00 %
UAM1		0.00 %
WHCB		0.00 %
WZSD		0.00 %
Total	58.66	9.51 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	52.94	9.90 %
D-Freez	1.36	41.10 %
W-Disp	0.94	53.72 %
Total	55.24	10.24 %

Branch *	MTD Sales L	Brand Share %
KPM2	3.95	6.82 %
SBR1	3.84	8.76 %
VEL2	2.67	6.32 %
AKM1	2.62	10.87 %
VSI1	1.58	8.53 %
ARC2	1.52	6.72 %
SLG1	1.34	8.78 %
WJP1	1.10	7.75 %
PLR1	1.09	9.46 %
GDM1	0.96	7.91 %
ANI1	0.96	7.34 %
CPT1	0.86	9.38 %
KPM1	0.81	3.10 %
VNB1	0.72	5.00 %
ABR1	0.67	3.20 %
CGM1	0.53	5.43 %
UGI1	0.34	6.42 %
BGR1		0.00 %
PTU1		0.00 %
WHVL		0.00 %
Total	55.24	10.24 %