



TN : BLUESTAR Sales Performance 20/03/2026 9:10 AM

MTD Sales
913.29 L

Brand Share %
11.38 %

Information:

MTD : 01-03-2026 To 19-03-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **11.38 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	896.77	11.23 %
D-Freez	12.61	47.62 %
W-Disp	3.91	40.80 %
Dummy-AC		8.69 %
Total	913.29	11.38 %

Sales Zone	MTD Sales L	Brand Share %
TRICHY-01	144.61	12.11 %
CHENNAI-01	140.69	11.35 %
SOUTH-01	129.16	11.11 %
CHENNAI-02	103.63	10.36 %
SOUTH-03	102.30	10.11 %
WEST-02	96.29	13.51 %
SOUTH ARCOT	79.12	15.20 %
WEST-01	59.66	9.54 %
NORTH ARCOT	57.83	10.37 %
Total	913.29	11.38 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	143.49	12.04 %
D-Freez	0.88	59.13 %
W-Disp	0.24	28.70 %
Total	144.61	12.11 %

Branch *	MTD Sales L	Brand Share %
TRY1	21.95	6.15 %
KUM1	7.68	10.74 %
MVM1	4.10	7.25 %
PDK1	3.12	11.15 %
TRY4	3.09	7.03 %
JKM1	2.60	10.02 %
TYR1	2.16	7.95 %
AYR1	1.30	6.19 %
TTP1	1.29	6.58 %
APM1	0.92	10.92 %
TVR1	0.80	3.64 %
WTRZ		0.00 %
Total	144.61	12.11 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	137.42	11.15 %
D-Freez	2.38	51.40 %
W-Disp	0.89	40.24 %
Total	140.69	11.35 %

Branch *	MTD Sales L	Brand Share %
CH22	5.86	8.56 %
CH25	4.98	9.92 %
CZWH	3.36	8.75 %
CH48	2.92	6.27 %
MRM1	2.59	9.26 %
CH47	2.53	7.24 %
AVD1	2.40	4.66 %
SKL1	1.83	6.82 %
CH35	1.59	4.70 %
CH08	1.56	2.18 %
TKM1	1.01	9.76 %
CGL1	0.97	3.97 %
GUD2	0.33	1.34 %
CH29	0.32	9.63 %
CH26		0.00 %
MC10		0.00 %
WHC3		0.00 %
Total	140.69	11.35 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	125.35	10.86 %
D-Freez	3.51	43.78 %
W-Disp	0.31	37.66 %
Total	129.16	11.11 %

Branch *	MTD Sales L	Brand Share %
TVL1	10.37	9.10 %
NGR1	7.44	10.42 %
TUT2	4.29	8.57 %
TKS1	2.76	8.90 %
VNR2	2.63	7.12 %
APK2	1.67	7.32 %
RPM1	1.63	4.39 %
APK1	1.58	8.91 %
TYI1	1.33	10.41 %
VNR1	1.30	5.49 %
TKS2	1.29	2.63 %
UDN1	1.23	9.85 %
PDI1	1.23	7.13 %
ASM1	1.15	7.24 %
TCN1	1.01	5.46 %
SKD1	0.72	7.34 %
VKM1	0.69	5.54 %
ARM1	0.60	5.52 %
SNL1	0.57	4.73 %
COL1	0.38	10.12 %
KYR1	0.37	3.37 %
MMT1	0.35	2.49 %
SGT1	0.29	4.47 %
KSM1	0.27	5.60 %
STU2	0.26	1.96 %
ERL2		0.00 %
Total	129.16	11.11 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	102.67	10.29 %
D-Freez	0.54	48.11 %
W-Disp	0.41	52.75 %
Dummy-AC		10.53 %
Total	103.63	10.36 %

Branch *	MTD Sales L	Brand Share %
CH03	9.28	10.81 %
CH24	6.66	11.17 %
CH12	5.83	9.65 %
MJR1	2.91	8.30 %
CH21	2.15	3.60 %
CH18	1.87	5.86 %
CH43	1.55	5.46 %
CH33	1.22	3.68 %
CH44	1.21	4.18 %
GPD1	1.03	3.52 %
CH31	0.99	4.53 %
CH46	0.98	4.36 %
UKI1	0.97	4.72 %
CH27	0.86	7.01 %
CH36	0.38	2.28 %
CH32	0.37	4.09 %
CH41	0.34	0.69 %
PON1	0.32	1.51 %
CH01		0.00 %
Total	103.63	10.36 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cond	100.26	9.95 %
D-Freez	1.49	55.73 %
W-Disp	0.55	44.60 %
Total	102.30	10.11 %

Branch *	MTD Sales L	Brand Share %
MDU1	10.91	7.80 %
MDU2	6.88	10.57 %
MPA1	3.51	9.54 %
SVG1	2.66	11.29 %
ATG1	2.64	6.63 %
KRR1	2.35	4.92 %
KKD3	2.14	4.95 %
DKI1	1.14	4.04 %
BNR1	0.97	7.34 %
PNI1	0.96	4.86 %
TPT1	0.93	4.08 %
NKI1	0.93	10.96 %
ODM1	0.88	6.23 %
CMR1	0.76	5.41 %
SGP1	0.68	5.83 %
TEN2	0.66	3.46 %
CBM1	0.59	3.38 %
TEN1	0.49	2.73 %
KPT1	0.34	3.63 %
MLR1	0.33	2.03 %
PKM1	0.29	3.50 %
TDI1	0.28	1.99 %
ADP1		0.00 %
NTM1		0.00 %
Total	102.30	10.11 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cond	95.81	13.47 %
W-Disp	0.24	44.60 %
D-Freez	0.23	23.53 %
Total	96.29	13.51 %

Branch *	MTD Sales L	Brand Share %
TRM1	1.97	10.64 %
TCG1	1.89	9.25 %
MCR1	1.65	8.58 %
HSR2	1.41	8.50 %
MTR1	1.39	5.09 %
KVP1	1.34	10.79 %
ATU1	1.31	4.74 %
VPD1	1.16	9.13 %
HSR1	1.08	6.98 %
RSP1	1.06	6.06 %
PDR1	0.89	6.45 %
BMD1	0.62	3.90 %
VKL1	0.60	7.71 %
KMM1	0.59	6.17 %
CMI1	0.35	4.16 %
PLC1	0.35	5.20 %
EPI1		0.00 %
HRR1		0.00 %
WZWH		0.00 %
Total	96.29	13.51 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	77.79	15.05 %
D-Freez	1.08	39.46 %
W-Disp	0.24	32.33 %
Total	79.12	15.20 %

Branch *	MTD Sales L	Brand Share %
TDM1	2.57	11.31 %
KKI2	1.97	8.15 %
KLM1	1.86	7.07 %
CDM1	1.74	7.51 %
TVM1	1.34	6.52 %
KML1	1.24	8.64 %
VCM1	0.60	2.89 %
STP1	0.58	7.59 %
MKM1	0.52	3.03 %
SJI2	0.35	1.34 %
VPM1	0.33	4.67 %
Total	79.12	15.20 %

WEST-01

Property	MTD Sales L	Brand Share %
Air-Cond	58.45	9.38 %
D-Freez	1.14	74.49 %
W-Disp	0.08	15.38 %
Total	59.66	9.54 %

Branch *	MTD Sales L	Brand Share %
CBE2	9.78	6.08 %
SNR1	2.26	8.17 %
CBE1	1.82	6.24 %
PLI1	1.58	7.46 %
TPR3	1.29	9.56 %
CBE4	0.92	2.11 %
PDM1	0.69	5.54 %
CBE5	0.63	5.06 %
SYM2	0.62	8.29 %
KMR1	0.61	1.70 %
TPR4	0.57	4.46 %
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	59.66	9.54 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	55.53	10.05 %
D-Freez	1.36	41.10 %
W-Disp	0.94	49.59 %
Total	57.83	10.37 %

Branch *	MTD Sales L	Brand Share %
SBR1	4.46	9.82 %
VEL2	4.05	9.03 %
KPM2	3.95	6.68 %
AKM1	2.62	10.50 %
VSI1	1.58	8.53 %
ARC2	1.52	6.38 %
SLG1	1.34	8.62 %
WJP1	1.10	7.23 %
PLR1	1.09	9.21 %
GDM1	0.96	7.52 %
ANI1	0.96	7.06 %
CPT1	0.86	9.38 %
KPM1	0.81	3.10 %
VNB1	0.72	4.78 %
ABR1	0.67	3.05 %
UGI1	0.63	10.79 %
CGM1	0.53	5.31 %
BGR1		0.00 %
PTU1		0.00 %
WHVL		0.00 %
Total	57.83	10.37 %