



TN : BLUESTAR Sales Performance 21/03/2026 9:10 AM

MTD Sales
954.27 L

Brand Share %
11.43 %

Information:

MTD : 01-03-2026 To 20-03-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **11.43 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	935.92	11.27 %
D-Freez	14.36	49.26 %
W-Disp	3.99	41.28 %
Dummy-AC		8.69 %
Total	954.27	11.43 %

Sales Zone	MTD Sales L	Brand Share %
TRICHY-01	152.64	12.28 %
CHENNAI-01	146.12	11.42 %
SOUTH-01	134.30	11.09 %
CHENNAI-02	111.44	10.54 %
SOUTH-03	104.98	10.15 %
WEST-02	99.46	13.54 %
SOUTH ARCOT	83.64	15.55 %
WEST-01	61.01	9.14 %
NORTH ARCOT	60.67	10.42 %
Total	954.27	11.43 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	151.30	12.20 %
D-Freez	1.10	64.39 %
W-Disp	0.24	28.70 %
Total	152.64	12.28 %

Branch *	MTD Sales L	Brand Share %
TRY1	23.22	6.30 %
MVM1	4.10	7.12 %
TRY4	3.09	6.80 %
JKM1	2.95	10.82 %
TYR1	2.45	8.37 %
KIK1	2.20	11.05 %
AYR1	1.63	7.25 %
TTP1	1.55	7.49 %
TVR1	0.80	3.34 %
TZSD		0.00 %
WTRZ		0.00 %
Total	152.64	12.28 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	142.26	11.19 %
D-Freez	2.97	56.87 %
W-Disp	0.89	40.24 %
Total	146.12	11.42 %

Branch *	MTD Sales L	Brand Share %
CH22	5.86	8.48 %
CH25	4.98	9.76 %
CZWH	3.36	8.75 %
CH48	2.92	6.16 %
MRM1	2.59	8.85 %
CH47	2.53	7.12 %
AVD1	2.40	4.51 %
SKL1	1.83	6.75 %
CH35	1.59	4.66 %
CH08	1.56	2.06 %
CGL1	1.29	5.13 %
TKM1	1.01	9.49 %
GUD2	0.33	1.32 %
CH29	0.32	9.63 %
CH26		0.00 %
MC10		0.00 %
WHC3		0.00 %
Total	146.12	11.42 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	130.32	10.85 %
D-Freez	3.67	44.90 %
W-Disp	0.31	37.66 %
Total	134.30	11.09 %

Branch *	MTD Sales L	Brand Share %
TVL1	10.37	8.59 %
NGR1	8.32	11.03 %
TUT2	4.29	7.98 %
TKS1	2.76	8.55 %
VNR2	2.63	7.00 %
APK2	1.67	7.22 %
RPM1	1.63	4.30 %
APK1	1.58	8.02 %
TYI1	1.33	10.16 %
VNR1	1.30	5.49 %
TKS2	1.29	2.52 %
UDN1	1.23	9.17 %
PDI1	1.23	6.86 %
TKY1	1.16	10.84 %
ASM1	1.15	7.24 %
TCN1	1.01	5.40 %
SNL1	0.88	7.05 %
SKD1	0.72	6.58 %
VKM1	0.69	5.25 %
ARM1	0.60	5.52 %
STU2	0.55	4.01 %
COL1	0.38	7.78 %
KYR1	0.37	3.03 %
MMT1	0.35	2.32 %
SGT1	0.29	4.47 %
KSM1	0.27	5.60 %
ERL2		0.00 %
Total	134.30	11.09 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	110.48	10.47 %
D-Freez	0.54	41.02 %
W-Disp	0.41	52.75 %
Dummy-AC		10.53 %
Total	111.44	10.54 %

Branch *	MTD Sales L	Brand Share %
CH12	5.83	9.38 %
CH20	5.83	11.23 %
MJR1	2.91	7.94 %
CH21	2.50	3.99 %
CH18	1.87	5.68 %
CH43	1.55	5.26 %
CH33	1.54	3.78 %
CH44	1.21	4.00 %
GPD1	1.03	3.37 %
CH31	0.99	4.23 %
CH46	0.98	4.25 %
UKI1	0.97	4.46 %
CH27	0.86	5.95 %
CH41	0.64	1.23 %
CH36	0.38	2.28 %
CH32	0.37	3.65 %
PON1	0.32	1.41 %
CH01		0.00 %
Total	111.44	10.54 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cond	102.95	10.00 %
D-Freez	1.49	46.39 %
W-Disp	0.55	44.60 %
Total	104.98	10.15 %

Branch *	MTD Sales L	Brand Share %
MDU1	11.28	7.87 %
MDU2	6.88	10.36 %
MPA1	3.51	9.47 %
ATG1	3.03	7.43 %
SVG1	2.66	11.29 %
KRR1	2.35	4.82 %
KKD3	2.14	4.84 %
DKI1	1.14	3.90 %
BNR1	0.97	7.34 %
PNI1	0.96	4.86 %
TPT1	0.93	4.03 %
NKI1	0.93	10.96 %
ODM1	0.88	6.11 %
CMR1	0.76	5.41 %
SGP1	0.68	5.83 %
TEN2	0.66	3.33 %
CBM1	0.59	3.25 %
TEN1	0.49	2.68 %
KPT1	0.34	3.51 %
MLR1	0.33	1.92 %
PKM1	0.29	3.50 %
TDI1	0.28	1.86 %
ADP1		0.00 %
NTM1		0.00 %
Total	104.98	10.15 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cond	98.99	13.51 %
W-Disp	0.24	44.60 %
D-Freez	0.23	19.57 %
Total	99.46	13.54 %

Branch *	MTD Sales L	Brand Share %
TRM1	1.97	10.44 %
TCG1	1.89	8.87 %
MCR1	1.65	8.46 %
ATU1	1.60	5.70 %
HSR2	1.41	8.06 %
MTR1	1.39	4.97 %
KVP1	1.34	10.53 %
VPD1	1.16	8.93 %
HSR1	1.08	6.63 %
RSP1	1.06	6.06 %
PDR1	0.89	6.32 %
CMI1	0.65	7.51 %
BMD1	0.62	3.82 %
VKL1	0.60	7.71 %
KMM1	0.59	6.17 %
PLC1	0.35	4.97 %
EPI1		0.00 %
HRR1		0.00 %
WHKP		0.00 %
WZWH		0.00 %
Total	99.46	13.54 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	82.08	15.37 %
D-Freez	1.31	44.17 %
W-Disp	0.24	32.33 %
Total	83.64	15.55 %

Branch *	MTD Sales L	Brand Share %
TDM1	2.57	11.31 %
KKI2	1.97	8.05 %
KLM1	1.86	6.80 %
CDM1	1.74	7.51 %
TVM1	1.34	6.29 %
KML1	1.24	8.47 %
VCM1	0.60	2.77 %
STP1	0.58	7.29 %
MKM1	0.52	2.94 %
SJI2	0.35	1.34 %
VPM1	0.33	4.49 %
Total	83.64	15.55 %

WEST-01

Property	MTD Sales L	Brand Share %
Air-Cond	59.72	8.97 %
D-Freez	1.14	74.49 %
W-Disp	0.15	27.04 %
Total	61.01	9.14 %

Branch *	MTD Sales L	Brand Share %
CBE2	9.78	5.90 %
SNR1	2.26	7.56 %
CBE1	1.89	6.01 %
PLI1	1.58	7.01 %
TPR3	1.29	9.38 %
CBE5	1.23	9.12 %
CBE4	0.92	1.75 %
PDM1	0.69	5.31 %
SYM2	0.62	6.94 %
KMR1	0.61	1.59 %
TPR4	0.57	4.10 %
UMP1	0.25	1.45 %
ANR1		0.00 %
CBE3		0.00 %
GDR1		0.00 %
KMD1		0.00 %
UAM1		0.00 %
WHCB		0.00 %
WZSD		0.00 %
Total	61.01	9.14 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	57.81	10.03 %
D-Freez	1.91	49.54 %
W-Disp	0.94	49.59 %
Total	60.67	10.42 %

Branch *	MTD Sales L	Brand Share %
VEL2	5.04	10.33 %
KPM2	4.56	7.34 %
SBR1	4.46	9.62 %
AKM1	2.62	9.98 %
VSI1	1.93	10.20 %
ARC2	1.52	6.29 %
CYR1	1.46	11.25 %
SLG1	1.34	8.62 %
KPM1	1.10	4.02 %
WJP1	1.10	6.87 %
PLR1	1.09	8.99 %
GDM1	0.96	6.78 %
ANI1	0.96	6.73 %
CPT1	0.86	9.38 %
VNB1	0.72	4.50 %
ABR1	0.67	2.97 %
UGI1	0.63	10.25 %
CGM1	0.53	5.10 %
BGR1		0.00 %
PTU1		0.00 %
WHVL		0.00 %
Total	60.67	10.42 %