



TN : BLUESTAR Sales Performance 22/03/2026 9:10 AM

MTD Sales
1,017.73 L

Brand Share %
11.42 %

Information:

MTD : 01-03-2026 To 21-03-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **11.42 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	998.16	11.26 %
D-Freez	15.43	50.15 %
W-Disp	4.14	40.66 %
Dummy-AC		7.21 %
Total	1,017.73	11.42 %

Sales Zone	MTD Sales L	Brand Share %
TRICHY-01	162.58	12.55 %
CHENNAI-01	150.42	11.13 %
SOUTH-01	141.14	11.11 %
CHENNAI-02	122.51	10.89 %
SOUTH-03	114.57	10.15 %
WEST-02	104.28	13.64 %
SOUTH ARCOT	93.42	15.57 %
WEST-01	65.81	8.61 %
NORTH ARCOT	63.00	10.34 %
Total	1,017.73	11.42 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	161.07	12.46 %
D-Freez	1.26	67.43 %
W-Disp	0.24	28.70 %
Total	162.58	12.55 %

Branch *	MTD Sales L	Brand Share %
TRY1	24.13	6.42 %
MVM1	4.89	8.04 %
TRY4	3.40	7.06 %
TYR1	2.45	8.13 %
KIK1	2.20	10.62 %
AYR1	1.63	7.15 %
TTP1	1.55	7.39 %
TVR1	0.80	3.34 %
TZSD		0.00 %
WTRZ	-0.29	8.10 %
Total	162.58	12.55 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	146.31	10.88 %
D-Freez	3.22	58.87 %
W-Disp	0.89	39.01 %
Total	150.42	11.13 %

Branch *	MTD Sales L	Brand Share %
CH22	5.86	8.18 %
CH30	5.36	11.37 %
CH25	4.98	9.24 %
CZWH	3.87	9.38 %
CH48	3.25	6.32 %
MRM1	2.59	8.49 %
CH47	2.53	7.00 %
AVD1	2.40	4.35 %
SKL1	1.83	6.50 %
CH35	1.59	4.47 %
CH08	1.56	1.85 %
CGL1	1.54	5.60 %
GUD2	0.33	1.21 %
CH29	0.32	8.80 %
CH26		0.00 %
MC10		0.00 %
WHC3		0.00 %
Total	150.42	11.13 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	137.09	10.87 %
D-Freez	3.67	44.90 %
W-Disp	0.38	39.76 %
Total	141.14	11.11 %

Branch *	MTD Sales L	Brand Share %
TVL1	11.06	8.67 %
TUT2	4.29	7.37 %
TKS1	2.76	8.25 %
VNR2	2.63	6.50 %
APK2	1.67	6.74 %
RPM1	1.63	4.20 %
APK1	1.58	7.64 %
TKS2	1.58	2.98 %
TYI1	1.33	9.64 %
VNR1	1.30	5.42 %
UDN1	1.23	8.97 %
PDI1	1.23	6.65 %
TKY1	1.16	10.84 %
ASM1	1.15	7.24 %
TCN1	1.01	5.17 %
SNL1	0.88	7.05 %
SKD1	0.72	5.80 %
VKM1	0.69	5.12 %
ARM1	0.60	4.80 %
STU2	0.55	3.78 %
COL1	0.38	7.78 %
KYR1	0.37	2.76 %
MMT1	0.35	2.32 %
SGT1	0.29	4.47 %
KSM1	0.27	4.96 %
ERL2		0.00 %
Total	141.14	11.11 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	121.55	10.83 %
D-Freez	0.54	41.02 %
W-Disp	0.41	48.16 %
Dummy-AC		10.53 %
Total	122.51	10.89 %

Branch *	MTD Sales L	Brand Share %
CH12	6.84	10.43 %
CH20	6.45	11.34 %
MJR1	2.91	7.65 %
CH21	2.80	4.23 %
CH18	2.26	6.21 %
CH43	1.55	5.15 %
CH33	1.54	3.58 %
GPD1	1.40	4.49 %
CH46	1.33	5.58 %
UKI1	1.28	5.32 %
CH44	1.21	3.78 %
CH31	0.99	4.12 %
CH27	0.86	5.95 %
PON1	0.65	2.76 %
CH41	0.64	1.19 %
CH36	0.38	2.11 %
CH32	0.37	3.51 %
CH01		0.00 %
Total	122.51	10.89 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cond	112.05	9.97 %
D-Freez	1.97	53.35 %
W-Disp	0.55	41.91 %
Total	114.57	10.15 %

Branch *	MTD Sales L	Brand Share %
MDU1	12.21	7.87 %
MDU2	6.88	9.77 %
DGL2	4.69	10.07 %
MPA1	3.51	9.27 %
ATG1	3.03	7.22 %
KKD3	2.77	5.54 %
SVG1	2.66	10.63 %
KRR1	2.35	4.66 %
DKI1	1.78	5.60 %
TPT1	1.55	5.96 %
BTU1	1.30	11.32 %
BNR1	0.97	6.57 %
PNI1	0.96	4.56 %
NKI1	0.93	10.28 %
ODM1	0.88	6.00 %
PKM1	0.86	9.82 %
CMR1	0.76	4.99 %
SGP1	0.68	5.68 %
TEN2	0.66	3.13 %
CBM1	0.59	3.13 %
TEN1	0.49	2.54 %
KPT1	0.34	3.40 %
MLR1	0.33	1.86 %
TDI1	0.28	1.76 %
ADP1		0.00 %
NTM1		0.00 %
Total	114.57	10.15 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cond	103.81	13.61 %
W-Disp	0.24	44.60 %
D-Freez	0.23	17.29 %
Total	104.28	13.64 %

Branch *	MTD Sales L	Brand Share %
TRM1	1.97	9.96 %
TCG1	1.89	8.26 %
MCR1	1.65	8.46 %
RSP1	1.65	8.96 %
ATU1	1.60	5.49 %
HSR2	1.41	6.82 %
MTR1	1.39	4.97 %
KVP1	1.34	10.53 %
VPD1	1.16	8.45 %
HSR1	1.08	6.36 %
CMI1	1.04	11.04 %
KAM1	0.99	11.32 %
BMD1	0.97	5.64 %
VKL1	0.89	10.25 %
PDR1	0.89	6.32 %
PLC1	0.35	4.74 %
EPI1		0.00 %
HRR1		0.00 %
WHKP		0.00 %
WZWH		0.00 %
Total	104.28	13.64 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	91.69	15.39 %
D-Freez	1.49	42.05 %
W-Disp	0.24	32.33 %
Total	93.42	15.57 %

Branch *	MTD Sales L	Brand Share %
CDM1	2.78	10.15 %
ULP1	2.53	11.37 %
KKI2	2.30	7.83 %
KLM1	1.86	6.40 %
TVM1	1.34	6.04 %
KML1	1.24	8.11 %
SJI2	0.61	2.09 %
VCM1	0.60	2.25 %
STP1	0.58	6.73 %
MKM1	0.52	2.75 %
VPM1	0.33	3.94 %
Total	93.42	15.57 %

WEST-01

Property	MTD Sales L	Brand Share %
Air-Cond	64.52	8.47 %
D-Freez	1.14	74.49 %
W-Disp	0.15	27.04 %
Total	65.81	8.61 %

Branch *	MTD Sales L	Brand Share %
CBE2	11.38	5.32 %
SNR1	2.26	7.05 %
CBE1	1.89	5.52 %
PLI1	1.58	6.24 %
PPI1	1.30	11.25 %
TPR3	1.29	9.01 %
CBE5	1.23	8.72 %
CBE4	0.92	1.65 %
PDM1	0.69	4.39 %
SYM2	0.62	6.72 %
KMR1	0.61	1.49 %
TPR4	0.57	3.92 %
UMP1	0.25	1.26 %
ANR1		0.00 %
CBE3		0.00 %
GDR1		0.00 %
KMD1		0.00 %
UAM1		0.00 %
WHCB		0.00 %
WZSD		0.00 %
Total	65.81	8.61 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	60.06	9.95 %
D-Freez	1.91	49.54 %
W-Disp	1.02	49.66 %
Total	63.00	10.34 %

Branch *	MTD Sales L	Brand Share %
VEL2	5.36	10.11 %
KPM2	4.56	7.18 %
SBR1	4.46	9.45 %
AKM1	2.96	10.76 %
VSI1	1.93	9.85 %
SLG1	1.66	10.28 %
ARC2	1.52	5.88 %
CYR1	1.46	11.25 %
GDM1	1.31	8.47 %
KPM1	1.10	3.86 %
WJP1	1.10	6.26 %
PLR1	1.09	8.32 %
VNB1	0.99	6.07 %
ANI1	0.96	6.37 %
CPT1	0.86	8.59 %
ABR1	0.67	2.82 %
UGI1	0.63	9.72 %
CGM1	0.53	5.10 %
BGR1		0.00 %
PTU1		0.00 %
WHVL		0.00 %
Total	63.00	10.34 %