



TN : BLUESTAR Sales Performance 22/04/2026 9:10 AM

MTD Sales
2,700.44 L

Brand Share %
11.68 %

Information:

MTD : 01-04-2026 To 21-04-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **11.68 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	2,678.34	11.63 %
D-Freez	17.40	27.35 %
W-Disp	4.69	20.42 %
Dummy-AC		0.00 %
Total	2,700.44	11.68 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	424.45	11.22 %
TRICHY-01	410.46	12.86 %
SOUTH-03	381.01	12.44 %
CHENNAI-01	357.45	11.95 %
WEST-02	325.62	14.57 %
CHENNAI-02	253.02	10.08 %
SOUTH ARCOT	192.83	12.10 %
NORTH ARCOT	180.31	10.85 %
WEST-01	175.30	8.42 %
Total	2,700.44	11.68 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	420.08	11.14 %
D-Freez	4.06	45.92 %
W-Disp	0.30	16.21 %
Total	424.45	11.22 %

Branch *	MTD Sales L	Brand Share %
NGR1	33.47	11.67 %
TUT2	15.34	8.63 %
TKS1	12.82	10.90 %
TKS2	11.90	6.73 %
MAR1	10.33	7.31 %
VLY1	9.59	7.16 %
MMT1	6.49	9.55 %
SDI1	6.11	10.04 %
APK1	5.44	10.01 %
VNR2	5.35	4.39 %
TKY1	5.27	11.46 %
ERL2	4.63	5.32 %
ASM1	4.53	7.72 %
S2SD	4.46	6.52 %
SNL1	4.21	9.76 %
COL1	3.92	10.78 %
PDI1	3.86	7.94 %
APK2	3.44	7.64 %
KYR1	3.34	8.52 %
RPM1	3.29	3.27 %
UDN1	2.91	5.12 %
TCN1	2.17	2.49 %
SGT1	1.78	9.01 %
SKD1	1.74	5.21 %
STU2	1.50	3.15 %
KSM1	1.35	6.57 %
VNR1	0.95	2.70 %
Total	424.45	11.22 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	406.82	12.80 %
D-Freez	3.33	29.08 %
W-Disp	0.31	28.06 %
Total	410.46	12.86 %

Branch *	MTD Sales L	Brand Share %
TRY1	77.30	10.29 %
PBR2	21.66	11.13 %
KUM1	17.49	10.96 %
TYR1	7.43	7.21 %
MVM1	7.29	4.35 %
MDI1	6.72	7.42 %
NGT1	5.30	6.69 %
KIK1	4.72	5.36 %
AYR1	3.86	5.38 %
TTP1	3.80	6.36 %
KUM2	2.98	10.95 %
APM1	2.63	9.32 %
TVR1	2.04	3.43 %
TZSD		0.00 %
Total	410.46	12.86 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cond	377.58	12.38 %
D-Freez	3.02	30.68 %
W-Disp	0.40	22.59 %
Total	381.01	12.44 %

Branch *	MTD Sales L	Brand Share %
DGL1	9.27	6.88 %
TEN2	8.52	10.17 %
PVI1	4.49	9.37 %
KKD3	3.51	2.73 %
PNI1	3.19	6.14 %
BTU1	2.79	9.18 %
SGP1	2.72	9.73 %
KYK1	2.43	6.92 %
MLR1	2.24	4.35 %
PNV2	2.22	5.45 %
TDI1	2.05	4.47 %
KPT1	1.82	6.68 %
NKI1	1.80	6.70 %
BNR1	1.69	4.94 %
TEN1	1.65	3.24 %
SZSD	1.58	7.96 %
CBM1	1.35	2.53 %
CMR1	0.96	2.86 %
PKM1	0.88	4.23 %
DKI1	0.58	0.80 %
ADP1	0.36	1.12 %
Total	381.01	12.44 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	354.98	11.92 %
W-Disp	1.73	22.43 %
D-Freez	0.74	13.57 %
Total	357.45	11.95 %

Branch *	MTD Sales L	Brand Share %
CH48	15.01	11.60 %
CH07	14.47	10.49 %
CH30	14.30	10.69 %
CH28	12.27	10.19 %
CH38	8.01	10.03 %
CH25	7.81	6.58 %
CH08	4.23	2.96 %
CH39	4.20	7.91 %
TKM1	4.19	11.21 %
CH35	3.36	4.50 %
AVD1	3.08	3.57 %
SKL1	2.70	4.10 %
GUD2	2.52	5.27 %
MRM1	2.49	3.30 %
CGL1	2.40	3.97 %
CH26	2.13	9.21 %
CZWH	2.06	3.12 %
CH29	0.31	4.75 %
MC10		0.00 %
WCHN	-7.96	11.15 %
Total	357.45	11.95 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cond	324.36	14.57 %
D-Freez	0.68	14.18 %
W-Disp	0.58	21.88 %
Dummy-AC		0.00 %
Total	325.62	14.57 %

Branch *	MTD Sales L	Brand Share %
RSP1	4.39	7.18 %
HSR1	3.97	5.89 %
ATU1	3.71	4.56 %
HSR2	3.51	5.03 %
APN1	2.99	10.14 %
KVP1	2.75	8.11 %
KMM1	2.23	6.10 %
CMI1	2.21	7.78 %
VKL1	1.98	7.52 %
SGI1	1.67	9.57 %
HRR1	1.63	8.11 %
EPI1	1.59	3.67 %
KAM1	1.57	6.09 %
MTR1	1.37	2.44 %
BMD1	0.83	3.73 %
WZWH		0.00 %
Total	325.62	14.57 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	251.23	10.03 %
D-Freez	1.38	39.78 %
W-Disp	0.41	15.16 %
Total	253.02	10.08 %

Branch *	MTD Sales L	Brand Share %
CH18	12.28	10.08 %
CH12	11.81	8.00 %
CH51	7.27	9.25 %
CH24	6.83	5.03 %
CH33	6.65	7.56 %
CH21	6.39	4.30 %
MJR1	4.94	5.66 %
CH36	4.37	9.40 %
CH43	4.30	7.11 %
CH44	3.43	4.82 %
UKI1	3.26	6.54 %
GPD1	2.37	4.65 %
CH46	2.20	3.76 %
CH31	2.08	4.06 %
PON1	1.83	3.01 %
CH41	1.68	1.65 %
CH27	0.90	2.44 %
CH01		0.00 %
CH32		0.00 %
Total	253.02	10.08 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	191.82	12.09 %
D-Freez	0.62	12.74 %
W-Disp	0.39	33.44 %
Total	192.83	12.10 %

Branch *	MTD Sales L	Brand Share %
POY2	16.91	10.48 %
VPM2	10.95	10.17 %
KKI2	9.87	10.68 %
CDM1	7.26	8.14 %
ULP1	4.30	5.90 %
KLM1	3.78	4.65 %
SJI2	3.71	4.61 %
TRK1	2.96	3.64 %
MKM1	2.15	5.34 %
VCM2	1.74	4.57 %
STP1	1.52	6.52 %
VCM1	1.48	4.91 %
TVM1	1.27	3.18 %
KML1	1.27	2.41 %
Total	192.83	12.10 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	178.02	10.79 %
D-Freez	1.90	18.33 %
W-Disp	0.39	20.27 %
Total	180.31	10.85 %

Branch *	MTD Sales L	Brand Share %
VNB1	6.62	11.60 %
AKM1	5.64	6.68 %
ARC2	4.62	7.43 %
GDM1	4.10	6.18 %
TRT1	3.86	5.96 %
ABR1	3.47	3.55 %
VSI1	3.14	4.69 %
PLR1	2.73	8.38 %
BGR1	2.27	8.37 %
WJP1	1.68	3.15 %
ANI1	1.57	3.96 %
KPM1	1.22	2.11 %
SLG1	1.19	2.88 %
UGI1	1.12	6.15 %
CGM1	0.94	3.11 %
PTU1	0.61	5.84 %
WHVL	-1.47	9.79 %
Total	180.31	10.85 %

WEST-01

Property	MTD Sales L	Brand Share %
Air-Cond	173.44	8.35 %
D-Freez	1.68	36.63 %
W-Disp	0.17	8.45 %
Total	175.30	8.42 %

Branch *	MTD Sales L	Brand Share %
CBE2	24.90	5.28 %
TPR1	11.43	10.14 %
MPM1	9.83	9.82 %
CBE4	7.13	5.20 %
CBE1	6.89	8.11 %
CBE6	5.80	6.88 %
SNR1	5.13	6.21 %
PLI1	4.70	4.93 %
PDM1	4.15	9.83 %
UMP1	3.10	4.71 %
SYM2	2.90	7.85 %
CBE5	2.88	7.46 %
DPM2	2.68	5.12 %
TPR4	2.36	8.76 %
KMR1	1.90	1.82 %
KMD1	0.72	1.77 %
ANR1	0.66	3.47 %
CBE3	0.61	2.34 %
PPI1	0.44	1.78 %
GDR1	0.32	6.87 %
CNR1		0.00 %
UAM1		0.00 %
WZSD		0.00 %
WHCB	-0.80	3.84 %
Total	175.30	8.42 %