



TN : BLUESTAR Sales Performance 22/05/2026 9:10 AM

MTD Sales
1,444.44 L

Brand Share %
11.66 %

Information:

MTD : 01-05-2026 To 21-05-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **11.66 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	1,420.95	11.85 %
D-Freez	12.81	22.88 %
W-Disp	10.57	39.01 %
Air-Cool	0.11	0.03 %
Total	1,444.44	11.66 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	255.62	11.63 %
TRICHY-01	253.72	14.03 %
SOUTH-01	182.02	10.72 %
CHENNAI-02	172.39	8.97 %
SOUTH-03	155.45	10.52 %
WEST-02	126.41	14.30 %
SOUTH ARCOT	124.96	13.34 %
NORTH ARCOT	118.44	13.09 %
WEST-01	55.43	9.87 %
Total	1,444.44	11.66 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	245.86	11.56 %
W-Disp	7.08	61.56 %
D-Freez	2.58	29.82 %
Air-Cool	0.11	0.21 %
Total	255.62	11.63 %

Branch *	MTD Sales L	Brand Share %
CH19	10.14	9.39 %
CH07	8.64	9.49 %
CH22	7.47	11.13 %
CZWH	6.88	6.36 %
AVD1	6.18	10.07 %
CH35	4.85	9.18 %
MRM1	4.43	7.91 %
CH39	3.98	9.80 %
CH37	3.10	9.31 %
CH25	2.88	3.52 %
SKL1	2.53	7.07 %
CH08	2.42	2.20 %
CGL1	1.66	3.59 %
CH26	1.66	10.75 %
TKM1	1.52	7.91 %
CH29	0.61	7.71 %
WHC3	0.32	4.31 %
MC09		0.00 %
MC10		0.00 %
Total	255.62	11.63 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	251.69	14.34 %
D-Freez	1.47	17.66 %
W-Disp	0.57	32.04 %
Total	253.72	14.03 %

Branch *	MTD Sales L	Brand Share %
TRY1	29.70	9.52 %
MVM1	9.28	8.41 %
JKM1	5.17	11.57 %
AYR1	4.60	9.78 %
KIK1	4.47	8.53 %
TYR1	4.23	8.93 %
TTP1	3.43	10.06 %
NGT1	3.28	6.62 %
TVR1	3.18	8.71 %
KUM2	2.54	5.92 %
APM1	2.14	6.19 %
TZSD		0.00 %
Total	253.72	14.03 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	179.21	10.87 %
D-Freez	2.01	26.73 %
W-Disp	0.80	48.52 %
Total	182.02	10.72 %

Branch *	MTD Sales L	Brand Share %
VLY1	6.30	7.47 %
TUT2	3.68	3.83 %
RPM1	3.48	7.53 %
ERL2	2.80	9.17 %
UDN1	2.75	10.67 %
VNR2	2.75	4.44 %
STU2	2.52	11.30 %
MAR1	2.52	5.97 %
SDI1	2.18	9.90 %
TKS2	2.00	3.69 %
TCN1	1.68	4.49 %
SKD1	1.59	6.01 %
VKM1	1.35	5.95 %
ARM1	0.91	3.63 %
SGT1	0.62	8.97 %
TKY1	0.61	3.75 %
VNR1	0.58	2.02 %
MMT1		0.00 %
S2SD		0.00 %
WHTV		0.00 %
Total	182.02	10.72 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	170.69	9.10 %
D-Freez	1.71	44.68 %
Total	172.39	8.97 %

Branch *	MTD Sales L	Brand Share %
CH03	20.07	11.37 %
CH12	10.52	6.27 %
CH18	10.25	11.38 %
CH21	9.36	6.88 %
CH24	8.99	8.18 %
CH17	6.88	7.86 %
CH23	4.89	9.90 %
MJR1	4.02	5.63 %
CH43	3.62	8.45 %
CH51	3.56	5.96 %
UKI1	3.01	9.08 %
CH33	2.77	4.29 %
CH44	2.19	2.90 %
PON1	2.08	5.58 %
GPD1	1.67	4.70 %
CH27	1.58	5.84 %
CH46	1.30	3.24 %
CH32	1.29	10.96 %
CH31	0.98	2.46 %
CH36	0.63	1.58 %
CH41	0.60	0.92 %
CH01	0.29	7.19 %
Total	172.39	8.97 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cond	154.16	10.74 %
D-Freez	0.68	9.33 %
W-Disp	0.61	29.25 %
Total	155.45	10.52 %

Branch *	MTD Sales L	Brand Share %
MDU1	15.98	10.42 %
DGL1	15.62	8.48 %
KRR1	6.24	9.58 %
KKD3	5.76	6.66 %
ATG1	3.99	5.71 %
SVG1	3.96	9.48 %
CMR1	3.29	9.46 %
TDI1	2.90	9.04 %
MPA1	2.89	7.39 %
ODM1	2.59	6.51 %
PNV2	2.42	9.02 %
TPT1	2.33	7.82 %
MDU4	2.10	8.21 %
USL1	1.78	8.77 %
TEN1	1.38	6.69 %
PNI1	1.20	5.89 %
SGP1	0.93	7.31 %
DKI1	0.89	2.36 %
PKM1	0.68	6.06 %
KYK1	0.63	2.72 %
MLR1	0.61	2.70 %
KPT1	0.51	6.19 %
BNR1	0.39	3.57 %
ADP1	0.33	3.60 %
NKI1	0.29	2.24 %
CBM1		0.00 %
SZSD		0.00 %
Total	155.45	10.52 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cond	125.62	15.01 %
D-Freez	0.47	10.52 %
W-Disp	0.33	24.12 %
Total	126.41	14.30 %

Branch *	MTD Sales L	Brand Share %
NKL2	4.05	8.61 %
MCR1	1.65	10.11 %
TRM1	1.54	9.88 %
MTR1	1.48	4.22 %
RSP1	1.46	5.42 %
KVP1	1.38	10.05 %
HSR1	1.26	7.85 %
PDR1	1.21	9.05 %
HSR2	1.17	5.44 %
KMM1	0.92	4.96 %
EPI1	0.91	8.61 %
CMI1	0.80	6.33 %
HRR1	0.62	4.35 %
KAM1	0.61	5.32 %
BMD1	0.31	1.97 %
PMP1	0.30	2.76 %
SGI1		0.00 %
WZWH		0.00 %
Total	126.41	14.30 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	123.95	13.68 %
D-Freez	0.93	18.15 %
W-Disp	0.08	9.56 %
Total	124.96	13.34 %

Branch *	MTD Sales L	Brand Share %
POY2	7.81	11.06 %
KKI2	6.99	11.25 %
TRK1	4.10	9.34 %
ULP1	3.82	9.26 %
MKM1	1.99	8.64 %
KLM1	1.74	3.51 %
SJI2	1.64	4.37 %
KML1	1.58	3.85 %
VCM2	1.51	4.78 %
VPM1	1.17	8.49 %
TVM2	1.07	5.34 %
VCM1	1.05	7.39 %
STP1	1.01	6.22 %
TVM1	0.67	2.49 %
Total	124.96	13.34 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	115.52	13.32 %
D-Freez	1.80	25.41 %
W-Disp	1.12	38.11 %
Total	118.44	13.09 %

Branch *	MTD Sales L	Brand Share %
VEL2	9.14	10.90 %
AKM1	4.45	8.83 %
KPM1	3.24	8.81 %
VSI1	3.21	9.15 %
SLG1	2.57	11.06 %
WJP1	2.46	8.12 %
TRT1	2.21	5.35 %
GDM1	1.94	7.69 %
ANI1	1.90	8.72 %
ARC2	1.74	6.43 %
VNB1	1.38	6.48 %
ABR1	1.28	3.50 %
PTU1	0.90	10.13 %
UGI1	0.58	6.20 %
BGR1	0.23	2.44 %
CGM1		0.00 %
WHVL	-2.95	11.61 %
Total	118.44	13.09 %

WEST-01

Property	MTD Sales L	Brand Share %
Air-Cond	54.26	10.13 %
D-Freez	1.18	30.79 %
Total	55.43	9.87 %

Branch *	MTD Sales L	Brand Share %
CBE2	8.41	7.16 %
CBE1	3.23	10.17 %
TPR1	3.05	8.80 %
SNR1	2.01	8.08 %
PLI1	1.57	6.05 %
UMP1	1.56	8.04 %
CBE6	1.32	5.95 %
DPM2	1.26	7.82 %
KMR1	0.96	2.68 %
CBE5	0.93	10.46 %
CBE3	0.59	4.57 %
KMD1	0.26	2.44 %
ANR1		0.00 %
CBE4		0.00 %
CNR1		0.00 %
GDR1		0.00 %
KGI1		0.00 %
PPI1		0.00 %
WZSD		0.00 %
WHCB	-2.64	10.79 %
Total	55.43	9.87 %