



TN : BLUESTAR Sales Performance 24/03/2026 9:10 AM

MTD Sales
1,145.12 L

Brand Share %
11.51 %

Information:

MTD : 01-03-2026 To 23-03-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **11.51 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	1,123.75	11.35 %
D-Freez	16.76	47.88 %
W-Disp	4.62	41.57 %
Dummy-AC		7.21 %
Total	1,145.12	11.51 %

Sales Zone	MTD Sales L	Brand Share %
TRICHY-01	178.49	12.81 %
CHENNAI-01	166.78	10.88 %
SOUTH-01	161.49	11.37 %
CHENNAI-02	150.94	11.24 %
SOUTH-03	127.93	10.32 %
WEST-02	116.94	14.04 %
SOUTH ARCOT	101.38	15.60 %
WEST-01	71.18	8.23 %
NORTH ARCOT	69.99	10.38 %
Total	1,145.12	11.51 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	176.40	12.69 %
D-Freez	1.77	69.87 %
W-Disp	0.32	35.06 %
Total	178.49	12.81 %

Branch *	MTD Sales L	Brand Share %
TRY1	25.87	6.53 %
MVM1	5.92	8.91 %
TRY4	3.40	6.54 %
KIK1	2.49	11.20 %
TYR1	2.45	7.51 %
TTP1	2.44	10.53 %
AYR1	2.27	8.70 %
TVR1	0.80	3.07 %
TZSD		0.00 %
WTRZ	-0.29	5.43 %
Total	178.49	12.81 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	162.47	10.66 %
D-Freez	3.35	57.82 %
W-Disp	0.96	39.45 %
Total	166.78	10.88 %

Branch *	MTD Sales L	Brand Share %
CH22	6.80	8.99 %
CH30	6.01	10.72 %
CH25	4.98	8.24 %
CZWH	3.87	9.38 %
CH47	3.49	8.98 %
CH48	3.25	5.75 %
AVD1	2.71	3.87 %
MRM1	2.59	7.69 %
CGL1	2.20	7.12 %
SKL1	2.14	6.86 %
CH35	1.59	3.66 %
CH08	1.56	1.48 %
TKM1	1.34	11.21 %
WHC3	0.67	8.83 %
GUD2	0.33	1.15 %
CH29	0.32	8.80 %
CH26	0.32	2.41 %
MC10		0.00 %
Total	166.78	10.88 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	157.51	11.17 %
D-Freez	3.67	40.88 %
W-Disp	0.31	32.20 %
Total	161.49	11.37 %

Branch *	MTD Sales L	Brand Share %
TVL1	12.50	8.57 %
TUT2	4.87	7.45 %
VNR2	2.93	6.29 %
TKS1	2.76	7.46 %
APK2	2.01	7.49 %
TYI1	1.99	10.88 %
APK1	1.91	7.96 %
TKS2	1.91	3.18 %
RPM1	1.63	3.63 %
TCN1	1.33	6.03 %
VNR1	1.30	5.35 %
UDN1	1.23	8.21 %
PDI1	1.23	5.89 %
SNL1	1.16	8.01 %
ASM1	1.15	6.25 %
SKD1	1.04	7.52 %
STU2	0.88	5.19 %
VKM1	0.69	4.76 %
ARM1	0.60	3.96 %
MMT1	0.35	2.15 %
ERL2	0.32	1.51 %
SGT1	0.29	3.55 %
KSM1	0.27	4.13 %
Total	161.49	11.37 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	149.99	11.19 %
D-Freez	0.54	41.02 %
W-Disp	0.41	44.12 %
Dummy-AC		10.53 %
Total	150.94	11.24 %

Branch *	MTD Sales L	Brand Share %
CH12	8.42	10.72 %
CH24	7.79	11.43 %
CH51	6.95	10.05 %
CH18	3.43	5.80 %
CH21	3.09	4.18 %
MJR1	2.91	6.72 %
UKI1	1.60	5.90 %
CH43	1.55	4.67 %
CH33	1.54	3.20 %
GPD1	1.40	4.02 %
CH46	1.33	5.25 %
CH44	1.21	3.33 %
CH31	0.99	2.76 %
PON1	0.95	3.62 %
CH27	0.86	5.63 %
CH41	0.64	1.05 %
CH36	0.38	2.08 %
CH32	0.37	3.30 %
CH01		0.00 %
Total	150.94	11.24 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cond	124.99	10.13 %
D-Freez	2.39	54.45 %
W-Disp	0.55	39.64 %
Total	127.93	10.32 %

Branch *	MTD Sales L	Brand Share %
MDU1	14.94	8.48 %
MDU2	8.89	11.13 %
DGL2	5.03	10.22 %
MPA1	3.51	8.91 %
ATG1	3.03	6.78 %
SVG1	2.96	10.97 %
MDU4	2.90	11.42 %
KKD3	2.77	4.92 %
KRR1	2.70	4.89 %
PVI1	2.35	10.97 %
TPT1	2.17	7.29 %
DKI1	1.78	5.21 %
BNR1	1.31	7.81 %
ODM1	1.17	7.49 %
PNI1	0.96	4.23 %
NKI1	0.93	9.06 %
PKM1	0.86	9.48 %
CMR1	0.76	4.71 %
SGP1	0.68	5.25 %
TEN2	0.66	2.81 %
CBM1	0.59	2.97 %
TDI1	0.57	3.24 %
TEN1	0.49	2.39 %
KPT1	0.34	3.11 %
MLR1	0.33	1.68 %
ADP1		0.00 %
NTM1		0.00 %
Total	127.93	10.32 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cond	116.38	14.01 %
W-Disp	0.33	46.13 %
D-Freez	0.23	15.05 %
Total	116.94	14.04 %

Branch *	MTD Sales L	Brand Share %
NKL2	4.99	11.41 %
TRM1	2.27	11.10 %
MCR1	2.00	9.56 %
RSP1	1.99	9.47 %
TCG1	1.89	7.72 %
MTR1	1.72	5.82 %
ATU1	1.60	4.87 %
HSR2	1.41	6.46 %
KVP1	1.34	10.53 %
KMM1	1.27	10.16 %
VPD1	1.16	8.45 %
HSR1	1.08	6.12 %
KAM1	0.99	10.20 %
BMD1	0.97	5.40 %
VKL1	0.89	9.36 %
PDR1	0.89	5.45 %
PLC1	0.78	9.67 %
EPI1		0.00 %
HRR1		0.00 %
WHKP		0.00 %
WZWH		0.00 %
Total	116.94	14.04 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	99.29	15.41 %
D-Freez	1.76	36.14 %
W-Disp	0.33	35.72 %
Total	101.38	15.60 %

Branch *	MTD Sales L	Brand Share %
TRK1	3.56	11.39 %
CDM1	2.78	9.83 %
ULP1	2.53	10.37 %
KLM1	2.42	7.41 %
KKI2	2.30	7.34 %
TVM1	1.69	7.03 %
KML1	1.24	7.52 %
SJI2	0.90	2.62 %
MKM1	0.87	4.04 %
VCM1	0.60	2.15 %
STP1	0.58	6.07 %
VPM1	0.33	3.55 %
Total	101.38	15.60 %

WEST-01

Property	MTD Sales L	Brand Share %
Air-Cond	69.89	8.10 %
D-Freez	1.14	74.49 %
W-Disp	0.15	27.04 %
Total	71.18	8.23 %

Branch *	MTD Sales L	Brand Share %
CBE2	12.29	5.18 %
SNR1	2.26	6.24 %
CBE1	1.89	4.85 %
KGM1	1.64	10.74 %
TPR3	1.61	10.30 %
PLI1	1.58	5.41 %
PPI1	1.30	10.71 %
CBE5	1.23	7.45 %
CBE4	1.21	2.01 %
TPR4	0.89	5.30 %
PDM1	0.69	3.82 %
SYM2	0.62	5.12 %
KMR1	0.61	1.33 %
KMD1	0.26	2.37 %
UMP1	0.25	1.14 %
ANR1		0.00 %
CBE3		0.00 %
GDR1		0.00 %
KGI1		0.00 %
UAM1		0.00 %
WHCB		0.00 %
WZSD		0.00 %
Total	71.18	8.23 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	66.82	10.00 %
D-Freez	1.91	46.88 %
W-Disp	1.26	54.96 %
Total	69.99	10.38 %

Branch *	MTD Sales L	Brand Share %
VEL2	6.31	11.08 %
KPM2	5.14	7.22 %
SBR1	4.76	8.88 %
TRR1	3.57	10.54 %
AKM1	3.31	10.73 %
VSI1	2.28	10.40 %
KPM1	1.90	5.92 %
ARC2	1.82	6.27 %
SLG1	1.66	10.08 %
CYR1	1.46	9.68 %
VNB1	1.32	6.60 %
GDM1	1.31	7.51 %
WJP1	1.10	5.73 %
PLR1	1.09	7.78 %
ABR1	1.02	3.72 %
ANI1	0.96	5.90 %
CGM1	0.87	7.38 %
CPT1	0.86	8.13 %
UGI1	0.63	9.28 %
BGR1		0.00 %
PTU1		0.00 %
WHVL		0.00 %
Total	69.99	10.38 %