



TN : BLUESTAR Sales Performance 25/05/2026 9:10 AM

MTD Sales
1,673.10 L

Brand Share %
11.53 %

Information:

MTD : 01-05-2026 To 24-05-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **11.53 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	1,647.30	11.73 %
D-Freez	13.31	20.57 %
W-Disp	12.39	38.94 %
Air-Cool	0.11	0.03 %
Total	1,673.10	11.53 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	320.99	11.67 %
TRICHY-01	291.72	14.13 %
CHENNAI-02	216.18	9.00 %
SOUTH-01	198.88	10.48 %
SOUTH-03	169.63	10.35 %
SOUTH ARCOT	148.28	13.11 %
WEST-02	134.57	13.94 %
NORTH ARCOT	133.97	12.54 %
WEST-01	58.87	9.90 %
Total	1,673.10	11.53 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	309.80	11.63 %
W-Disp	8.39	59.62 %
D-Freez	2.69	27.92 %
Air-Cool	0.11	0.17 %
Total	320.99	11.67 %

Branch *	MTD Sales L	Brand Share %
CH19	12.43	9.46 %
CH07	11.53	9.64 %
AVD1	7.74	9.89 %
CZWH	6.88	6.26 %
CH35	6.08	9.38 %
MRM1	5.43	7.34 %
CH39	4.88	10.03 %
CH37	4.40	9.92 %
CH25	2.88	2.98 %
SKL1	2.83	6.03 %
CH08	2.75	2.12 %
TKM1	2.52	6.78 %
CGL1	2.25	3.77 %
CH26	2.04	9.55 %
CH29	0.91	7.75 %
WHC3	0.32	4.31 %
MC09		0.00 %
MC10		0.00 %
Total	320.99	11.67 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	289.69	14.46 %
D-Freez	1.47	16.42 %
W-Disp	0.57	28.55 %
Total	291.72	14.13 %

Branch *	MTD Sales L	Brand Share %
TRY1	33.37	9.69 %
MVM1	11.23	8.63 %
AYR1	4.98	9.12 %
TYR1	4.82	9.63 %
NGT1	4.56	7.76 %
KIK1	4.47	7.18 %
KUM2	3.75	7.46 %
TTP1	3.73	8.42 %
TVR1	3.18	7.62 %
APM1	2.82	7.75 %
TZSD		0.00 %
WTRZ	-3.51	10.51 %
Total	291.72	14.13 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	214.47	9.16 %
D-Freez	1.71	35.57 %
Total	216.18	9.00 %

Branch *	MTD Sales L	Brand Share %
CH12	13.16	6.86 %
CH21	13.03	7.49 %
CH24	11.13	8.15 %
CH17	8.06	7.22 %
MJR1	6.23	7.12 %
CH23	5.19	8.32 %
CH51	5.08	6.38 %
CH43	4.68	8.78 %
UKI1	3.70	9.12 %
CH33	2.77	3.74 %
CH44	2.61	2.94 %
PON1	2.46	5.10 %
CH46	2.20	4.36 %
GPD1	1.97	4.39 %
CH27	1.88	5.68 %
CH41	1.69	1.90 %
CH32	1.58	9.72 %
CH31	1.28	2.41 %
CH36	0.63	1.38 %
CH01	0.29	7.10 %
Total	216.18	9.00 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	195.77	10.63 %
D-Freez	2.23	25.26 %
W-Disp	0.88	48.43 %
Total	198.88	10.48 %

Branch *	MTD Sales L	Brand Share %
VLY1	7.44	7.51 %
TUT2	4.00	3.72 %
RPM1	3.90	7.06 %
ERL2	3.19	9.19 %
VNR2	3.05	4.41 %
UDN1	2.75	8.73 %
MAR1	2.52	5.61 %
SDI1	2.18	9.64 %
TKS2	2.08	3.49 %
SKD1	1.89	6.36 %
TCN1	1.68	3.91 %
VKM1	1.35	5.48 %
ARM1	1.20	4.49 %
TKY1	0.91	5.32 %
VNR1	0.86	2.71 %
SGT1	0.62	8.57 %
MMT1	0.42	1.45 %
S2SD	0.37	1.70 %
WHTV		0.00 %
Total	198.88	10.48 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cond	168.18	10.59 %
W-Disp	0.78	33.98 %
D-Freez	0.68	7.77 %
Total	169.63	10.35 %

Branch *	MTD Sales L	Brand Share %
MDU1	18.15	10.70 %
DGL1	16.22	8.39 %
KRR1	7.00	10.29 %
KKD3	5.76	5.62 %
ATG1	4.59	5.63 %
SVG1	4.55	9.11 %
TDI1	3.50	9.50 %
CMR1	3.29	9.30 %
TPT1	2.91	8.15 %
MPA1	2.89	7.02 %
ODM1	2.59	6.47 %
PNV2	2.42	8.17 %
MDU4	2.37	8.19 %
USL1	1.78	8.13 %
DKI1	1.49	3.41 %
TEN1	1.38	6.45 %
NTM1	1.29	8.98 %
SGP1	1.23	8.80 %
PNI1	1.20	4.34 %
KYK1	0.91	3.68 %
KPT1	0.81	8.23 %
PKM1	0.68	5.70 %
ADP1	0.63	5.97 %
MLR1	0.61	2.29 %
BNR1	0.39	3.57 %
NKI1	0.29	2.14 %
CBM1		0.00 %
SZSD		0.00 %
Total	169.63	10.35 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	147.28	13.45 %
D-Freez	0.93	14.36 %
W-Disp	0.08	8.04 %
Total	148.28	13.11 %

Branch *	MTD Sales L	Brand Share %
POY2	8.68	9.95 %
KKI2	7.86	11.41 %
TRK1	4.10	7.83 %
ULP1	3.82	7.78 %
TVM2	2.77	7.73 %
KML1	2.51	4.97 %
SJI2	2.30	4.81 %
MKM1	2.29	8.37 %
VCM2	1.82	4.71 %
KLM1	1.74	2.79 %
VCM1	1.34	7.99 %
STP1	1.30	6.60 %
VPM1	1.17	7.40 %
TVM1	0.67	2.09 %
Total	148.28	13.11 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cond	133.69	14.64 %
D-Freez	0.47	10.09 %
W-Disp	0.41	25.68 %
Total	134.57	13.94 %

Branch *	MTD Sales L	Brand Share %
NKL2	4.45	8.10 %
VPD1	2.10	10.03 %
MCR1	2.05	10.69 %
TRM1	1.94	11.10 %
EDP1	1.88	11.40 %
MTR1	1.80	4.99 %
RSP1	1.46	4.95 %
KVP1	1.38	9.74 %
HSR1	1.26	7.44 %
EPI1	1.21	9.40 %
HSR2	1.17	4.96 %
KMM1	0.92	4.80 %
CMI1	0.80	5.52 %
HRR1	0.62	4.00 %
KAM1	0.61	5.16 %
BMD1	0.31	1.87 %
PMP1	0.30	2.42 %
SGI1		0.00 %
WZWH		0.00 %
WHKP	-1.24	10.68 %
Total	134.57	13.94 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	130.72	12.76 %
D-Freez	1.97	22.56 %
W-Disp	1.28	37.97 %
Total	133.97	12.54 %

Branch *	MTD Sales L	Brand Share %
VEL2	10.14	10.61 %
AKM1	5.36	9.18 %
KPM1	3.24	7.05 %
VSI1	3.21	6.76 %
SLG1	2.86	9.71 %
WJP1	2.76	8.52 %
ARC2	2.45	7.79 %
GDM1	2.23	7.89 %
TRT1	2.21	4.62 %
ANI1	1.90	7.39 %
ABR1	1.45	3.53 %
VNB1	1.38	5.81 %
PTU1	0.90	8.94 %
UGI1	0.58	5.19 %
BGR1	0.23	2.06 %
CGM1		0.00 %
WHVL	-3.57	11.47 %
Total	133.97	12.54 %

WEST-01

Property	MTD Sales L	Brand Share %
Air-Cond	57.70	10.18 %
D-Freez	1.18	29.49 %
Total	58.87	9.90 %

Branch *	MTD Sales L	Brand Share %
CBE2	8.41	6.78 %
CBE1	3.62	10.78 %
TPR1	3.05	8.33 %
SNR1	2.01	7.76 %
UMP1	1.93	9.15 %
PLI1	1.87	6.78 %
CBE6	1.32	5.59 %
DPM2	1.26	7.69 %
KMR1	0.96	2.53 %
CBE5	0.93	9.44 %
CBE4	0.73	2.29 %
CBE3	0.59	4.47 %
PPI1	0.38	4.71 %
KMD1	0.26	2.36 %
ANR1		0.00 %
CNR1		0.00 %
GDR1		0.00 %
KGI1		0.00 %
WZSD		0.00 %
WHCB	-3.34	11.03 %
Total	58.87	9.90 %