



TN : BLUESTAR Sales Performance 26/03/2026 9:10 AM

MTD Sales
1,226.93 L

Brand Share %
11.53 %

Information:

MTD : 01-03-2026 To 25-03-2026

* 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	1,203.46	11.37 %
D-Freez	17.68	44.53 %
W-Disp	5.78	44.49 %
Dummy-AC		7.21 %
Total	1,226.93	11.53 %

Sales Zone	MTD Sales L	Brand Share %
TRICHY-01	192.16	13.12 %
SOUTH-01	177.83	11.31 %
CHENNAI-01	174.10	10.67 %
CHENNAI-02	162.83	11.31 %
SOUTH-03	134.44	10.20 %
WEST-02	124.89	14.22 %
SOUTH ARCOT	103.66	15.36 %
WEST-01	79.89	8.41 %
NORTH ARCOT	77.12	10.91 %
Total	1,226.93	11.53 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	189.91	13.00 %
D-Freez	1.77	65.90 %
W-Disp	0.49	44.83 %
Total	192.16	13.12 %

Branch *	MTD Sales L	Brand Share %
TRY1	26.81	6.51 %
MVM1	6.24	8.85 %
TRY4	4.29	7.62 %
AYR1	2.56	9.21 %
TYR1	2.45	7.27 %
TVR1	0.80	2.99 %
TZSD		0.00 %
WTRZ	-0.29	4.22 %
Total	192.16	13.12 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	173.11	11.09 %
D-Freez	4.11	39.21 %
W-Disp	0.61	45.72 %
Total	177.83	11.31 %

Branch *	MTD Sales L	Brand Share %
TVL1	15.69	9.70 %
TUT2	4.87	6.54 %
TKS1	4.11	9.69 %
VNR2	3.92	7.50 %
VLV1	3.47	11.35 %
TKS2	2.59	3.81 %
APK2	2.58	8.80 %
TCN1	1.99	7.51 %
TYI1	1.99	9.80 %
APK1	1.91	7.12 %
RPM1	1.63	3.25 %
VNR1	1.30	5.17 %
UDN1	1.23	7.34 %
PDI1	1.23	5.44 %
SNL1	1.16	7.17 %
ASM1	1.15	5.66 %
SKD1	1.04	6.90 %
VKM1	1.03	6.25 %
STU2	0.88	4.83 %
COL1	0.68	9.07 %
ARM1	0.60	3.32 %
MMT1	0.35	2.01 %
ERL2	0.32	1.43 %
SGT1	0.29	3.40 %
KSM1	0.27	3.73 %
Total	177.83	11.31 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	169.50	10.44 %
D-Freez	3.35	57.82 %
W-Disp	1.26	46.12 %
Total	174.10	10.67 %

Branch *	MTD Sales L	Brand Share %
CH22	6.80	8.73 %
CH30	6.01	9.82 %
CZWH	5.14	10.03 %
CH25	5.12	8.03 %
CH48	3.58	5.92 %
CH47	3.49	8.57 %
AVD1	2.71	3.64 %
MRM1	2.59	7.03 %
CGL1	2.20	6.59 %
SKL1	2.14	6.71 %
CH35	1.59	3.39 %
CH08	1.56	1.44 %
TKM1	1.34	9.91 %
WHC3	0.67	8.48 %
GUD2	0.33	1.05 %
CH29	0.32	8.80 %
CH26	0.32	2.15 %
MC10		0.00 %
Total	174.10	10.67 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	161.71	11.26 %
W-Disp	0.58	39.44 %
D-Freez	0.54	29.44 %
Dummy-AC		10.53 %
Total	162.83	11.31 %

Branch *	MTD Sales L	Brand Share %
CH12	8.42	10.03 %
CH24	7.89	10.75 %
CH51	6.95	9.48 %
CH21	4.03	5.16 %
CH18	3.43	5.72 %
MJR1	2.91	6.24 %
CH33	1.93	3.82 %
UKI1	1.60	5.40 %
CH43	1.55	4.45 %
GPD1	1.40	3.90 %
CH46	1.33	5.01 %
CH44	1.21	3.14 %
CH31	0.99	2.55 %
PON1	0.95	3.45 %
CH27	0.86	5.32 %
CH36	0.71	3.69 %
CH41	0.64	0.99 %
CH32	0.37	3.30 %
CH01		0.00 %
Total	162.83	11.31 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cond	130.86	9.98 %
D-Freez	2.87	56.75 %
W-Disp	0.71	45.96 %
Total	134.44	10.20 %

Branch *	MTD Sales L	Brand Share %
MDU1	15.89	8.61 %
DGL2	5.03	9.72 %
MPA1	3.51	8.59 %
ATG1	3.30	7.05 %
SVG1	2.96	10.28 %
MDU4	2.90	10.50 %
KKD3	2.77	4.71 %
KRR1	2.70	4.54 %
PVI1	2.35	10.71 %
TPT1	2.17	6.90 %
DKI1	1.78	5.00 %
BNR1	1.31	7.35 %
TEN2	1.30	5.04 %
PNI1	0.96	3.82 %
NKI1	0.93	8.81 %
PKM1	0.86	8.45 %
CMR1	0.84	4.95 %
SGP1	0.68	4.92 %
CBM1	0.59	2.57 %
TEN1	0.58	2.62 %
TDI1	0.57	3.12 %
KPT1	0.34	2.92 %
MLR1	0.33	1.54 %
ADP1		0.00 %
NTM1		0.00 %
Total	134.44	10.20 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cond	124.34	14.20 %
W-Disp	0.33	35.16 %
D-Freez	0.23	11.83 %
Total	124.89	14.22 %

Branch *	MTD Sales L	Brand Share %
NKL2	4.99	11.11 %
RSP1	2.33	10.68 %
MTR1	2.05	6.66 %
MCR1	2.00	9.38 %
TCG1	1.89	7.45 %
ATU1	1.60	4.64 %
HSR2	1.41	6.09 %
KVP1	1.34	9.98 %
VPD1	1.16	8.07 %
HSR1	1.08	6.02 %
KAM1	0.99	9.37 %
BMD1	0.97	5.17 %
VKL1	0.89	9.09 %
PDR1	0.89	5.15 %
PLC1	0.78	8.71 %
EPI1	0.31	1.75 %
HRR1		0.00 %
WHKP		0.00 %
WZWH		0.00 %
Total	124.89	14.22 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	101.57	15.19 %
D-Freez	1.76	32.44 %
W-Disp	0.33	35.72 %
Total	103.66	15.36 %

Branch *	MTD Sales L	Brand Share %
TRK1	3.56	11.11 %
ULP1	2.85	11.10 %
CDM1	2.78	9.29 %
KKI2	2.65	7.82 %
KLM1	2.42	7.00 %
TVM1	1.69	6.95 %
KML1	1.24	6.87 %
SJI2	0.90	2.52 %
MKM1	0.87	3.81 %
VPM1	0.66	6.21 %
VCM1	0.60	2.11 %
STP1	0.58	6.07 %
Total	103.66	15.36 %

WEST-01

Property	MTD Sales L	Brand Share %
Air-Cond	78.60	8.29 %
D-Freez	1.14	74.49 %
W-Disp	0.15	24.14 %
Total	79.89	8.41 %

Branch *	MTD Sales L	Brand Share %
CBE2	14.20	5.45 %
AVI1	2.96	11.35 %
PLI1	2.52	7.46 %
SNR1	2.26	5.80 %
KGM1	1.93	11.04 %
TPR3	1.91	9.38 %
DPM2	1.90	11.16 %
CBE1	1.89	4.50 %
CBE4	1.53	2.39 %
PPI1	1.30	10.16 %
TPR4	1.23	6.91 %
CBE5	1.23	6.92 %
KMR1	0.93	1.76 %
PDM1	0.69	3.59 %
SYM2	0.62	4.69 %
KMD1	0.26	2.10 %
UMP1	0.25	1.04 %
ANR1		0.00 %
CBE3		0.00 %
GDR1		0.00 %
KGI1		0.00 %
UAM1		0.00 %
WHCB		0.00 %
WZSD		0.00 %
Total	79.89	8.41 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	73.87	10.56 %
D-Freez	1.91	38.45 %
W-Disp	1.34	56.41 %
Total	77.12	10.91 %

Branch *	MTD Sales L	Brand Share %
KPM2	6.12	8.06 %
SBR1	5.09	8.99 %
AKM1	3.31	10.63 %
VSI1	2.28	10.09 %
SLG1	1.99	11.26 %
KPM1	1.97	5.96 %
ARC2	1.82	5.84 %
ANI1	1.65	9.43 %
CYR1	1.46	9.29 %
VNB1	1.32	6.40 %
GDM1	1.31	7.14 %
WJP1	1.10	5.28 %
ABR1	1.02	3.63 %
CGM1	0.87	7.24 %
CPT1	0.86	7.46 %
UGI1	0.63	8.48 %
BGR1		0.00 %
PTU1		0.00 %
WHVL		0.00 %
Total	77.12	10.91 %