



TN : BLUESTAR Sales Performance 27/03/2026 9:10 AM

MTD Sales
1,273.76 L

Brand Share %
11.57 %

Information:

MTD : 01-03-2026 To 26-03-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **11.57 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	1,249.76	11.41 %
D-Freez	17.81	43.19 %
W-Disp	6.19	45.75 %
Dummy-AC		7.21 %
Total	1,273.76	11.57 %

Sales Zone	MTD Sales L	Brand Share %
TRICHY-01	196.89	13.09 %
SOUTH-01	186.81	11.29 %
CHENNAI-01	181.72	10.86 %
CHENNAI-02	169.36	11.49 %
SOUTH-03	140.51	10.29 %
WEST-02	127.13	13.94 %
SOUTH ARCOT	107.04	15.31 %
WEST-01	82.94	8.41 %
NORTH ARCOT	81.37	10.99 %
Total	1,273.76	11.57 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	194.55	12.96 %
D-Freez	1.77	65.90 %
W-Disp	0.57	48.65 %
Total	196.89	13.09 %

Branch *	MTD Sales L	Brand Share %
TRY1	27.40	6.53 %
KUM1	9.67	11.57 %
MVM1	6.55	9.17 %
TRY4	4.29	7.41 %
TYR1	2.78	7.81 %
AYR1	2.56	9.03 %
TVR1	1.11	3.99 %
TZSD		0.00 %
WTRZ	-0.29	4.22 %
Total	196.89	13.09 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	181.93	11.08 %
D-Freez	4.11	38.36 %
W-Disp	0.77	51.50 %
Total	186.81	11.29 %

Branch *	MTD Sales L	Brand Share %
TVL1	16.64	9.81 %
TUT2	5.46	6.82 %
MAR1	5.12	11.44 %
VNR2	4.66	8.60 %
TKS1	4.46	9.49 %
TKS2	2.92	3.99 %
APK2	2.66	8.78 %
APK1	2.23	8.05 %
TCN1	1.99	6.69 %
TYI1	1.99	8.98 %
TKY1	1.84	10.72 %
RPM1	1.63	3.14 %
VNR1	1.30	5.03 %
UDN1	1.23	6.63 %
PDI1	1.23	5.28 %
SNL1	1.16	6.70 %
ASM1	1.15	5.47 %
SKD1	1.04	6.62 %
VKM1	1.03	5.49 %
MMT1	0.94	5.24 %
STU2	0.88	4.74 %
COL1	0.68	8.32 %
ARM1	0.60	3.06 %
ERL2	0.32	1.34 %
SGT1	0.29	3.18 %
KSM1	0.27	3.30 %
Total	186.81	11.29 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	176.94	10.63 %
D-Freez	3.35	55.79 %
W-Disp	1.43	49.28 %
Total	181.72	10.86 %

Branch *	MTD Sales L	Brand Share %
CH22	7.14	9.09 %
CH30	6.01	9.77 %
CZWH	5.91	9.33 %
CH25	5.77	8.72 %
CH48	3.58	5.82 %
CH47	3.49	8.45 %
AVD1	2.71	3.64 %
MRM1	2.59	6.92 %
CGL1	2.20	6.44 %
SKL1	2.14	6.46 %
TKM1	1.61	11.43 %
CH35	1.59	3.25 %
CH08	1.56	1.41 %
WHC3	0.67	8.48 %
GUD2	0.33	1.04 %
CH29	0.32	8.80 %
CH26	0.32	2.15 %
MC10		0.00 %
WCHN	-2.08	9.28 %
Total	181.72	10.86 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	168.24	11.44 %
W-Disp	0.58	37.42 %
D-Freez	0.54	29.44 %
Dummy-AC		10.53 %
Total	169.36	11.49 %

Branch *	MTD Sales L	Brand Share %
CH12	9.08	10.57 %
CH24	7.89	10.59 %
CH51	7.26	9.64 %
CH21	4.33	5.44 %
CH18	3.43	5.64 %
MJR1	3.23	6.71 %
CH33	1.93	3.74 %
UKI1	1.60	5.19 %
CH43	1.55	4.29 %
GPD1	1.40	3.83 %
CH46	1.33	4.72 %
CH31	1.28	3.25 %
CH44	1.21	3.12 %
CH41	0.96	1.46 %
PON1	0.95	3.34 %
CH27	0.86	5.22 %
CH36	0.71	3.57 %
CH32	0.37	3.30 %
CH01		0.00 %
Total	169.36	11.49 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cond	136.92	10.08 %
D-Freez	2.87	55.09 %
W-Disp	0.71	42.47 %
Total	140.51	10.29 %

Branch *	MTD Sales L	Brand Share %
MDU1	16.48	8.62 %
DGL1	8.15	11.31 %
DGL2	5.32	10.02 %
ATG1	4.46	8.95 %
MPA1	3.51	8.53 %
KRR1	3.01	5.03 %
SVG1	2.96	10.19 %
KKD3	2.77	4.51 %
PVI1	2.35	10.05 %
TPT1	2.17	6.63 %
ODM1	1.99	11.42 %
DKI1	1.78	4.79 %
BNR1	1.31	7.04 %
TEN2	1.30	4.69 %
PNI1	0.96	3.74 %
NKI1	0.93	8.81 %
TDI1	0.92	4.96 %
PKM1	0.86	8.45 %
CMR1	0.84	4.85 %
SGP1	0.68	4.82 %
CBM1	0.59	2.53 %
TEN1	0.58	2.54 %
KPT1	0.34	2.77 %
MLR1	0.33	1.47 %
ADP1		0.00 %
NTM1		0.00 %
Total	140.51	10.29 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cond	126.58	13.92 %
W-Disp	0.33	38.41 %
D-Freez	0.23	10.59 %
Total	127.13	13.94 %

Branch *	MTD Sales L	Brand Share %
NKL2	5.31	11.50 %
TRM1	2.62	11.30 %
OML1	2.55	11.34 %
RSP1	2.33	10.52 %
MTR1	2.05	6.41 %
MCR1	2.00	9.24 %
ATU1	1.93	5.37 %
TCG1	1.89	7.28 %
HSR2	1.41	5.55 %
VPD1	1.16	7.34 %
HSR1	1.08	6.02 %
KAM1	0.99	8.86 %
BMD1	0.97	5.10 %
VKL1	0.89	9.09 %
PDR1	0.89	4.99 %
PLC1	0.78	8.39 %
EPI1	0.31	1.69 %
HRR1		0.00 %
WHKP		0.00 %
WZWH		0.00 %
Total	127.13	13.94 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	104.96	15.16 %
D-Freez	1.76	30.22 %
W-Disp	0.33	35.72 %
Total	107.04	15.31 %

Branch *	MTD Sales L	Brand Share %
ULP1	2.85	10.74 %
CDM1	2.78	8.85 %
KKI2	2.65	7.73 %
KLM1	2.42	6.95 %
TVM1	1.69	6.64 %
KML1	1.24	6.87 %
SJI2	0.90	2.41 %
MKM1	0.87	3.76 %
VPM1	0.66	6.01 %
VCM1	0.60	2.00 %
STP1	0.58	4.74 %
Total	107.04	15.31 %

WEST-01

Property	MTD Sales L	Brand Share %
Air-Cond	81.51	8.29 %
D-Freez	1.27	76.51 %
W-Disp	0.15	24.14 %
Total	82.94	8.41 %

Branch *	MTD Sales L	Brand Share %
CBE2	14.49	5.40 %
AVI1	2.96	10.94 %
SNR1	2.73	6.77 %
PLI1	2.52	6.75 %
KGM1	1.93	10.71 %
TPR3	1.91	8.89 %
DPM2	1.90	10.77 %
CBE1	1.89	4.38 %
CBE4	1.53	2.29 %
PPI1	1.30	9.70 %
TPR4	1.23	6.91 %
CBE5	1.23	6.67 %
KMR1	0.93	1.70 %
PDM1	0.69	3.53 %
SYM2	0.62	4.59 %
KMD1	0.26	1.88 %
UMP1	0.25	0.98 %
ANR1		0.00 %
CBE3		0.00 %
GDR1		0.00 %
KGI1		0.00 %
UAM1		0.00 %
WZSD		0.00 %
WHCB	-0.29	6.62 %
Total	82.94	8.41 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	78.12	10.66 %
D-Freez	1.91	37.08 %
W-Disp	1.34	56.41 %
Total	81.37	10.99 %

Branch *	MTD Sales L	Brand Share %
KPM2	6.12	7.66 %
SBR1	5.41	9.08 %
AKM1	3.31	10.23 %
VSI1	2.28	9.80 %
KPM1	1.97	5.89 %
ANI1	1.97	11.07 %
ARC2	1.82	5.62 %
CYR1	1.82	10.47 %
PLR1	1.73	11.27 %
GDM1	1.66	8.19 %
VNB1	1.32	6.21 %
WJP1	1.10	5.28 %
ABR1	1.02	3.59 %
CGM1	0.87	7.24 %
CPT1	0.86	7.08 %
UGI1	0.63	8.12 %
BGR1		0.00 %
PTU1		0.00 %
WHVL		0.00 %
Total	81.37	10.99 %