



TN : BLUESTAR Sales Performance 28/04/2026 9:10 AM

MTD Sales
3,546.16 L

Brand Share %
12.03 %

Information:

MTD : 01-04-2026 To 27-04-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **12.03 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	3,517.92	11.98 %
D-Freez	22.60	27.60 %
W-Disp	5.64	19.41 %
Dummy-AC		0.00 %
Total	3,546.16	12.03 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	551.14	11.17 %
TRICHY-01	548.08	13.56 %
SOUTH-03	498.85	12.43 %
CHENNAI-01	451.96	12.33 %
WEST-02	410.68	14.28 %
CHENNAI-02	351.10	10.99 %
SOUTH ARCOT	253.63	12.35 %
WEST-01	243.81	9.24 %
NORTH ARCOT	236.91	11.48 %
Total	3,546.16	12.03 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	545.40	11.08 %
D-Freez	5.19	43.22 %
W-Disp	0.55	21.81 %
Total	551.14	11.17 %

Branch *	MTD Sales L	Brand Share %
NGR1	38.82	10.06 %
TUT2	17.33	7.82 %
TKS2	15.72	6.48 %
TKS1	14.98	9.45 %
PKD1	14.26	11.16 %
MAR1	14.22	8.41 %
VLY1	12.91	6.95 %
SDI1	9.03	9.82 %
VNR2	8.15	5.14 %
MMT1	7.71	8.94 %
APK1	7.59	10.23 %
SNL1	6.59	9.98 %
TKY1	6.54	10.94 %
ASM1	6.33	8.03 %
ERL2	6.15	5.98 %
RPM1	5.77	4.15 %
COL1	5.76	11.19 %
PDI1	5.73	9.35 %
APK2	4.95	7.81 %
VKM1	4.82	10.51 %
KYR1	4.54	8.92 %
S2SD	4.46	4.86 %
UDN1	4.44	6.29 %
STU2	2.98	4.64 %
TCN1	2.55	2.29 %
SGT1	2.35	9.14 %
SKD1	2.34	5.38 %
KSM1	1.56	6.36 %
VNR1	1.55	3.35 %
Total	551.14	11.17 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	543.57	13.50 %
D-Freez	3.95	26.86 %
W-Disp	0.56	27.18 %
Total	548.08	13.56 %

Branch *	MTD Sales L	Brand Share %
TRY1	98.40	10.50 %
PBR2	29.15	11.68 %
KUM1	21.57	11.13 %
MVM1	10.40	4.91 %
TYR1	10.29	8.11 %
MDI1	8.83	7.38 %
KIK1	6.84	6.40 %
AYR1	6.79	7.14 %
NGT1	6.47	6.64 %
KUM2	5.54	9.51 %
TTP1	5.37	7.42 %
APM1	2.93	7.54 %
TVR1	2.33	3.12 %
TZSD		0.00 %
Total	548.08	13.56 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cond	495.31	12.39 %
D-Freez	3.14	25.98 %
W-Disp	0.40	16.29 %
Total	498.85	12.43 %

Branch *	MTD Sales L	Brand Share %
DGL1	13.11	7.83 %
PVI1	5.71	10.31 %
KKD3	5.00	2.93 %
BTU1	4.46	10.22 %
PNI1	4.37	5.84 %
PNV2	3.69	6.70 %
NTM1	3.64	10.95 %
KYK1	3.53	7.66 %
SGP1	3.30	8.44 %
MLR1	2.82	4.02 %
KPT1	2.73	8.01 %
TDI1	2.65	4.24 %
TEN1	2.25	3.07 %
NKI1	2.08	5.02 %
BNR1	1.69	3.30 %
SZSD	1.58	6.40 %
CMR1	1.52	3.33 %
CBM1	1.35	1.98 %
PKM1	1.17	3.62 %
DKI1	1.17	1.15 %
ADP1	0.36	0.86 %
Total	498.85	12.43 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	449.24	12.31 %
W-Disp	1.82	21.39 %
D-Freez	0.90	12.50 %
Total	451.96	12.33 %

Branch *	MTD Sales L	Brand Share %
CH19	20.52	11.80 %
CH07	17.93	10.96 %
CH30	17.05	10.27 %
CH28	16.53	11.20 %
CH38	10.98	9.99 %
CH25	7.81	5.77 %
CH39	6.79	10.43 %
CH35	4.91	5.56 %
CH08	4.55	2.67 %
SKL1	4.51	4.61 %
TKM1	4.19	9.62 %
MRM1	3.98	4.31 %
CGL1	3.76	4.90 %
AVD1	3.49	3.35 %
GUD2	2.84	5.01 %
CH26	2.43	8.71 %
CZWH	2.06	2.71 %
CH29	0.31	3.48 %
MC10		0.00 %
WCHN	-12.38	9.95 %
Total	451.96	12.33 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cond	409.08	14.27 %
D-Freez	1.02	17.45 %
W-Disp	0.58	20.71 %
Dummy-AC		0.00 %
Total	410.68	14.28 %

Branch *	MTD Sales L	Brand Share %
NKL2	14.36	9.89 %
ATU1	7.41	6.72 %
VPD1	6.59	11.58 %
HSR1	5.51	6.60 %
DPR1	4.84	11.04 %
RSP1	4.67	5.81 %
HSR2	4.07	4.25 %
APN1	3.89	10.67 %
KMM1	3.72	8.18 %
MTR1	3.55	3.74 %
KVP1	3.34	8.08 %
HRR1	2.90	9.50 %
CMI1	2.81	7.33 %
VKL1	2.28	7.61 %
KAM1	2.23	7.11 %
SGI1	1.97	9.95 %
BMD1	1.73	5.53 %
EPI1	1.59	2.90 %
WZWH		0.00 %
WHPD	-2.02	11.20 %
Total	410.68	14.28 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	348.39	10.93 %
D-Freez	2.22	44.80 %
W-Disp	0.48	13.63 %
Total	351.10	10.99 %

Branch *	MTD Sales L	Brand Share %
CH18	17.05	11.20 %
CH24	16.68	8.78 %
CH12	15.15	7.92 %
CH21	12.91	6.44 %
CH33	9.21	8.53 %
CH51	7.58	7.41 %
MJR1	5.64	5.39 %
UKI1	5.30	8.47 %
GPD1	5.09	7.68 %
CH36	5.00	9.49 %
CH43	4.30	6.24 %
CH44	3.75	4.29 %
CH46	3.48	4.90 %
PON1	2.74	3.61 %
CH31	2.45	3.76 %
CH27	1.88	4.39 %
CH41	1.68	1.41 %
CH01		0.00 %
CH32		0.00 %
Total	351.10	10.99 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	252.11	12.33 %
D-Freez	1.05	15.80 %
W-Disp	0.48	30.71 %
Total	253.63	12.35 %

Branch *	MTD Sales L	Brand Share %
POY2	19.86	10.27 %
VPM2	13.33	10.52 %
KKI2	12.89	10.73 %
CDM1	10.51	8.80 %
TRK1	5.50	5.17 %
ULP1	4.86	5.49 %
KLM1	4.77	4.64 %
VCM2	4.47	8.02 %
SJI2	4.30	4.11 %
VPM1	3.11	11.54 %
VCM1	2.36	5.99 %
KML1	2.31	3.29 %
MKM1	2.15	4.53 %
TVM1	1.97	4.17 %
STP1	1.83	5.50 %
Total	253.63	12.35 %

WEST-01

Property	MTD Sales L	Brand Share %
Air-Cond	241.16	9.16 %
D-Freez	2.33	44.55 %
W-Disp	0.33	11.60 %
Total	243.81	9.24 %

Branch *	MTD Sales L	Brand Share %
CBE2	29.88	5.22 %
TPR1	14.52	10.23 %
MPM1	14.33	11.47 %
CBE1	9.67	9.07 %
CBE4	9.67	5.54 %
GBM1	9.38	11.86 %
PLI1	9.13	7.41 %
CBE6	8.65	7.97 %
SNR1	8.05	7.63 %
PDM1	6.00	9.76 %
CBE5	5.74	11.45 %
SYM2	5.32	9.78 %
UMP1	4.33	5.14 %
DPM2	4.26	6.66 %
KMR1	3.13	2.26 %
TPR4	2.97	7.86 %
KMD1	1.01	1.65 %
ANR1	0.94	4.02 %
PPI1	0.74	2.40 %
CBE3	0.61	1.58 %
GDR1	0.32	5.19 %
UAM1	0.14	6.61 %
CNR1		0.00 %
WZSD		0.00 %
WHCB	-1.42	3.41 %
Total	243.81	9.24 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	233.66	11.41 %
D-Freez	2.79	21.15 %
W-Disp	0.45	16.00 %
Total	236.91	11.48 %

Branch *	MTD Sales L	Brand Share %
AKM1	8.82	8.19 %
VNB1	6.95	10.62 %
ARC2	5.75	7.85 %
ABR1	5.13	4.44 %
GDM1	4.12	5.22 %
TRT1	3.86	4.60 %
VSI1	3.14	3.57 %
WJP1	3.02	4.36 %
BGR1	2.27	7.41 %
ANI1	2.17	4.35 %
SLG1	2.05	3.71 %
KPM1	1.52	2.17 %
CGM1	1.36	3.67 %
UGI1	1.12	5.46 %
PTU1	1.03	7.15 %
WHVL	-2.08	8.24 %
Total	236.91	11.48 %