



TN : BLUESTAR Sales Performance 28/05/2026 9:10 AM

MTD Sales
1,816.88 L

Brand Share %
11.48 %

Information:

MTD : 01-05-2026 To 27-05-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **11.48 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	1,789.04	11.69 %
D-Freez	14.34	19.79 %
W-Disp	13.40	38.05 %
Air-Cool	0.11	0.03 %
Total	1,816.88	11.48 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	353.79	11.53 %
TRICHY-01	313.48	13.95 %
CHENNAI-02	239.91	8.97 %
SOUTH-01	214.14	10.48 %
SOUTH-03	184.71	10.33 %
SOUTH ARCOT	165.62	13.33 %
NORTH ARCOT	142.55	12.39 %
WEST-02	140.80	14.14 %
WEST-01	61.88	10.04 %
Total	1,816.88	11.48 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	341.59	11.49 %
W-Disp	9.00	58.58 %
D-Freez	3.09	28.26 %
Air-Cool	0.11	0.15 %
Total	353.79	11.53 %

Branch *	MTD Sales L	Brand Share %
CH19	13.11	9.18 %
CH07	12.55	9.66 %
AVD1	8.63	10.12 %
CZWH	7.41	6.01 %
CH35	6.40	8.66 %
MRM1	6.09	7.10 %
CH39	5.46	10.29 %
CH37	4.40	9.13 %
CH25	4.03	3.68 %
SKL1	3.49	6.61 %
TKM1	3.11	7.18 %
CGL1	2.84	4.37 %
CH08	2.75	1.95 %
CH26	2.33	8.82 %
CH29	0.91	7.75 %
WHC3	0.32	2.98 %
MC09		0.00 %
MC10		0.00 %
Total	353.79	11.53 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	311.28	14.30 %
D-Freez	1.62	15.42 %
W-Disp	0.57	25.60 %
Total	313.48	13.95 %

Branch *	MTD Sales L	Brand Share %
TRY1	33.66	9.37 %
MVM1	12.93	8.67 %
NGT1	5.20	8.17 %
KIK1	5.12	7.35 %
AYR1	4.98	8.36 %
KUM2	4.94	8.96 %
TYR1	4.82	9.25 %
TTP1	3.73	7.66 %
TVR1	3.50	7.88 %
APM1	2.82	7.55 %
TZSD		0.00 %
WTRZ	-3.81	10.53 %
Total	313.48	13.95 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	238.21	9.13 %
D-Freez	1.71	35.57 %
Total	239.91	8.97 %

Branch *	MTD Sales L	Brand Share %
CH03	27.81	11.36 %
CH18	15.17	11.23 %
CH12	14.57	6.99 %
CH21	13.95	7.30 %
CH24	11.74	7.47 %
CH17	8.38	6.60 %
MJR1	6.86	7.18 %
CH23	5.87	8.67 %
CH51	5.68	6.44 %
CH43	5.59	9.98 %
UKI1	4.02	9.13 %
CH33	3.31	3.78 %
CH44	3.30	3.25 %
CH46	3.13	5.62 %
CH41	2.98	3.01 %
PON1	2.46	4.73 %
GPD1	1.97	3.95 %
CH27	1.88	5.08 %
CH31	1.61	2.69 %
CH32	1.58	8.46 %
CH36	0.63	1.16 %
CH01	0.29	5.76 %
Total	239.91	8.97 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	210.72	10.64 %
D-Freez	2.23	22.50 %
W-Disp	1.19	54.22 %
Total	214.14	10.48 %

Branch *	MTD Sales L	Brand Share %
VLY1	7.74	7.33 %
TUT2	4.41	3.84 %
RPM1	3.90	6.77 %
ERL2	3.80	9.77 %
VNR2	3.43	4.57 %
ASM1	3.30	10.34 %
STU2	3.19	11.24 %
UDN1	3.04	8.76 %
SDI1	2.75	11.35 %
MAR1	2.52	5.39 %
TKS2	2.37	3.85 %
KYR1	2.37	11.43 %
SKD1	2.19	6.67 %
TCN1	2.18	4.41 %
VKM1	1.73	6.49 %
VNR1	1.25	3.49 %
ARM1	1.20	4.41 %
TKY1	0.91	5.02 %
KSM1	0.77	10.91 %
SGT1	0.62	8.57 %
MMT1	0.42	1.43 %
S2SD	0.37	1.67 %
WHTV		0.00 %
Total	214.14	10.48 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cond	183.25	10.60 %
W-Disp	0.78	28.42 %
D-Freez	0.68	7.15 %
Total	184.71	10.33 %

Branch *	MTD Sales L	Brand Share %
MDU1	19.81	10.79 %
DGL1	16.22	7.98 %
KRR1	7.00	10.11 %
KKD3	6.50	5.69 %
SVG1	4.95	9.03 %
ATG1	4.59	4.98 %
TDI1	4.42	10.75 %
MPA1	3.75	7.69 %
CMR1	3.29	9.06 %
PNV2	3.02	9.23 %
TPT1	2.91	7.29 %
MDU4	2.66	6.84 %
ODM1	2.59	6.40 %
DKI1	1.82	3.46 %
USL1	1.78	7.69 %
SGP1	1.52	9.74 %
TEN1	1.38	5.71 %
NTM1	1.29	8.39 %
MLR1	1.20	3.84 %
PNI1	1.20	4.20 %
KYK1	0.91	3.47 %
KPT1	0.81	7.84 %
PKM1	0.68	5.56 %
ADP1	0.63	5.58 %
BNR1	0.39	3.57 %
NKI1	0.29	2.08 %
CBM1		0.00 %
SZSD		0.00 %
Total	184.71	10.33 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	164.48	13.70 %
D-Freez	1.06	14.61 %
W-Disp	0.08	7.49 %
Total	165.62	13.33 %

Branch *	MTD Sales L	Brand Share %
TRK1	4.39	7.38 %
ULP1	3.82	7.32 %
SJI2	2.96	5.31 %
KML1	2.89	5.32 %
TVM2	2.77	7.44 %
MKM1	2.29	7.44 %
KLM1	2.14	3.14 %
VCM2	1.96	4.51 %
VPM1	1.47	8.65 %
VCM1	1.34	7.57 %
STP1	1.30	5.65 %
TVM1	0.67	2.04 %
WHUT	-2.01	10.79 %
Total	165.62	13.33 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	138.97	12.60 %
D-Freez	2.30	22.67 %
W-Disp	1.28	35.52 %
Total	142.55	12.39 %

Branch *	MTD Sales L	Brand Share %
VEL2	10.14	10.20 %
AKM1	5.77	9.03 %
VSI1	3.92	7.39 %
KPM1	3.24	6.51 %
SLG1	3.22	10.57 %
WJP1	3.05	8.60 %
GDM1	2.65	8.69 %
ARC2	2.45	7.09 %
TRT1	2.21	4.08 %
ANI1	1.90	6.64 %
VNB1	1.78	7.20 %
ABR1	1.45	3.39 %
PTU1	1.20	11.32 %
UGI1	0.58	4.82 %
BGR1	0.23	2.06 %
CGM1		0.00 %
WHVL	-3.57	11.11 %
Total	142.55	12.39 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cond	139.84	14.88 %
W-Disp	0.50	28.24 %
D-Freez	0.47	8.86 %
Total	140.80	14.14 %

Branch *	MTD Sales L	Brand Share %
NKL2	4.84	8.18 %
ATU1	4.47	11.08 %
VPD1	2.10	10.00 %
TRM1	1.94	10.82 %
EDP1	1.88	11.21 %
MTR1	1.80	4.91 %
RSP1	1.46	4.93 %
KVP1	1.38	9.53 %
KMM1	1.31	6.29 %
HSR1	1.26	7.28 %
HSR2	1.17	4.95 %
CMI1	0.80	5.52 %
HRR1	0.62	4.00 %
KAM1	0.61	4.10 %
BMD1	0.31	1.87 %
PMP1	0.30	2.34 %
SGI1		0.00 %
WZWH		0.00 %
Total	140.80	14.14 %

WEST-01

Property	MTD Sales L	Brand Share %
Air-Cond	60.70	10.33 %
D-Freez	1.18	28.59 %
Total	61.88	10.04 %

Branch *	MTD Sales L	Brand Share %
CBE2	8.41	6.67 %
CBE1	3.62	10.78 %
TPR1	3.34	8.36 %
SNR1	2.28	8.40 %
UMP1	1.93	8.51 %
PLI1	1.87	6.35 %
SYM2	1.71	10.91 %
DPM2	1.59	9.12 %
CBE6	1.32	5.25 %
KMR1	0.96	2.40 %
CBE4	0.73	2.27 %
CBE3	0.59	4.28 %
PPI1	0.38	4.71 %
KMD1	0.26	2.23 %
ANR1		0.00 %
CNR1		0.00 %
GDR1		0.00 %
KGI1		0.00 %
WZSD		0.00 %
WHCB	-3.34	10.02 %
Total	61.88	10.04 %