



TN : BLUESTAR Sales Performance 29/03/2026 9:10 AM

MTD Sales
1,407.67 L

Brand Share %
11.68 %

Information:

MTD : 01-03-2026 To 28-03-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **11.68 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	1,381.25	11.52 %
D-Freez	19.76	41.27 %
W-Disp	6.67	45.14 %
Dummy-AC		7.21 %
Total	1,407.67	11.68 %

Sales Zone	MTD Sales L	Brand Share %
TRICHY-01	215.64	13.22 %
SOUTH-01	210.13	11.34 %
CHENNAI-02	195.51	11.77 %
CHENNAI-01	193.84	10.87 %
SOUTH-03	152.15	10.29 %
WEST-02	138.13	13.84 %
SOUTH ARCOT	115.77	15.14 %
WEST-01	94.01	8.59 %
NORTH ARCOT	92.50	11.70 %
Total	1,407.67	11.68 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	213.30	13.12 %
D-Freez	1.77	50.69 %
W-Disp	0.57	46.00 %
Total	215.64	13.22 %

Branch *	MTD Sales L	Brand Share %
TRY1	33.07	6.99 %
KUM1	10.00	11.38 %
MVM1	7.44	9.67 %
TRY4	5.20	8.51 %
AYR1	3.21	10.28 %
KIK1	3.10	11.29 %
TYR1	2.78	7.29 %
TVR1	1.40	4.76 %
TZSD		0.00 %
WTRZ	-0.63	8.00 %
Total	215.64	13.22 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	204.93	11.14 %
D-Freez	4.43	34.93 %
W-Disp	0.77	49.26 %
Total	210.13	11.34 %

Branch *	MTD Sales L	Brand Share %
TVL1	20.89	10.78 %
MAR1	6.07	11.42 %
TUT2	6.05	6.96 %
TKS1	4.74	8.82 %
VNR2	4.66	7.78 %
VLY1	4.09	10.73 %
TKS2	3.87	4.47 %
PDI1	3.14	10.61 %
APK1	2.90	9.36 %
APK2	2.66	8.61 %
TCN1	1.99	6.15 %
TYI1	1.99	7.56 %
TKY1	1.84	8.62 %
RPM1	1.63	2.60 %
STU2	1.47	6.97 %
VNR1	1.30	4.68 %
UDN1	1.23	6.18 %
SNL1	1.16	6.22 %
ASM1	1.15	5.04 %
SKD1	1.04	5.93 %
VKM1	1.03	4.90 %
ERL2	0.98	3.57 %
MMT1	0.94	4.11 %
COL1	0.68	6.61 %
SGT1	0.63	6.10 %
ARM1	0.60	2.89 %
KSM1	0.27	3.30 %
Total	210.13	11.34 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	193.88	11.71 %
D-Freez	0.82	38.81 %
W-Disp	0.81	39.70 %
Dummy-AC		10.53 %
Total	195.51	11.77 %

Branch *	MTD Sales L	Brand Share %
CH12	11.00	10.96 %
CH51	8.30	9.90 %
CH24	8.22	9.94 %
CH21	5.27	5.54 %
CH34	5.23	10.92 %
CH18	3.74	5.79 %
CH46	3.65	10.74 %
MJR1	3.54	6.67 %
CH33	3.39	5.99 %
UKI1	1.91	5.52 %
GPD1	1.69	4.29 %
CH31	1.60	3.81 %
CH44	1.59	3.40 %
CH43	1.55	3.67 %
CH41	0.96	1.27 %
PON1	0.95	2.98 %
CH27	0.86	4.56 %
CH36	0.71	3.26 %
CH32	0.37	2.91 %
CH01		0.00 %
MC05		0.00 %
Total	195.51	11.77 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	188.82	10.65 %
D-Freez	3.35	52.46 %
W-Disp	1.67	49.69 %
Total	193.84	10.87 %

Branch *	MTD Sales L	Brand Share %
CH22	7.79	9.45 %
CH25	6.13	8.65 %
CH30	6.01	8.86 %
CZWH	5.91	9.21 %
CH37	4.21	11.68 %
CH39	3.75	11.65 %
CH48	3.58	5.29 %
CH38	3.52	11.56 %
CH47	3.49	8.23 %
AVD1	3.01	3.81 %
MRM1	2.59	6.52 %
SKL1	2.47	7.07 %
CH35	2.25	4.20 %
CGL1	2.20	6.11 %
TKM1	1.61	9.92 %
CH08	1.56	1.33 %
WHC3	0.67	8.48 %
GUD2	0.33	1.01 %
CH29	0.32	7.05 %
CH26	0.32	2.10 %
MC10		0.00 %
WCHN	-2.51	9.69 %
Total	193.84	10.87 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cond	148.24	10.07 %
D-Freez	3.21	55.24 %
W-Disp	0.71	40.82 %
Total	152.15	10.29 %

Branch *	MTD Sales L	Brand Share %
MDU1	17.76	8.03 %
DGL1	8.81	11.00 %
DGL2	5.32	9.76 %
ATG1	4.46	8.69 %
MPA1	3.51	8.40 %
SVG1	3.30	10.68 %
KRR1	3.01	4.72 %
TPT1	2.82	7.66 %
KKD3	2.77	4.07 %
PVI1	2.35	9.03 %
ODM1	1.99	10.73 %
DKI1	1.78	4.37 %
BTU1	1.58	11.00 %
BNR1	1.31	6.35 %
TEN2	1.30	4.42 %
PNI1	0.96	3.70 %
NKI1	0.93	7.83 %
TDI1	0.92	4.77 %
TEN1	0.91	3.66 %
PKM1	0.86	7.98 %
CMR1	0.84	4.65 %
CBM1	0.74	3.05 %
SGP1	0.68	4.61 %
KPT1	0.51	3.42 %
MLR1	0.33	1.39 %
ADP1	0.31	1.75 %
NTM1		0.00 %
Total	152.15	10.29 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cond	137.58	13.83 %
W-Disp	0.33	38.41 %
D-Freez	0.23	8.60 %
Total	138.13	13.84 %

Branch *	MTD Sales L	Brand Share %
TCG1	2.93	10.03 %
MTR1	2.75	7.58 %
TRM1	2.62	10.88 %
OML1	2.55	10.78 %
RSP1	2.33	10.12 %
MCR1	2.31	9.88 %
ATU1	1.93	4.92 %
PDR1	1.59	7.95 %
VPD1	1.46	8.33 %
HSR1	1.44	6.94 %
HSR2	1.41	4.66 %
KAM1	0.99	8.45 %
BMD1	0.97	4.81 %
VKL1	0.89	8.80 %
PLC1	0.78	7.69 %
SGI1	0.70	11.50 %
EPI1	0.31	1.45 %
HRR1		0.00 %
WHKP		0.00 %
WZWH		0.00 %
Total	138.13	13.84 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	113.45	14.99 %
D-Freez	1.99	29.02 %
W-Disp	0.33	35.72 %
Total	115.77	15.14 %

Branch *	MTD Sales L	Brand Share %
TRK1	4.18	11.25 %
ULP1	3.14	11.19 %
KLM1	3.00	7.35 %
CDM1	2.78	8.12 %
KKI2	2.65	6.79 %
TVM1	1.69	6.57 %
VPM1	1.32	10.70 %
KML1	1.24	6.00 %
SJI2	1.24	3.13 %
VCM1	0.90	2.92 %
MKM1	0.87	3.56 %
STP1	0.58	4.34 %
WHUT	-0.58	9.60 %
Total	115.77	15.14 %

WEST-01

Property	MTD Sales L	Brand Share %
Air-Cond	92.08	8.43 %
D-Freez	1.78	77.47 %
W-Disp	0.15	21.74 %
Total	94.01	8.59 %

Branch *	MTD Sales L	Brand Share %
CBE2	15.09	5.18 %
PLI1	3.16	7.25 %
SNR1	3.06	6.60 %
CBE1	2.48	5.49 %
DPM2	2.25	10.88 %
TPR3	2.13	8.67 %
KGM1	1.93	9.92 %
CBE4	1.86	2.54 %
PPI1	1.30	8.87 %
SYM2	1.28	8.32 %
TPR4	1.23	6.54 %
CBE5	1.23	5.73 %
KMR1	0.93	1.49 %
PDM1	0.69	3.32 %
UMP1	0.54	1.89 %
CBE3	0.33	2.25 %
KMD1	0.26	1.62 %
ANR1		0.00 %
GDR1		0.00 %
KGI1		0.00 %
UAM1		0.00 %
WZSD		0.00 %
WHCB	-0.29	5.07 %
Total	94.01	8.59 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	88.98	11.37 %
D-Freez	2.18	39.00 %
W-Disp	1.34	56.41 %
Total	92.50	11.70 %

Branch *	MTD Sales L	Brand Share %
KPM2	7.01	8.29 %
SBR1	6.95	10.75 %
AKM1	3.94	11.02 %
KPM1	2.29	6.60 %
VSI1	2.28	9.56 %
CYR1	2.13	11.45 %
ANI1	1.97	10.64 %
ARC2	1.82	5.52 %
GDM1	1.66	7.54 %
VNB1	1.32	5.97 %
CPT1	1.16	8.49 %
CGM1	1.16	8.62 %
WJP1	1.10	4.74 %
ABR1	1.02	3.50 %
BGR1	0.63	6.19 %
UGI1	0.63	7.79 %
PTU1		0.00 %
WHVL		0.00 %
Total	92.50	11.70 %