



TN : BLUESTAR Sales Performance 30/03/2026 9:10 AM

MTD Sales
1,513.55 L

Brand Share %
11.75 %

Information:

MTD : 01-03-2026 To 29-03-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **11.75 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	1,486.59	11.60 %
D-Freez	20.05	39.14 %
W-Disp	6.92	45.82 %
Dummy-AC		7.21 %
Total	1,513.55	11.75 %

Sales Zone	MTD Sales L	Brand Share %
TRICHY-01	230.18	13.60 %
SOUTH-01	223.67	11.27 %
CHENNAI-01	214.99	10.96 %
CHENNAI-02	205.90	11.64 %
SOUTH-03	160.70	10.43 %
WEST-02	145.77	13.81 %
SOUTH ARCOT	120.41	15.02 %
NORTH ARCOT	109.44	12.48 %
WEST-01	102.50	8.56 %
Total	1,513.55	11.75 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	227.84	13.50 %
D-Freez	1.77	50.69 %
W-Disp	0.57	46.00 %
Total	230.18	13.60 %

Branch *	MTD Sales L	Brand Share %
TRY1	37.11	7.53 %
MVM1	7.77	9.81 %
TRY4	5.50	8.79 %
AYR1	3.21	9.90 %
KIK1	3.10	11.17 %
TYR1	2.78	7.18 %
APM1	1.49	11.00 %
TVR1	1.40	4.76 %
TZSD		0.00 %
WTRZ	-0.99	11.57 %
Total	230.18	13.60 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	218.46	11.09 %
D-Freez	4.43	33.51 %
W-Disp	0.77	49.26 %
Total	223.67	11.27 %

Branch *	MTD Sales L	Brand Share %
TVL1	23.38	10.95 %
MAR1	6.07	11.10 %
TUT2	6.05	6.45 %
VNR2	5.65	8.64 %
TKS1	5.35	8.90 %
TKS2	3.87	4.26 %
PDI1	3.14	9.79 %
APK2	2.95	9.28 %
APK1	2.90	8.76 %
TCN1	2.34	6.77 %
TKY1	2.17	9.23 %
TYI1	1.99	7.36 %
RPM1	1.63	2.49 %
UDN1	1.52	7.28 %
STU2	1.47	5.91 %
ASM1	1.45	5.67 %
VNR1	1.30	4.45 %
SNL1	1.16	5.79 %
SKD1	1.04	5.55 %
VKM1	1.03	4.60 %
ERL2	0.98	3.21 %
MMT1	0.94	4.02 %
COL1	0.68	6.19 %
SGT1	0.63	5.62 %
ARM1	0.60	2.70 %
KSM1	0.27	3.14 %
Total	223.67	11.27 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	209.72	10.75 %
D-Freez	3.52	47.75 %
W-Disp	1.75	50.81 %
Total	214.99	10.96 %

Branch *	MTD Sales L	Brand Share %
CH22	8.18	9.49 %
CH30	6.98	9.58 %
CZWH	5.91	9.21 %
CH25	5.83	7.69 %
CH48	4.61	6.28 %
CH37	4.54	11.60 %
AVD1	3.91	4.43 %
CH47	3.49	8.12 %
MRM1	3.28	7.87 %
SKL1	2.81	7.34 %
CH35	2.60	4.50 %
CGL1	2.37	6.18 %
TKM1	1.92	10.75 %
CH08	1.56	1.26 %
WHC3	0.67	8.48 %
GUD2	0.33	0.87 %
CH29	0.32	6.62 %
CH26	0.32	1.97 %
MC10		0.00 %
WCHN	-2.51	8.86 %
Total	214.99	10.96 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	204.18	11.57 %
W-Disp	0.89	40.68 %
D-Freez	0.82	38.81 %
Dummy-AC		10.53 %
Total	205.90	11.64 %

Branch *	MTD Sales L	Brand Share %
CH12	12.24	11.36 %
CH51	9.00	9.72 %
CH24	8.22	9.06 %
CH21	6.46	6.27 %
CH34	5.55	11.13 %
CH18	4.05	5.90 %
MJR1	3.86	6.83 %
CH33	3.69	6.13 %
CH46	3.65	9.92 %
UKI1	2.27	6.36 %
CH31	2.01	4.31 %
CH43	1.90	4.23 %
GPD1	1.69	4.13 %
CH44	1.59	3.12 %
PON1	1.25	3.69 %
CH41	0.96	1.20 %
CH27	0.86	4.29 %
CH36	0.71	3.13 %
CH32	0.37	2.91 %
CH01		0.00 %
MC05		0.00 %
Total	205.90	11.64 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cond	156.79	10.23 %
D-Freez	3.21	51.07 %
W-Disp	0.71	40.82 %
Total	160.70	10.43 %

Branch *	MTD Sales L	Brand Share %
MDU1	20.42	8.95 %
DGL1	9.15	10.49 %
DGL2	5.32	9.65 %
ATG1	4.46	8.59 %
MPA1	3.51	8.34 %
KRR1	3.32	4.91 %
SVG1	3.30	10.49 %
KKD3	3.09	4.42 %
TPT1	2.82	7.36 %
PVI1	2.35	8.93 %
KYK1	2.00	11.57 %
ODM1	1.99	10.22 %
DKI1	1.78	4.12 %
BNR1	1.64	7.53 %
BTU1	1.58	10.20 %
TEN2	1.30	4.16 %
PNI1	0.96	3.60 %
NKI1	0.93	7.83 %
TDI1	0.92	4.51 %
TEN1	0.91	3.31 %
PKM1	0.86	7.98 %
CMR1	0.84	4.37 %
CBM1	0.74	2.98 %
SGP1	0.68	4.56 %
KPT1	0.51	3.30 %
MLR1	0.33	1.36 %
ADP1	0.31	1.67 %
NTM1		0.00 %
Total	160.70	10.43 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cond	145.09	13.80 %
D-Freez	0.35	11.27 %
W-Disp	0.33	38.41 %
Total	145.77	13.81 %

Branch *	MTD Sales L	Brand Share %
NKL2	5.95	11.61 %
TCG1	3.27	10.76 %
MTR1	2.75	7.41 %
OML1	2.55	10.39 %
RSP1	2.33	9.62 %
MCR1	2.31	9.50 %
ATU1	1.93	4.81 %
KMM1	1.92	11.20 %
KVP1	1.67	11.48 %
PDR1	1.59	7.60 %
VPD1	1.46	7.67 %
HSR1	1.44	6.75 %
HSR2	1.41	4.28 %
KAM1	0.99	8.24 %
BMD1	0.97	4.75 %
VKL1	0.89	8.30 %
PLC1	0.78	7.48 %
SGI1	0.70	10.92 %
EPI1	0.31	1.41 %
HRR1		0.00 %
WHKP		0.00 %
WZWH		0.00 %
Total	145.77	13.81 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	118.10	14.88 %
D-Freez	1.99	29.02 %
W-Disp	0.33	35.72 %
Total	120.41	15.02 %

Branch *	MTD Sales L	Brand Share %
TRK1	4.18	10.64 %
VCM1	3.62	9.79 %
KKI2	3.31	7.93 %
ULP1	3.14	10.94 %
KLM1	3.00	7.19 %
CDM1	2.78	7.68 %
TVM1	1.69	6.41 %
VPM1	1.32	10.33 %
KML1	1.24	5.75 %
SJI2	1.24	2.89 %
MKM1	0.87	3.51 %
STP1	0.58	4.18 %
WHUT	-0.58	9.31 %
Total	120.41	15.02 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	105.83	12.19 %
D-Freez	2.18	34.40 %
W-Disp	1.43	57.96 %
Total	109.44	12.48 %

Branch *	MTD Sales L	Brand Share %
SBR1	7.38	10.66 %
KPM2	7.32	8.12 %
AKM1	3.94	10.15 %
VSI1	2.97	10.33 %
ANI1	2.29	11.27 %
KPM1	2.29	5.90 %
PLR1	2.04	10.51 %
VNB1	1.98	8.03 %
ARC2	1.82	5.07 %
GDM1	1.66	6.29 %
CPT1	1.46	9.99 %
WJP1	1.43	5.59 %
CGM1	1.16	8.03 %
ABR1	1.02	2.98 %
UGI1	0.93	10.68 %
PTU1	0.70	6.82 %
BGR1	0.63	5.67 %
WHVL		0.00 %
Total	109.44	12.48 %

WEST-01

Property	MTD Sales L	Brand Share %
Air-Cond	100.57	8.42 %
D-Freez	1.78	72.15 %
W-Disp	0.15	21.74 %
Total	102.50	8.56 %

Branch *	MTD Sales L	Brand Share %
CBE2	17.73	5.68 %
PLI1	3.16	6.75 %
SNR1	3.06	5.77 %
CBE1	2.78	5.18 %
TPR3	2.41	9.39 %
KGM1	2.26	10.31 %
DPM2	2.25	9.85 %
CBE4	1.86	2.32 %
CBE5	1.54	6.30 %
PPI1	1.30	8.54 %
SYM2	1.28	7.18 %
TPR4	1.23	5.79 %
KMR1	1.23	1.77 %
PDM1	0.99	4.19 %
UMP1	0.54	1.74 %
CBE3	0.33	2.16 %
KMD1	0.26	1.60 %
ANR1		0.00 %
GDR1		0.00 %
KGI1		0.00 %
UAM1		0.00 %
WZSD		0.00 %
WHCB	-0.29	4.41 %
Total	102.50	8.56 %