



TN : BLUESTAR Sales Performance 31/03/2026 9:10 AM

MTD Sales
1,605.17 L

Brand Share %
11.84 %

Information:

MTD : 01-03-2026 To 30-03-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **11.84 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	1,577.33	11.69 %
D-Freez	20.84	38.64 %
W-Disp	7.00	45.48 %
Dummy-AC		7.21 %
Total	1,605.17	11.84 %

Sales Zone	MTD Sales L	Brand Share %
TRICHY-01	247.54	13.90 %
SOUTH-01	236.53	11.13 %
CHENNAI-01	227.42	11.09 %
CHENNAI-02	211.77	11.56 %
SOUTH-03	171.00	10.58 %
WEST-02	155.86	14.00 %
SOUTH ARCOT	127.90	15.25 %
NORTH ARCOT	119.20	12.84 %
WEST-01	107.96	8.45 %
Total	1,605.17	11.84 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	245.07	13.81 %
D-Freez	1.90	45.60 %
W-Disp	0.57	46.00 %
Total	247.54	13.90 %

Branch *	MTD Sales L	Brand Share %
TRY1	38.96	7.60 %
MVM1	8.08	9.57 %
TYR1	3.73	9.09 %
AYR1	3.21	9.36 %
APM1	1.49	11.00 %
TVR1	1.40	4.62 %
TZSD		0.00 %
WTRZ	-0.99	9.60 %
Total	247.54	13.90 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	231.45	10.97 %
D-Freez	4.31	31.95 %
W-Disp	0.77	47.20 %
Total	236.53	11.13 %

Branch *	MTD Sales L	Brand Share %
TVL1	25.54	11.23 %
MAR1	6.07	10.38 %
TUT2	6.05	6.20 %
VNR2	5.65	8.14 %
TKS1	5.64	7.79 %
TKS2	3.87	4.03 %
APK1	3.21	9.29 %
PDI1	3.14	9.44 %
APK2	2.95	9.09 %
TKY1	2.50	9.47 %
TCN1	2.34	6.11 %
TYI1	1.99	6.29 %
RPM1	1.96	2.92 %
STU2	1.80	6.69 %
UDN1	1.52	6.97 %
ARM1	1.51	6.09 %
ASM1	1.45	5.35 %
VNR1	1.30	4.23 %
SNL1	1.16	5.62 %
SKD1	1.04	5.13 %
VKM1	1.03	4.07 %
COL1	0.98	7.40 %
ERL2	0.98	3.06 %
MMT1	0.94	3.67 %
SGT1	0.63	5.18 %
KSM1	0.27	3.14 %
Total	236.53	11.13 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	222.15	10.89 %
D-Freez	3.52	47.75 %
W-Disp	1.75	50.81 %
Total	227.42	11.09 %

Branch *	MTD Sales L	Brand Share %
CZWH	8.77	10.86 %
CH22	8.18	9.38 %
CH30	6.98	9.29 %
CH25	6.15	7.98 %
CH48	4.96	6.43 %
AVD1	4.49	4.79 %
MRM1	4.25	9.81 %
CH38	3.87	11.54 %
CH47	3.49	7.94 %
SKL1	3.10	7.63 %
CH35	2.60	4.45 %
CGL1	2.37	6.02 %
TKM1	1.92	10.39 %
CH08	1.56	1.24 %
WHC3	0.67	8.48 %
CH26	0.62	3.65 %
GUD2	0.33	0.84 %
CH29	0.32	6.62 %
MC10		0.00 %
WCHN	-2.51	8.15 %
Total	227.42	11.09 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	210.05	11.49 %
W-Disp	0.89	40.68 %
D-Freez	0.82	38.81 %
Dummy-AC		10.53 %
Total	211.77	11.56 %

Branch *	MTD Sales L	Brand Share %
CH12	12.24	10.91 %
CH51	9.00	9.49 %
CH24	8.22	8.54 %
CH21	6.79	6.42 %
CH34	5.88	11.51 %
MJR1	4.18	7.22 %
CH18	4.05	5.70 %
CH33	3.69	5.74 %
CH46	3.65	9.76 %
UKI1	2.57	6.87 %
CH44	2.25	4.24 %
CH31	2.01	4.17 %
CH43	1.90	4.15 %
GPD1	1.69	4.05 %
PON1	1.56	4.37 %
CH41	0.96	1.17 %
CH27	0.86	4.05 %
CH36	0.71	3.07 %
CH32	0.37	2.84 %
CH01		0.00 %
MC05		0.00 %
Total	211.77	11.56 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cond	167.08	10.39 %
D-Freez	3.21	49.67 %
W-Disp	0.71	39.05 %
Total	171.00	10.58 %

Branch *	MTD Sales L	Brand Share %
MDU1	21.69	9.10 %
DGL1	10.02	10.66 %
DGL2	7.07	11.39 %
ATG1	4.46	8.42 %
KRR1	4.31	5.89 %
KKD3	3.79	5.19 %
MPA1	3.51	8.34 %
TPT1	2.82	7.15 %
PVI1	2.66	9.59 %
KYK1	2.00	11.18 %
ODM1	1.99	10.08 %
DKI1	1.78	3.88 %
BNR1	1.64	7.21 %
TEN2	1.60	4.64 %
BTU1	1.58	9.65 %
CBM1	1.36	5.15 %
PKM1	1.16	10.45 %
PNI1	0.96	3.44 %
NKI1	0.93	7.07 %
TDI1	0.92	4.18 %
TEN1	0.91	3.21 %
CMR1	0.84	4.37 %
SGP1	0.68	4.43 %
KPT1	0.51	3.24 %
MLR1	0.33	1.28 %
ADP1	0.31	1.64 %
NTM1		0.00 %
Total	171.00	10.58 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cond	155.10	13.99 %
W-Disp	0.41	43.88 %
D-Freez	0.35	10.45 %
Total	155.86	14.00 %

Branch *	MTD Sales L	Brand Share %
NKL2	5.95	11.09 %
TCG1	3.36	10.59 %
MTR1	2.75	7.28 %
PDR1	2.65	11.39 %
OML1	2.55	10.14 %
RSP1	2.33	9.25 %
MCR1	2.31	9.37 %
ATU1	1.93	4.50 %
KMM1	1.92	10.79 %
HSR2	1.70	5.12 %
KVP1	1.67	11.48 %
VPD1	1.46	7.33 %
HSR1	1.44	6.75 %
KAM1	0.99	8.05 %
BMD1	0.97	4.70 %
VKL1	0.89	7.29 %
PLC1	0.78	7.10 %
SGI1	0.70	10.92 %
EPI1	0.31	1.37 %
HRR1		0.00 %
WHKP		0.00 %
Total	155.86	14.00 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	125.42	15.10 %
D-Freez	2.16	29.66 %
W-Disp	0.33	35.72 %
Total	127.90	15.25 %

Branch *	MTD Sales L	Brand Share %
KKI2	4.29	9.76 %
TRK1	4.18	10.32 %
VCM1	3.62	9.44 %
ULP1	3.49	11.78 %
KLM1	3.00	6.77 %
TVM1	2.90	9.79 %
CDM1	2.78	7.55 %
VPM1	1.32	9.82 %
KML1	1.24	5.46 %
SJI2	1.24	2.64 %
MKM1	0.87	3.38 %
STP1	0.58	4.07 %
WHUT	-0.58	9.31 %
Total	127.90	15.25 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	115.30	12.54 %
D-Freez	2.48	37.31 %
W-Disp	1.43	56.40 %
Total	119.20	12.84 %

Branch *	MTD Sales L	Brand Share %
SBR1	8.67	11.83 %
KPM2	7.32	7.83 %
AKM1	4.29	10.20 %
VSI1	2.97	9.61 %
PLR1	2.40	10.98 %
ANI1	2.29	11.10 %
KPM1	2.29	5.66 %
VNB1	1.98	7.92 %
ARC2	1.82	4.87 %
CPT1	1.77	11.47 %
GDM1	1.66	6.07 %
CGM1	1.50	9.76 %
WJP1	1.43	5.34 %
ABR1	1.02	2.84 %
BGR1	0.98	8.28 %
UGI1	0.93	9.95 %
PTU1	0.70	6.60 %
WHVL		0.00 %
Total	119.20	12.84 %

WEST-01

Property	MTD Sales L	Brand Share %
Air-Cond	105.71	8.30 %
D-Freez	2.10	67.49 %
W-Disp	0.15	21.74 %
Total	107.96	8.45 %

Branch *	MTD Sales L	Brand Share %
CBE2	19.66	5.84 %
PLI1	3.16	6.37 %
SNR1	3.06	5.42 %
CBE1	2.78	4.87 %
TPR3	2.41	8.79 %
KGM1	2.26	9.52 %
DPM2	2.25	9.18 %
CBE4	2.18	2.54 %
CBE5	1.54	5.98 %
PPI1	1.30	8.38 %
SYM2	1.28	6.82 %
TPR4	1.23	5.64 %
KMR1	1.23	1.64 %
PDM1	0.99	4.14 %
UMP1	0.54	1.65 %
CBE3	0.33	1.95 %
KMD1	0.26	1.60 %
ANR1		0.00 %
GDR1		0.00 %
KGI1		0.00 %
UAM1		0.00 %
WZSD		0.00 %
WHCB	-0.29	3.96 %
Total	107.96	8.45 %