



TN : BLUESTAR Sales Performance 15/05/2026 9:10 AM

MTD Sales
1,188.29 L

Brand Share %
12.01 %

Information:

MTD : 01-05-2026 To 14-05-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **12.01 %** are only listed below

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Air-Cond | 1,174.50 | 12.24 % |
| D-Freez | 10.84 | 27.26 % |
| W-Disp | 2.85 | 21.76 % |
| Air-Cool | 0.11 | 0.04 % |
| Total | 1,188.29 | 12.01 % |

| Sales Zone | MTD Sales L | Brand Share % |
|-------------|-------------|---------------|
| TRICHY-01 | 223.99 | 14.43 % |
| CHENNAI-01 | 189.88 | 11.68 % |
| SOUTH-01 | 156.22 | 11.29 % |
| CHENNAI-02 | 134.60 | 9.57 % |
| SOUTH-03 | 128.95 | 10.65 % |
| WEST-02 | 110.15 | 14.69 % |
| NORTH ARCOT | 97.94 | 13.54 % |
| SOUTH ARCOT | 97.01 | 12.87 % |
| WEST-01 | 49.56 | 10.20 % |
| Total | 1,188.29 | 12.01 % |

TRICHY-01

| Property | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| Air-Cond | 222.29 | 14.73 % |
| D-Freez | 1.22 | 18.02 % |
| W-Disp | 0.48 | 36.59 % |
| Total | 223.99 | 14.43 % |

| Branch * | MTD Sales L | Brand Share % |
|----------|-------------|---------------|
| TRY1 | 25.47 | 9.37 % |
| MVM1 | 8.00 | 8.60 % |
| KIK1 | 4.47 | 9.67 % |
| AYR1 | 3.85 | 9.83 % |
| TYR1 | 3.63 | 8.70 % |
| JKM1 | 3.32 | 9.28 % |
| TVR1 | 3.18 | 9.76 % |
| TTP1 | 3.15 | 10.36 % |
| NMM1 | 2.63 | 11.60 % |
| NGT1 | 2.51 | 5.93 % |
| KUM2 | 2.24 | 6.24 % |
| APM1 | 2.14 | 7.91 % |
| TZSD | | 0.00 % |
| WTRZ | -1.72 | 11.81 % |
| Total | 223.99 | 14.43 % |

CHENNAI-01

| Property | MTD Sales L | Brand Share % |
|--------------|---------------|----------------|
| Air-Cond | 186.69 | 11.82 % |
| D-Freez | 2.58 | 43.37 % |
| W-Disp | 0.51 | 15.35 % |
| Air-Cool | 0.11 | 0.29 % |
| Total | 189.88 | 11.68 % |

| Branch * | MTD Sales L | Brand Share % |
|--------------|---------------|----------------|
| CH19 | 6.73 | 8.43 % |
| CH07 | 6.45 | 10.25 % |
| CZWH | 6.11 | 6.84 % |
| CH30 | 5.71 | 9.55 % |
| CH22 | 5.20 | 10.30 % |
| CH35 | 4.16 | 10.43 % |
| AVD1 | 3.63 | 7.93 % |
| MRM1 | 2.72 | 5.98 % |
| SKL1 | 2.23 | 7.42 % |
| CH37 | 2.16 | 8.63 % |
| CH08 | 1.84 | 2.27 % |
| TKM1 | 1.52 | 8.38 % |
| CGL1 | 1.36 | 3.53 % |
| CH25 | 1.16 | 1.98 % |
| CH29 | 0.61 | 10.59 % |
| WHC3 | 0.32 | 8.86 % |
| MC09 | | 0.00 % |
| MC10 | | 0.00 % |
| WCHN | -5.23 | 10.77 % |
| Total | 189.88 | 11.68 % |

SOUTH-01

| Property | MTD Sales L | Brand Share % |
|--------------|---------------|----------------|
| Air-Cond | 153.84 | 11.45 % |
| D-Freez | 1.72 | 28.71 % |
| W-Disp | 0.66 | 56.48 % |
| Total | 156.22 | 11.29 % |

| Branch * | MTD Sales L | Brand Share % |
|--------------|---------------|----------------|
| VLY1 | 5.97 | 8.79 % |
| TUT2 | 3.13 | 4.05 % |
| ERL2 | 2.80 | 11.46 % |
| VNR2 | 2.75 | 5.39 % |
| RPM1 | 2.58 | 6.79 % |
| ASM1 | 2.13 | 9.80 % |
| MAR1 | 2.07 | 5.97 % |
| TCN1 | 1.98 | 6.56 % |
| PDI1 | 1.93 | 11.74 % |
| STU2 | 1.80 | 9.62 % |
| TKS2 | 1.61 | 3.68 % |
| SDI1 | 1.59 | 9.98 % |
| APK2 | 1.59 | 8.30 % |
| VKM1 | 1.35 | 7.44 % |
| ARM1 | 0.91 | 4.09 % |
| SKD1 | 0.90 | 4.05 % |
| TKY1 | 0.61 | 4.24 % |
| VNR1 | 0.29 | 1.25 % |
| KSM1 | | 0.00 % |
| MMT1 | | 0.00 % |
| S2SD | | 0.00 % |
| WHTV | | 0.00 % |
| Total | 156.22 | 11.29 % |

CHENNAI-02

| Property | MTD Sales L | Brand Share % |
|--------------|---------------|---------------|
| Air-Cond | 133.41 | 9.69 % |
| D-Freez | 1.18 | 60.41 % |
| Total | 134.60 | 9.57 % |

| Branch * | MTD Sales L | Brand Share % |
|--------------|---------------|---------------|
| CH21 | 7.37 | 7.31 % |
| CH12 | 7.14 | 7.10 % |
| CH24 | 6.36 | 7.74 % |
| CH50 | 5.84 | 10.65 % |
| CH17 | 5.39 | 7.87 % |
| CH23 | 3.11 | 9.38 % |
| MJR1 | 2.81 | 5.51 % |
| CH33 | 2.77 | 5.51 % |
| UKI1 | 2.61 | 9.66 % |
| CH51 | 2.60 | 5.97 % |
| PON1 | 1.80 | 6.79 % |
| CH43 | 1.60 | 5.01 % |
| CH27 | 1.58 | 8.26 % |
| CH44 | 1.26 | 2.86 % |
| CH31 | 0.98 | 3.17 % |
| CH46 | 0.93 | 3.14 % |
| GPD1 | 0.67 | 2.68 % |
| CH41 | 0.60 | 1.26 % |
| CH36 | 0.30 | 0.98 % |
| CH01 | 0.29 | 11.58 % |
| Total | 134.60 | 9.57 % |

SOUTH-03

| Property | MTD Sales L | Brand Share % |
|--------------|---------------|----------------|
| Air-Cond | 128.12 | 10.87 % |
| D-Freez | 0.68 | 12.00 % |
| W-Disp | 0.16 | 13.53 % |
| Total | 128.95 | 10.65 % |

| Branch * | MTD Sales L | Brand Share % |
|--------------|---------------|----------------|
| DGL1 | 14.70 | 8.64 % |
| MDU1 | 13.79 | 10.43 % |
| KRR1 | 6.24 | 10.13 % |
| KKD3 | 5.07 | 7.35 % |
| ATG1 | 3.69 | 6.99 % |
| CMR1 | 2.91 | 8.84 % |
| MPA1 | 2.89 | 8.10 % |
| TDI1 | 2.57 | 9.97 % |
| SVG1 | 2.19 | 7.03 % |
| PNV2 | 2.12 | 10.47 % |
| ODM1 | 1.67 | 10.91 % |
| TEN2 | 1.38 | 8.92 % |
| TEN1 | 1.38 | 8.87 % |
| TPT1 | 1.14 | 5.07 % |
| SGP1 | 0.93 | 9.01 % |
| USL1 | 0.89 | 6.06 % |
| DKI1 | 0.89 | 2.92 % |
| KYK1 | 0.63 | 3.27 % |
| MDU4 | 0.60 | 3.08 % |
| BNR1 | 0.39 | 4.09 % |
| PKM1 | 0.38 | 3.93 % |
| ADP1 | 0.33 | 4.57 % |
| MLR1 | 0.31 | 1.78 % |
| PNI1 | 0.30 | 1.78 % |
| KPT1 | 0.30 | 4.88 % |
| CBM1 | | 0.00 % |
| NKI1 | | 0.00 % |
| SZSD | | 0.00 % |
| Total | 128.95 | 10.65 % |

WEST-02

| Property | MTD Sales L | Brand Share % |
|--------------|---------------|----------------|
| Air-Cond | 109.61 | 15.31 % |
| W-Disp | 0.33 | 29.08 % |
| D-Freez | 0.22 | 11.42 % |
| Total | 110.15 | 14.69 % |

| Branch * | MTD Sales L | Brand Share % |
|--------------|---------------|----------------|
| NKL2 | 3.10 | 8.49 % |
| VPD1 | 1.81 | 11.07 % |
| TRM1 | 1.54 | 10.84 % |
| RSP1 | 1.46 | 7.22 % |
| HSR1 | 1.26 | 11.40 % |
| PDR1 | 1.21 | 10.33 % |
| MTR1 | 1.07 | 3.63 % |
| CMI1 | 0.80 | 7.36 % |
| KMM1 | 0.62 | 4.29 % |
| KAM1 | 0.61 | 5.94 % |
| EPI1 | 0.61 | 8.14 % |
| HSR2 | 0.60 | 3.47 % |
| HRR1 | 0.32 | 2.66 % |
| BMD1 | 0.31 | 2.42 % |
| PMP1 | 0.30 | 3.05 % |
| SGI1 | | 0.00 % |
| WZWH | | 0.00 % |
| WHPD | -0.29 | 2.69 % |
| Total | 110.15 | 14.69 % |

NORTH ARCOT

| Property | MTD Sales L | Brand Share % |
|--------------|--------------|----------------|
| Air-Cond | 95.50 | 13.70 % |
| D-Freez | 1.80 | 33.45 % |
| W-Disp | 0.64 | 44.47 % |
| Total | 97.94 | 13.54 % |

| Branch * | MTD Sales L | Brand Share % |
|--------------|--------------|----------------|
| VEL2 | 7.47 | 10.56 % |
| AKM1 | 3.83 | 9.30 % |
| WJP1 | 2.46 | 11.15 % |
| KPM1 | 2.24 | 7.62 % |
| GDM1 | 1.87 | 9.12 % |
| VSI1 | 1.61 | 5.77 % |
| ANI1 | 1.53 | 8.14 % |
| ARC2 | 1.36 | 6.06 % |
| TRT1 | 1.19 | 3.84 % |
| VNB1 | 1.08 | 5.79 % |
| ABR1 | 0.99 | 3.27 % |
| UGI1 | 0.58 | 6.70 % |
| CGM1 | | 0.00 % |
| BGR1 | -0.37 | -4.96 % |
| Total | 97.94 | 13.54 % |

SOUTH ARCOT

| Property | MTD Sales L | Brand Share % |
|--------------|--------------|----------------|
| Air-Cond | 96.16 | 13.16 % |
| D-Freez | 0.76 | 22.44 % |
| W-Disp | 0.08 | 13.32 % |
| Total | 97.01 | 12.87 % |

| Branch * | MTD Sales L | Brand Share % |
|--------------|--------------|----------------|
| KKI2 | 5.33 | 10.24 % |
| POY2 | 4.77 | 9.27 % |
| TRK1 | 4.10 | 10.94 % |
| ULP1 | 2.68 | 7.90 % |
| KML1 | 1.58 | 4.15 % |
| MKM1 | 1.34 | 7.99 % |
| KLM1 | 1.32 | 3.26 % |
| SJI2 | 1.32 | 4.13 % |
| VPM1 | 1.17 | 10.59 % |
| VCM1 | 1.05 | 8.30 % |
| STP1 | 1.01 | 7.21 % |
| VCM2 | 0.73 | 2.77 % |
| TVM1 | 0.67 | 2.83 % |
| TVM2 | 0.45 | 2.61 % |
| Total | 97.01 | 12.87 % |

WEST-01

| Property | MTD Sales L | Brand Share % |
|--------------|--------------|----------------|
| Air-Cond | 48.87 | 10.54 % |
| D-Freez | 0.68 | 24.60 % |
| Total | 49.56 | 10.20 % |

| Branch * | MTD Sales L | Brand Share % |
|--------------|--------------|----------------|
| CBE2 | 8.08 | 7.88 % |
| TPR1 | 3.05 | 9.85 % |
| CBE1 | 2.91 | 10.93 % |
| SNR1 | 1.70 | 7.73 % |
| TPR4 | 1.67 | 11.68 % |
| CBE6 | 1.32 | 6.90 % |
| PLI1 | 1.19 | 5.57 % |
| UMP1 | 0.97 | 5.74 % |
| KMR1 | 0.96 | 3.25 % |
| DPM2 | 0.93 | 8.45 % |
| CBE5 | 0.63 | 11.68 % |
| CBE3 | 0.59 | 4.93 % |
| KMD1 | 0.26 | 2.84 % |
| ANR1 | | 0.00 % |
| CBE4 | | 0.00 % |
| GDR1 | | 0.00 % |
| KGI1 | | 0.00 % |
| PPI1 | | 0.00 % |
| WZSD | | 0.00 % |
| WHCB | -1.56 | 9.04 % |
| Total | 49.56 | 10.20 % |