



# TN : BLUESTAR Sales Performance 18/03/2026 9:10 AM

MTD Sales  
816.13 L

Brand Share %  
11.01 %

Information:

MTD : 01-03-2026 To 17-03-2026

\* Branch where in Brand Share % is less than Overall State's Brand Share **11.01 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	800.97	10.85 %
D-Freez	11.49	46.84 %
W-Disp	3.67	41.59 %
Dummy-AC		9.09 %
Total	816.13	11.01 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	130.02	11.32 %
TRICHY-01	126.11	11.42 %
SOUTH-01	108.28	10.38 %
SOUTH-03	92.72	9.88 %
WEST-02	90.30	13.47 %
CHENNAI-02	87.63	9.64 %
SOUTH ARCOT	70.41	14.65 %
WEST-01	57.05	9.46 %
NORTH ARCOT	53.62	10.36 %
Total	816.13	11.01 %

## CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	126.83	11.10 %
D-Freez	2.38	51.40 %
W-Disp	0.81	39.34 %
Total	130.02	11.32 %

Branch *	MTD Sales L	Brand Share %
CH22	4.87	7.41 %
CH25	4.37	9.46 %
CH48	2.92	6.91 %
CZWH	2.86	8.76 %
CH47	2.55	8.15 %
AVD1	2.40	5.00 %
SKL1	1.83	7.59 %
CH35	1.24	4.03 %
CH08	1.20	1.86 %
TKM1	1.01	9.76 %
CGL1	0.63	2.82 %
MRM1	0.59	2.36 %
GUD2	0.33	1.43 %
CH29	0.32	9.63 %
CH26		0.00 %
MC10		0.00 %
WCHN		0.00 %
WHC3		0.00 %
Total	130.02	11.32 %

**TRICHY-01**

Property	MTD Sales L	Brand Share %
Air-Cond	125.35	11.37 %
D-Freez	0.60	49.61 %
W-Disp	0.16	23.76 %
<b>Total</b>	<b>126.11</b>	<b>11.42 %</b>

Branch *	MTD Sales L	Brand Share %
TRY1	19.47	5.76 %
KUM1	6.38	9.74 %
PBR2	6.35	10.69 %
MVM1	3.42	6.57 %
TRY4	2.79	6.95 %
JKM1	2.27	8.85 %
KIK1	1.88	10.41 %
TYR1	1.53	6.35 %
AYR1	1.30	6.40 %
TTP1	0.96	5.30 %
TVR1	0.72	3.53 %
<b>Total</b>	<b>126.11</b>	<b>11.42 %</b>

**SOUTH-01**

Property	MTD Sales L	Brand Share %
Air-Cond	104.81	10.12 %
D-Freez	3.17	44.91 %
W-Disp	0.31	37.66 %
<b>Total</b>	<b>108.28</b>	<b>10.38 %</b>

Branch *	MTD Sales L	Brand Share %
TVL1	9.09	9.01 %
NGR1	6.77	10.53 %
TUT2	4.29	9.70 %
TKS1	2.76	10.14 %
SVK1	2.72	8.78 %
MAR1	2.33	10.12 %
VNR2	1.73	5.40 %
APK1	1.58	9.49 %
VNR1	1.30	5.69 %
TKS2	1.29	2.80 %
RPM1	1.27	4.10 %
UDN1	1.23	10.70 %
APK2	1.20	5.90 %
TCN1	1.01	5.85 %
PDI1	0.93	5.90 %
SKD1	0.72	9.02 %
VKM1	0.69	5.84 %
TYI1	0.64	5.50 %
ARM1	0.60	6.84 %
SNL1	0.57	5.09 %
ASM1	0.50	3.39 %
KYR1	0.37	3.90 %
MMT1	0.35	2.66 %
SGT1	0.29	5.17 %
KSM1	0.27	6.52 %
STU2	0.26	2.10 %
ERL2		0.00 %
<b>Total</b>	<b>108.28</b>	<b>10.38 %</b>

**SOUTH-03**

Property	MTD Sales L	Brand Share %
Air-Cond	91.17	9.75 %
D-Freez	1.00	45.77 %
W-Disp	0.55	47.66 %
<b>Total</b>	<b>92.72</b>	<b>9.88 %</b>

Branch *	MTD Sales L	Brand Share %
MDU1	9.49	7.28 %
MPA1	3.21	9.82 %
ATG1	2.64	6.99 %
KKD3	2.14	5.27 %
KRR1	1.87	4.08 %
DKI1	1.14	4.39 %
BNR1	0.97	7.88 %
TPT1	0.93	4.28 %
KYK1	0.92	7.76 %
ODM1	0.88	6.62 %
SGP1	0.68	6.14 %
TEN2	0.66	3.52 %
PNI1	0.63	3.68 %
NKI1	0.60	7.97 %
CBM1	0.59	3.78 %
CMR1	0.42	3.07 %
KPT1	0.34	3.98 %
MLR1	0.33	2.36 %
PKM1	0.29	3.66 %
TDI1	0.28	2.34 %
TEN1	0.20	1.32 %
ADP1		0.00 %
NTM1		0.00 %
<b>Total</b>	<b>92.72</b>	<b>9.88 %</b>

## WEST-02

Property	MTD Sales L	Brand Share %
Air-Cond	89.91	13.44 %
D-Freez	0.23	23.53 %
W-Disp	0.16	34.93 %
Total	90.30	13.47 %

Branch *	MTD Sales L	Brand Share %
NKL2	4.02	10.92 %
TCG1	1.89	9.94 %
MCR1	1.65	8.58 %
HSR2	1.41	8.85 %
MTR1	1.39	5.29 %
ATU1	1.31	5.15 %
VPD1	1.16	9.13 %
HSR1	1.08	7.28 %
RSP1	1.06	6.66 %
BMD1	0.62	4.25 %
VKL1	0.60	7.71 %
KMM1	0.59	6.62 %
PDR1	0.52	3.96 %
SGI1	0.37	9.29 %
CMI1	0.35	4.16 %
PLC1	0.35	5.70 %
EPI1		0.00 %
HRR1		0.00 %
WHPD		0.00 %
WZWH		0.00 %
Total	90.30	13.47 %

## CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	86.67	9.55 %
D-Freez	0.54	48.11 %
W-Disp	0.41	52.75 %
Dummy-AC		10.53 %
Total	87.63	9.64 %

Branch *	MTD Sales L	Brand Share %
CH03	7.70	10.23 %
CH12	5.83	10.48 %
CH24	5.49	9.88 %
MJR1	2.91	9.04 %
CH21	2.15	4.32 %
CH18	1.87	6.27 %
CH43	1.22	4.66 %
CH44	1.21	4.60 %
GPD1	1.03	3.70 %
CH31	0.99	4.95 %
CH46	0.98	4.61 %
CH33	0.92	3.59 %
CH27	0.86	7.39 %
UKI1	0.65	3.40 %
CH36	0.38	2.48 %
CH32	0.37	4.25 %
PON1	0.32	1.59 %
CH01		0.00 %
CH41		0.00 %
Total	87.63	9.64 %

## SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	69.08	14.47 %
D-Freez	1.08	42.60 %
W-Disp	0.24	35.66 %
Total	70.41	14.65 %

Branch *	MTD Sales L	Brand Share %
CDM1	1.74	8.13 %
KKI2	1.63	7.47 %
KLM1	1.54	6.01 %
KML1	1.24	9.18 %
VCM1	0.60	3.07 %
STP1	0.58	8.76 %
MKM1	0.52	3.03 %
SJI2	0.35	1.48 %
TVM1	0.35	1.93 %
VPM1	0.33	5.33 %
WHUT		0.00 %
Total	70.41	14.65 %

## WEST-01

Property	MTD Sales L	Brand Share %
Air-Cond	55.84	9.29 %
D-Freez	1.14	74.49 %
W-Disp	0.08	15.38 %
Total	57.05	9.46 %

Branch *	MTD Sales L	Brand Share %
CBE2	8.76	5.68 %
SNR1	2.26	8.60 %
CBE1	1.82	6.31 %
PLI1	1.58	8.01 %
TPR3	1.29	10.32 %
CBE4	0.92	2.14 %
PDM1	0.69	5.54 %
CBE5	0.63	5.06 %
SYM2	0.62	8.64 %
TPR4	0.57	4.56 %
KMR1	0.29	0.83 %
UMP1	0.25	1.55 %
ANR1		0.00 %
CBE3		0.00 %
GDR1		0.00 %
KMD1		0.00 %
UAM1		0.00 %
WHCB		0.00 %
WZSD		0.00 %
Total	57.05	9.46 %

## NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	51.32	10.01 %
D-Freez	1.36	41.10 %
W-Disp	0.94	56.02 %
<b>Total</b>	<b>53.62</b>	<b>10.36 %</b>

Branch *	MTD Sales L	Brand Share %
KPM2	3.95	7.26 %
SBR1	3.47	8.41 %
VEL2	2.67	6.57 %
VSI1	1.58	8.86 %
ARC2	1.52	7.03 %
SLG1	1.34	9.24 %
WJP1	1.10	8.07 %
PLR1	1.09	9.99 %
GDM1	0.96	8.39 %
ANI1	0.96	8.48 %
CPT1	0.86	9.38 %
KPM1	0.81	3.26 %
VNB1	0.72	5.23 %
ABR1	0.67	3.20 %
CGM1	0.53	5.60 %
UGI1	0.34	6.42 %
BGR1		0.00 %
PTU1		0.00 %
WHVL		0.00 %
<b>Total</b>	<b>53.62</b>	<b>10.36 %</b>