



TN : BLUESTAR Sales Performance 23/03/2026 9:10 AM

MTD Sales
1,088.03 L

Brand Share %
11.44 %

Information:

MTD : 01-03-2026 To 22-03-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **11.44 %** are only listed below

| Property | MTD Sales L | Brand Share % |
|--------------|-----------------|----------------|
| Air-Cond | 1,067.42 | 11.28 % |
| D-Freez | 16.46 | 50.51 % |
| W-Disp | 4.15 | 40.12 % |
| Dummy-AC | | 7.21 % |
| Total | 1,088.03 | 11.44 % |

| Sales Zone | MTD Sales L | Brand Share % |
|--------------|-----------------|----------------|
| TRICHY-01 | 170.79 | 12.66 % |
| CHENNAI-01 | 160.95 | 10.98 % |
| SOUTH-01 | 148.81 | 11.14 % |
| CHENNAI-02 | 142.16 | 11.21 % |
| SOUTH-03 | 122.13 | 10.30 % |
| WEST-02 | 110.44 | 13.80 % |
| SOUTH ARCOT | 97.19 | 15.62 % |
| WEST-01 | 68.66 | 8.23 % |
| NORTH ARCOT | 66.91 | 10.34 % |
| Total | 1,088.03 | 11.44 % |

TRICHY-01

| Property | MTD Sales L | Brand Share % |
|--------------|---------------|----------------|
| Air-Cond | 168.71 | 12.54 % |
| D-Freez | 1.77 | 74.35 % |
| W-Disp | 0.32 | 34.60 % |
| Total | 170.79 | 12.66 % |

| Branch * | MTD Sales L | Brand Share % |
|--------------|---------------|----------------|
| TRY1 | 25.52 | 6.56 % |
| MVM1 | 5.52 | 8.68 % |
| TRY4 | 3.40 | 6.57 % |
| TYR1 | 2.45 | 7.65 % |
| TTP1 | 2.11 | 9.77 % |
| AYR1 | 1.93 | 7.67 % |
| TVR1 | 0.80 | 3.30 % |
| TZSD | | 0.00 % |
| WTRZ | -0.29 | 5.43 % |
| Total | 170.79 | 12.66 % |

CHENNAI-01

| Property | MTD Sales L | Brand Share % |
|--------------|---------------|----------------|
| Air-Cond | 156.79 | 10.75 % |
| D-Freez | 3.35 | 57.82 % |
| W-Disp | 0.81 | 35.62 % |
| Total | 160.95 | 10.98 % |

| Branch * | MTD Sales L | Brand Share % |
|--------------|---------------|----------------|
| CH22 | 6.18 | 8.36 % |
| CH30 | 5.36 | 9.92 % |
| CH25 | 4.98 | 8.67 % |
| CZWH | 3.87 | 9.38 % |
| CH47 | 3.49 | 9.26 % |
| CH48 | 3.25 | 6.01 % |
| AVD1 | 2.71 | 4.07 % |
| MRM1 | 2.59 | 7.91 % |
| SKL1 | 2.14 | 7.15 % |
| CGL1 | 1.87 | 6.46 % |
| CH35 | 1.59 | 3.77 % |
| CH08 | 1.56 | 1.64 % |
| TKM1 | 1.34 | 11.21 % |
| GUD2 | 0.33 | 1.16 % |
| CH29 | 0.32 | 8.80 % |
| CH26 | | 0.00 % |
| MC10 | | 0.00 % |
| WHC3 | | 0.00 % |
| Total | 160.95 | 10.98 % |

SOUTH-01

| Property | MTD Sales L | Brand Share % |
|--------------|---------------|----------------|
| Air-Cond | 144.83 | 10.91 % |
| D-Freez | 3.67 | 44.90 % |
| W-Disp | 0.31 | 34.65 % |
| Total | 148.81 | 11.14 % |

| Branch * | MTD Sales L | Brand Share % |
|--------------|---------------|----------------|
| TVL1 | 11.64 | 8.64 % |
| TUT2 | 4.58 | 7.48 % |
| TKS1 | 2.76 | 8.12 % |
| VNR2 | 2.63 | 6.03 % |
| APK1 | 1.91 | 8.26 % |
| APK2 | 1.67 | 6.50 % |
| RPM1 | 1.63 | 3.84 % |
| TKS2 | 1.58 | 2.84 % |
| VNR1 | 1.30 | 5.35 % |
| UDN1 | 1.23 | 8.59 % |
| PDI1 | 1.23 | 6.19 % |
| SNL1 | 1.16 | 9.15 % |
| TKY1 | 1.16 | 9.38 % |
| ASM1 | 1.15 | 6.97 % |
| SKD1 | 1.04 | 7.66 % |
| TCN1 | 1.01 | 5.07 % |
| STU2 | 0.88 | 5.41 % |
| VKM1 | 0.69 | 4.99 % |
| ARM1 | 0.60 | 4.32 % |
| COL1 | 0.38 | 7.78 % |
| KYR1 | 0.37 | 2.59 % |
| MMT1 | 0.35 | 2.27 % |
| SGT1 | 0.29 | 4.14 % |
| KSM1 | 0.27 | 4.66 % |
| ERL2 | | 0.00 % |
| Total | 148.81 | 11.14 % |

CHENNAI-02

| Property | MTD Sales L | Brand Share % |
|--------------|---------------|----------------|
| Air-Cond | 141.20 | 11.15 % |
| D-Freez | 0.54 | 41.02 % |
| W-Disp | 0.41 | 48.16 % |
| Dummy-AC | | 10.53 % |
| Total | 142.16 | 11.21 % |

| Branch * | MTD Sales L | Brand Share % |
|--------------|---------------|----------------|
| CH12 | 7.79 | 10.28 % |
| CH51 | 6.95 | 11.02 % |
| CH21 | 3.09 | 4.30 % |
| MJR1 | 2.91 | 7.08 % |
| CH18 | 2.88 | 5.18 % |
| CH43 | 1.55 | 4.90 % |
| CH33 | 1.54 | 3.36 % |
| GPD1 | 1.40 | 4.15 % |
| CH46 | 1.33 | 5.37 % |
| UKI1 | 1.28 | 4.97 % |
| CH44 | 1.21 | 3.44 % |
| CH31 | 0.99 | 3.92 % |
| PON1 | 0.95 | 3.80 % |
| CH27 | 0.86 | 5.83 % |
| CH41 | 0.64 | 1.09 % |
| CH36 | 0.38 | 2.08 % |
| CH32 | 0.37 | 3.40 % |
| CH01 | | 0.00 % |
| Total | 142.16 | 11.21 % |

SOUTH-03

| Property | MTD Sales L | Brand Share % |
|--------------|---------------|----------------|
| Air-Cond | 119.48 | 10.12 % |
| D-Freez | 2.09 | 54.91 % |
| W-Disp | 0.55 | 41.91 % |
| Total | 122.13 | 10.30 % |

| Branch * | MTD Sales L | Brand Share % |
|--------------|---------------|----------------|
| MDU1 | 13.98 | 8.64 % |
| MDU2 | 7.18 | 9.59 % |
| DGL2 | 5.03 | 10.60 % |
| MPA1 | 3.51 | 9.04 % |
| ATG1 | 3.03 | 6.92 % |
| SVG1 | 2.96 | 11.40 % |
| KKD3 | 2.77 | 5.04 % |
| KRR1 | 2.35 | 4.43 % |
| PVI1 | 2.35 | 11.13 % |
| TPT1 | 1.86 | 6.88 % |
| DKI1 | 1.78 | 5.21 % |
| BNR1 | 1.31 | 8.30 % |
| PNI1 | 0.96 | 4.42 % |
| NKI1 | 0.93 | 9.41 % |
| ODM1 | 0.88 | 5.85 % |
| PKM1 | 0.86 | 9.82 % |
| CMR1 | 0.76 | 4.79 % |
| SGP1 | 0.68 | 5.54 % |
| TEN2 | 0.66 | 3.05 % |
| CBM1 | 0.59 | 2.97 % |
| TDI1 | 0.57 | 3.40 % |
| TEN1 | 0.49 | 2.47 % |
| KPT1 | 0.34 | 3.20 % |
| MLR1 | 0.33 | 1.76 % |
| ADP1 | | 0.00 % |
| NTM1 | | 0.00 % |
| Total | 122.13 | 10.30 % |

WEST-02

| Property | MTD Sales L | Brand Share % |
|--------------|---------------|----------------|
| Air-Cond | 109.97 | 13.77 % |
| W-Disp | 0.24 | 44.60 % |
| D-Freez | 0.23 | 17.29 % |
| Total | 110.44 | 13.80 % |

| Branch * | MTD Sales L | Brand Share % |
|--------------|---------------|----------------|
| TRM1 | 1.97 | 9.79 % |
| TCG1 | 1.89 | 8.14 % |
| MCR1 | 1.65 | 8.20 % |
| RSP1 | 1.65 | 8.64 % |
| ATU1 | 1.60 | 5.20 % |
| HSR2 | 1.41 | 6.56 % |
| MTR1 | 1.39 | 4.81 % |
| KVP1 | 1.34 | 10.53 % |
| KMM1 | 1.27 | 10.47 % |
| VPD1 | 1.16 | 8.45 % |
| HSR1 | 1.08 | 6.12 % |
| KAM1 | 0.99 | 10.94 % |
| BMD1 | 0.97 | 5.57 % |
| VKL1 | 0.89 | 9.62 % |
| PDR1 | 0.89 | 5.82 % |
| PLC1 | 0.35 | 4.74 % |
| EPI1 | | 0.00 % |
| HRR1 | | 0.00 % |
| WHKP | | 0.00 % |
| WZWH | | 0.00 % |
| Total | 110.44 | 13.80 % |

SOUTH ARCOT

| Property | MTD Sales L | Brand Share % |
|--------------|--------------|----------------|
| Air-Cond | 95.19 | 15.43 % |
| D-Freez | 1.76 | 39.91 % |
| W-Disp | 0.24 | 29.41 % |
| Total | 97.19 | 15.62 % |

| Branch * | MTD Sales L | Brand Share % |
|--------------|--------------|----------------|
| CDM1 | 2.78 | 9.93 % |
| ULP1 | 2.53 | 10.91 % |
| KKI2 | 2.30 | 7.73 % |
| KLM1 | 2.13 | 6.85 % |
| TVM1 | 1.69 | 7.28 % |
| KML1 | 1.24 | 7.96 % |
| SJI2 | 0.90 | 2.97 % |
| MKM1 | 0.87 | 4.30 % |
| VCM1 | 0.60 | 2.22 % |
| STP1 | 0.58 | 6.48 % |
| VPM1 | 0.33 | 3.94 % |
| Total | 97.19 | 15.62 % |

WEST-01

| Property | MTD Sales L | Brand Share % |
|--------------|--------------|---------------|
| Air-Cond | 67.37 | 8.10 % |
| D-Freez | 1.14 | 74.49 % |
| W-Disp | 0.15 | 27.04 % |
| Total | 68.66 | 8.23 % |

| Branch * | MTD Sales L | Brand Share % |
|--------------|--------------|---------------|
| CBE2 | 12.29 | 5.24 % |
| SNR1 | 2.26 | 6.62 % |
| CBE1 | 1.89 | 4.93 % |
| KGM1 | 1.64 | 11.39 % |
| PLI1 | 1.58 | 5.52 % |
| PPI1 | 1.30 | 10.71 % |
| TPR3 | 1.29 | 8.63 % |
| CBE5 | 1.23 | 7.90 % |
| CBE4 | 0.92 | 1.60 % |
| PDM1 | 0.69 | 4.01 % |
| SYM2 | 0.62 | 5.72 % |
| KMR1 | 0.61 | 1.38 % |
| TPR4 | 0.57 | 3.60 % |
| KMD1 | 0.26 | 2.47 % |
| UMP1 | 0.25 | 1.23 % |
| ANR1 | | 0.00 % |
| CBE3 | | 0.00 % |
| GDR1 | | 0.00 % |
| KGI1 | | 0.00 % |
| UAM1 | | 0.00 % |
| WHCB | | 0.00 % |
| WZSD | | 0.00 % |
| Total | 68.66 | 8.23 % |

NORTH ARCOT

| Property | MTD Sales L | Brand Share % |
|--------------|--------------|----------------|
| Air-Cond | 63.89 | 9.96 % |
| D-Freez | 1.91 | 49.54 % |
| W-Disp | 1.11 | 51.72 % |
| Total | 66.91 | 10.34 % |

| Branch * | MTD Sales L | Brand Share % |
|--------------|--------------|----------------|
| VEL2 | 5.96 | 10.73 % |
| KPM2 | 4.82 | 7.14 % |
| SBR1 | 4.76 | 9.65 % |
| TRR1 | 3.57 | 11.36 % |
| AKM1 | 3.31 | 11.40 % |
| VSI1 | 1.93 | 9.20 % |
| SLG1 | 1.66 | 10.08 % |
| ARC2 | 1.52 | 5.54 % |
| CYR1 | 1.46 | 9.88 % |
| GDM1 | 1.31 | 7.74 % |
| KPM1 | 1.19 | 3.90 % |
| WJP1 | 1.10 | 5.95 % |
| PLR1 | 1.09 | 8.14 % |
| ABR1 | 1.02 | 3.84 % |
| VNB1 | 0.99 | 5.29 % |
| ANI1 | 0.96 | 6.21 % |
| CPT1 | 0.86 | 8.36 % |
| UGI1 | 0.63 | 9.28 % |
| CGM1 | 0.53 | 4.83 % |
| BGR1 | | 0.00 % |
| PTU1 | | 0.00 % |
| WHVL | | 0.00 % |
| Total | 66.91 | 10.34 % |