

# Brand Spotlight : Insights and Ratings

Explore Expert Reviews, Consumer Ratings, and a Comprehensive Overview of Your Favorite Brands.



Brand Name	Mehran Chakki Atta
Company	Mehran Food
Category	Food & Beverages - Wheat Flour
Market	nationwide,international_market
Rating Updated	4th May 2026

## Brand Audit Summary for Mehran Chakki Atta

Mehran Chakki Atta is a well-established household name in Pakistan. It focuses on affordability and availability with decent consistency, making it a common choice across rural and urban markets.

A detailed consumer survey and expert audit reveal the following insights into the brand's performance:

### Final Brand Story

Widely used mid-tier atta brand with strong distribution and stable trust.

### Quality Score : 74.5%

Inconsistent vs premium brands.

### Familiarity : 95%

Strong legacy presence.

### Affordability : 95%

Key strength.

### Availability : 95%

Strong reach.

### Trust : 84.5%

Traditional reliability.

### Customer Loyalty : 74.5%

Price-driven loyalty.

### Brand Messaging : 74.5%

Low branding.

### Sustainability : 64.5%

No visible efforts.

### Innovation : 64.5%

No major upgrades.



Overall Score

**A**  
80.22%



TRUST	Trusted	A	
CUSTOMER LOYALTY	Moderate	B+	
BRAND MESSAGING	Weak	B+	
SUSTAINABILITY	No Initiatives	B	
INNOVATION	Outdated	B	

## Brand Index Analysis

Strong distribution and price balance are key strengths. However, branding and premium perception are weaker compared to Sunridge or Bake Parlor.