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.

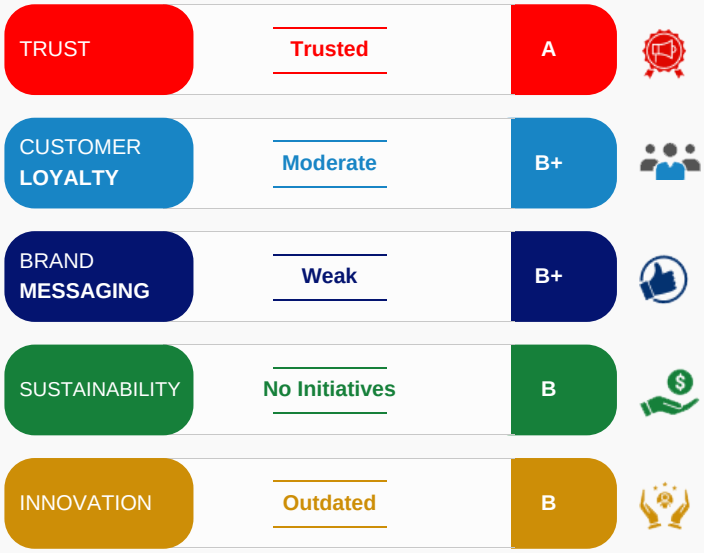
Brand Messaging : 74.5%
Low branding.

Sustainability : 64.5%
No visible efforts.

Innovation : 64.5%
No major upgrades.

Overall Score **A** 80.22%





Brand Index Analysis

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

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