# Brand Spotlight : Insights and Ratings

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

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|---|---|
| **Brand Name** | Mughal Atta |
| **Company** | Garibsons (Pvt) Ltd |
| **Category** | Food & Beverages - Wheat Flour |
| **Market** | urban_major_cities,semi_urban_areas |
| **Rating Updated** | 4th May 2026 |

## Brand Audit Summary for Mughal Atta

Mughal Atta is a widely distributed commodity flour brand in Pakistan. It focuses on affordability and basic household demand.

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

**Final Brand Story**
Mass-market flour brand competing mainly on price and availability.

**Quality Score : 74.5%**
Varies batch-to-batch.

**Familiarity : 84.5%**
Local markets.

**Affordability : 95%**
reasonable price

**Availability : 84.5%**

**Trust : 74.5%**
Based on locality.

**Customer Loyalty : 74.5%**
Local repeat buyers.

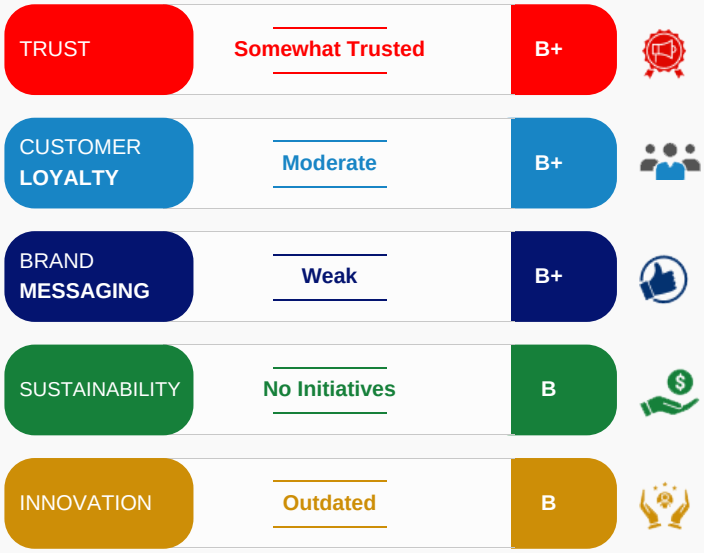
**Brand Messaging : 74.5%**

**Sustainability : 64.5%**

**Innovation : 64.5%**

Overall Score **B+** 76.78%




## Brand Index Analysis

Strong distribution advantage but limited branding and innovation. Competes in low-margin, high-volume segment.

Credit: This Report is auto generaated by brandsindex.org