

Brand Spotlight : Insights and Ratings

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

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%



TRUST

Somewhat Trusted

B+



CUSTOMER LOYALTY

Moderate

B+



BRAND MESSAGING

Weak

B+



SUSTAINABILITY

No Initiatives

B



INNOVATION

Outdated

B



Brand Index Analysis

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