Brand Spotlight : Insights and Ratings

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

Brand Name	Qureshi Flour Mills
Company	Qureshi Flour Mills (Pvt) Ltd
Category	Food & Beverages - Wheat Flour
Market	urban_major_cities,international_market
Rating Updated	4th May 2026

Brand Audit Summary for Qureshi Flour Mills

Qureshi Farms is positioned around perceived natural and premium-quality flour with limited but concept-driven market presence.

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

Final Brand Story
Small niche flour brand with innovative positioning but low awareness.

Quality Score : 84.5%
perceived as naturally decent but not premium or standardized.

Familiarity : 74.5%
limited recognition beyond niche/local markets.

Affordability : 74.5%
priced higher than typical mill brands.

Availability : 74.5%
restricted distribution and low market penetration.

Trust : 74.5%
Trust exists but is weak due to low visibility.

Customer Loyalty : 64.5%
Minimal repeat loyalty, niche-based users only.

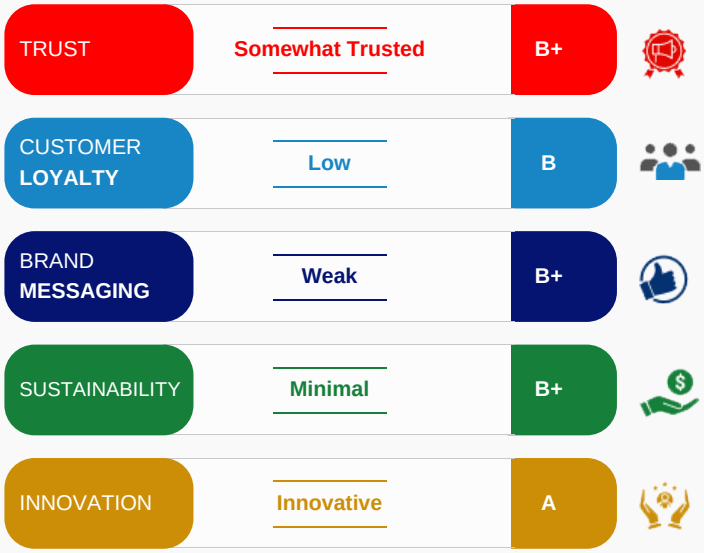
Brand Messaging : 74.5%
lacks clear and consistent brand communication.

Sustainability : 74.5%
Minimal early-stage sustainability efforts.

Innovation : 84.5%
Concept-driven positioning compared to traditional mills.

Overall Score **B+** 75.61%





Brand Index Analysis

Innovative idea-driven positioning but weak trust, high price perception, and limited reach restrict growth.

Credit: This Report is auto generaated by brandsindex.org