

# 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%



TRUST

Somewhat Trusted

B+



CUSTOMER LOYALTY

Low

B



BRAND MESSAGING

Weak

B+



SUSTAINABILITY

Minimal

B+



INNOVATION

Innovative

A



## Brand Index Analysis

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