

# Brand Spotlight : Insights and Ratings

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



Brand Name	Shahi Bally Bally
Company	Shahi Enterprizes
Category	Food & Beverages - Snacks & Confectioneries
Market	urban_major_cities,semi_urban_areas
Rating Updated	4th Aug 2025

## Brand Audit Summary for Shahi Bally Bally

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

### Final Brand Story

#### Quality Score : 84.5%

Uses good quality raw materials

#### Familiarity : 95%

One of the top confectionary brand of Pakistan

#### Affordability : 95%

Prices are cheap

#### Availability : 95%

Widely available

#### Trust : 84.5%

One of the trusted brands of Pakistan

#### Customer Loyalty : 84.5%

Customers can switch to other brands

#### Brand Messaging : 84.5%

Use decent mediums of communication

#### Sustainability : 95%

Old and stable brands of Pakistan

#### Innovation : 95%

One of the top brands for innovation



Overall  
Score

**A+**

90.33%



TRUST

Trusted

A



CUSTOMER  
LOYALTY

High

A



BRAND  
MESSAGING

Clear

A



SUSTAINABILITY

Actively Sustainable

A+



INNOVATION

Market Leader

A+



## Brand Index Analysis