Brand Spotlight : Insights and Ratings

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

Brand Name	SUPER POWER
Company	NJ AUTO INDUSTRIES PVT LTD
Category	Automotive - Motorcycles
Market	urban_major_cities,semi_urban_areas,rural_areas,nationwide
Rating Updated	21st Apr 2026

Brand Audit Summary for SUPER POWER

Super Power, owned by NJ Auto Industries Pvt Ltd, is a Pakistani motorcycle brand focused on low-cost commuter bikes, especially in the 70cc and 125cc segments. The brand has built a presence through affordability, easy maintenance, and wide availability, particularly in rural and semi-urban markets where cost efficiency is a key purchasing factor.

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

Final Brand Story
Super Power is a budget-friendly motorcycle brand offering affordable, fuel-efficient bikes for daily commuting, mainly targeting price-sensitive consumers across Pakistan.

Quality Score : 84.5%
Provides decent build quality for its price segment, suitable for daily commuting and budget users.

Familiarity : 95%
Strong recognition in Pakistanâ€™s budget motorcycle market, especially in rural and semi-urban areas.

Affordability : 95%
One of the key strengths of the brand, positioned for low to middle-income consumers.

Availability : 95%
Widely available through dealerships across urban, semi-urban, and rural Pakistan.

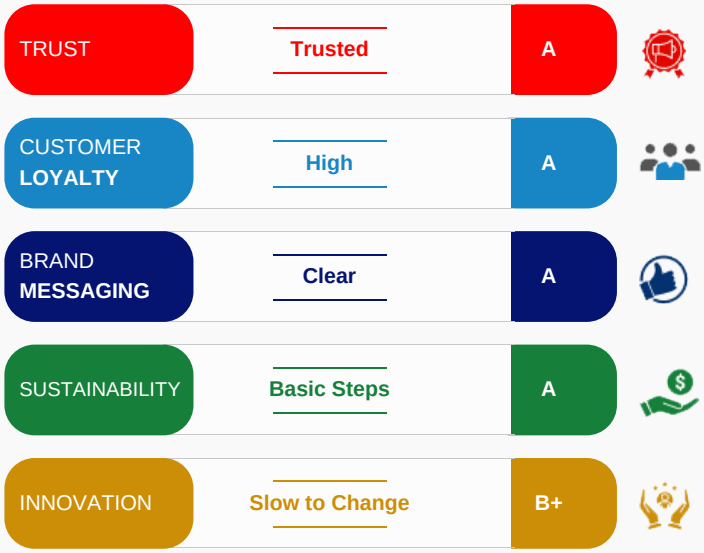
Trust : 84.5%
Generally trusted for basic commuting needs, though below premium Japanese brands.

Customer Loyalty : 84.5%
Strong repeat purchase due to affordability and wide service network.

Brand Messaging : 84.5%
Focuses on affordability, durability, and practical mobility

Overall Score **A** 86.89%





Brand Index Analysis

Super Power competes strongly in the budget segment by offering economical alternatives to premium brands like Honda. Its key strengths are affordability, accessibility, and low running costs. However, it faces challenges in long-term durability perception, resale value, and brand trust compared to established Japanese competitors. Overall, it remains a practical choice for cost-conscious buyers.

Credit: This Report is auto generaated by brandsindex.org

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Sustainability : 84.5%
Limited visible sustainability initiatives, mainly focused on functional manufacturing.

Innovation : 74.5%
Focuses more on cost efficiency than advanced technological innovation.

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