

Brand Spotlight : Insights and Ratings

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



Brand Name	Dalda
Company	Dalda Foods Ltd
Category	Food & Beverages - Cooking Oils & Banaspati
Market	urban_major_cities,semi_urban_areas,rural_areas,nationwide,international_market
Rating Updated	15th Aug 2025

Brand Audit Summary for Dalda

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

Final Brand Story

Quality Score : 95%

Familiarity : 95%

Affordability : 95%

Availability : 95%

Trust : 95%

Customer Loyalty : 95%

Brand Messaging : 95%

Sustainability : 95%

Innovation : 95%



Overall Score

A+
95.00%



TRUST	Highly Trusted	A+	
CUSTOMER LOYALTY	Very High	A+	
BRAND MESSAGING	Strong and Consistent	A+	
SUSTAINABILITY	Actively Sustainable	A+	
INNOVATION	Market Leader	A+	

Brand Index Analysis