

Brand Spotlight : Insights and Ratings

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



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

Brand Audit Summary for Tullo Cooking Oil

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 : 84.5%
- Availability : 95%
- Trust : 84.5%
- Customer Loyalty : 95%
- Brand Messaging : 95%
- Sustainability : 95%
- Innovation : 84.5%



Overall Score

A+
91.50%



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

Brand Index Analysis