

Brand Spotlight : Insights and Ratings

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



Brand Name	Ashrafi fine atta
Company	ashrafifoods
Category	Food & Beverages - Wheat Flour
Market	nationwide,international_market
Rating Updated	4th May 2026

Brand Audit Summary for Ashrafi fine atta

Ashrafi is positioned as a budget flour option for everyday household consumption. It does not have strong branding or premium appeal and mostly serves lower-income segments.

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

Final Brand Story

Low-cost atta brand with basic quality and limited market strength.

Quality Score : 74.5%

Basic quality; below Bake Parlor/Sunridge.

Familiarity : 84.5%

Regional presence.

Affordability : 95%

Competes strongly on price.

Availability : 84.5%

Not fully nationwide.

Trust : 74.5%

Limited brand equity.

Customer Loyalty : 64.5%

Price-driven switching.

Brand Messaging : 74.5%

Minimal branding.

Sustainability : 64.5%

No visibility.

Innovation : 64.5%

No product upgrades.



Overall Score

B+
75.67%



TRUST

Somewhat Trusted

B+



CUSTOMER LOYALTY

Low

B



BRAND MESSAGING

Weak

B+



SUSTAINABILITY

No Initiatives

B



INNOVATION

Outdated

B



Brand Index Analysis

Competes in a highly price-sensitive segment. Lacks innovation, marketing strength, and strong consumer loyalty.