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.

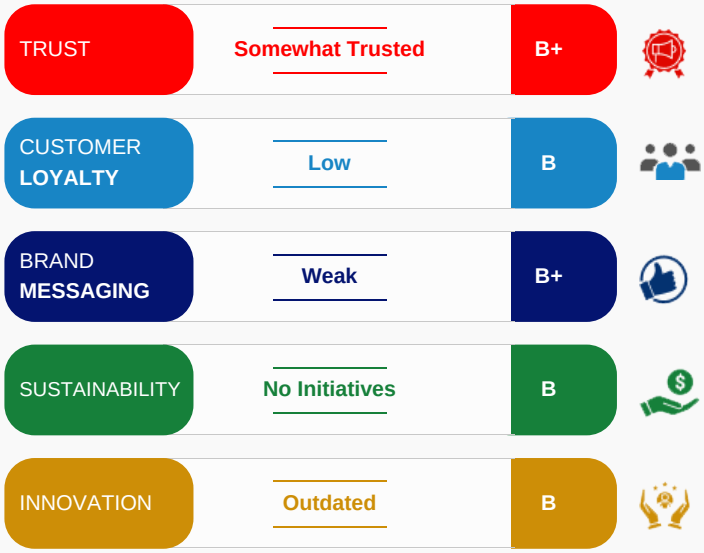
Brand Messaging : 74.5%
Minimal branding.

Sustainability : 64.5%
No visibility.

Innovation : 64.5%
No product upgrades.

Overall Score **B+** 75.67%





Brand Index Analysis

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

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