Brand Spotlight : Insights and Ratings

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

Brand Name	nurpurmilk
Company	faujifoods
Category	Food & Beverages - Milk
Market	nationwide,international_market
Rating Updated	4th Aug 2025

Brand Audit Summary for nurpurmilk

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

Final Brand Story

Quality Score : 84.5%
Source its milk from healthy cows

Familiarity : 74.5%
Not as much popular as other milk brands as per VIS rating

Affordability : 84.5%
Prices are market competitive

Availability : 74.5%
Not available in all cities of country

Trust : 74.5%
Due to unavailability in major cities

Customer Loyalty : 74.5%
As per VIS rating

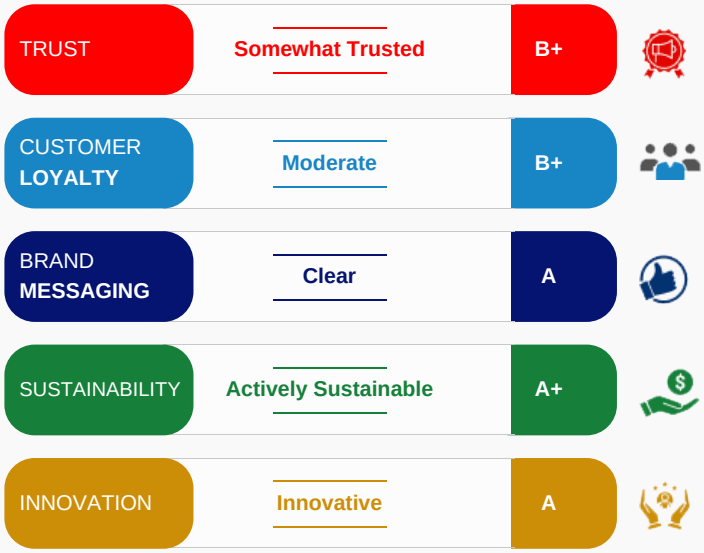
Brand Messaging : 84.5%

Sustainability : 95%
Yes

Innovation : 84.5%
Some what innovative in terms of packaging

Overall Score **A** 81.22%





Brand Index Analysis

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