

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%



TRUST

Somewhat Trusted

B+



**CUSTOMER
LOYALTY**

Moderate

B+



**BRAND
MESSAGING**

Clear

A



SUSTAINABILITY

Actively Sustainable

A+



INNOVATION

Innovative

A



Brand Index Analysis