

Brand Spotlight : Insights and Ratings

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

Butter Puff
Original Crackers

Brand Name	Butter Puff
Company	English Biscuit Manufacturers Pvt Ltd
Category	Food & Beverages - Biscuits
Market	urban_major_cities,nationwide,international_market
Rating Updated	4th Aug 2025

Brand Audit Summary for Butter Puff

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

Final Brand Story

Quality Score : 84.5%

Familiarity : 84.5%

Affordability : 95%

Availability : 84.5%

Trust : 84.5%

Customer Loyalty : 84.5%

Brand Messaging : 74.5%

Sustainability : 95%

Innovation : 84.5%



Overall
Score

A

85.72%



TRUST

Trusted

A



CUSTOMER
LOYALTY

High

A



BRAND
MESSAGING

Weak

B+



SUSTAINABILITY

Actively Sustainable

A+



INNOVATION

Innovative

A



Brand Index Analysis