

Brand Spotlight : Insights and Ratings

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



Brand Name	Mehran Sauces
Company	Mehran Food
Category	Food & Beverages - Ketchup and Sauces
Market	nationwide,international_market
Rating Updated	4th Aug 2025

Brand Audit Summary for Mehran Sauces

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

Final Brand Story

Quality Score : 74.5%

Not as good as other brands

Familiarity : 74.5%

Has very low familiarity as compared to other brands

Affordability : 95%

Prices are market competitive

Availability : 74.5%

Has a very limited availability

Trust : 74.5%

Customer Loyalty : 74.5%

Due to less availability

Brand Messaging : 74.5%

Not as much prominent as other brands

Sustainability : 74.5%

Innovation : 74.5%

Not as much innovative



Overall
Score

B+

76.78%



TRUST

Somewhat Trusted

B+



CUSTOMER
LOYALTY

Moderate

B+



BRAND
MESSAGING

Weak

B+



SUSTAINABILITY

Minimal

B+



INNOVATION

Slow to Change

B+



Brand Index Analysis