

# Brand Spotlight : Insights and Ratings

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



|                |                                   |
|----------------|-----------------------------------|
| Brand Name     | Bank Alfalah Islamic              |
| Company        | Bank Alfalah Limited              |
| Category       | Financial Services - Islamic Bank |
| Market         | nationwide                        |
| Rating Updated | 22nd Aug 2025                     |

## Brand Audit Summary for Bank Alfalah Islamic

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

- Final Brand Story
- Quality Score : 95%
- Familiarity : 95%
- Affordability : 84.5%
- Availability : 95%
- Trust : 95%
- Customer Loyalty : 95%
- Brand Messaging : 95%
- Sustainability : 95%
- Innovation : 84.5%



Overall Score

A+  
92.67%



|                  |                       |    |  |
|------------------|-----------------------|----|--|
| TRUST            | Highly Trusted        | A+ |  |
| CUSTOMER LOYALTY | Very High             | A+ |  |
| BRAND MESSAGING  | Strong and Consistent | A+ |  |
| SUSTAINABILITY   | Actively Sustainable  | A+ |  |
| INNOVATION       | Innovative            | A  |  |

## Brand Index Analysis