

# Brand Spotlight : Insights and Ratings

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



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

## Brand Audit Summary for Askari Bank Ikhlas

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

Final Brand Story

Quality Score : 74.5%

Familiarity : 74.5%

Affordability : 84.5%

Availability : 74.5%

Trust : 84.5%

Customer Loyalty : 74.5%

Brand Messaging : 74.5%

Sustainability : 84.5%

Innovation : 84.5%



Overall Score

B+

78.94%



TRUST

Trusted

A



CUSTOMER  
LOYALTY

Moderate

B+



BRAND  
MESSAGING

Weak

B+



SUSTAINABILITY

Basic Steps

A



INNOVATION

Innovative

A



## Brand Index Analysis