

# Brand Spotlight : Insights and Ratings

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

Brand Name	National Bank Aitemaad
Company	National Bank of Pakistan
Category	Financial Services - Islamic Bank
Market	nationwide
Rating Updated	22nd Aug 2025

## Brand Audit Summary for National Bank Aitemaad

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

Final Brand Story

Quality Score : 74.5%

Familiarity : 84.5%

Affordability : 84.5%

Availability : 84.5%

Trust : 84.5%

Customer Loyalty : 74.5%

Brand Messaging : 84.5%

Sustainability : 84.5%

Innovation : 74.5%



Overall Score

A

81.17%



TRUST	Trusted	A	
CUSTOMER LOYALTY	Moderate	B+	
BRAND MESSAGING	Clear	A	
SUSTAINABILITY	Basic Steps	A	
INNOVATION	Slow to Change	B+	

## Brand Index Analysis