

Brand Spotlight : Insights and Ratings

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



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|----------------|-------------------------------------|
| Brand Name | Vatika Hair Oil |
| Company | Dabur International |
| Category | Personal Care & Services - hair oil |
| Market | nationwide,international_market |
| Rating Updated | 4th Aug 2025 |

Brand Audit Summary for Vatika Hair Oil

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 : 84.5%

Brand Messaging : 95%

Sustainability : 95%

Innovation : 84.5%



Overall
Score

A+

91.50%



TRUST

Highly Trusted

A+



CUSTOMER
LOYALTY

High

A



BRAND
MESSAGING

Strong and Consistent

A+



SUSTAINABILITY

Actively Sustainable

A+



INNOVATION

Innovative

A



Brand Index Analysis