

# Brand Spotlight : Insights and Ratings

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



Brand Name	Mirinda
Company	Pakistan Beverages Pvt Ltd
Category	Food & Beverages - Beverages (Soft Drinks, Juices)
Market	nationwide
Rating Updated	31st Oct 2025

## Brand Audit Summary for Mirinda

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 : 84.5%

Trust : 84.5%

Customer Loyalty : 84.5%

Brand Messaging : 95%

Sustainability : 95%

Innovation : 84.5%



Overall Score

A

89.17%



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

## Brand Index Analysis