

Brand Spotlight : Insights and Ratings

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



Brand Name	Pure Dairy
Company	Shakarganj Food Products Pvt Ltd
Category	Food & Beverages - Milk
Market	nationwide,international_market
Rating Updated	4th Aug 2025

Brand Audit Summary for Pure Dairy

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 : 74.5%
- Customer Loyalty : 74.5%
- Brand Messaging : 64.5%
- Sustainability : 74.5%
- Innovation : 64.5%



Overall
Score

B+
73.39%



TRUST	Somewhat Trusted	B+	
CUSTOMER LOYALTY	Moderate	B+	
BRAND MESSAGING	Unclear	B	
SUSTAINABILITY	Minimal	B+	
INNOVATION	Outdated	B	

Brand Index Analysis