

Brand Spotlight : Insights and Ratings

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



Brand Name	Habib Masala
Company	Habib Oil Mills
Category	Food & Beverages - Recipe & Spices
Market	nationwide
Rating Updated	4th Aug 2025

Brand Audit Summary for Habib Masala

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

Final Brand Story

Quality Score : 84.5%

As per google reviews

Familiarity : 84.5%

Not as much familiar as other brands

Affordability : 84.5%

Prices are market competitive

Availability : 84.5%

Not available in all stores and cities

Trust : 84.5%

Customer Loyalty : 84.5%

Due to its unique taste

Brand Messaging : 84.5%

Sustainability : 95%

Innovation : 84.5%

Not as much innovative as other brands



Overall
Score

A

85.67%



TRUST

Trusted

A



CUSTOMER
LOYALTY

High

A



BRAND
MESSAGING

Clear

A



SUSTAINABILITY

Actively Sustainable

A+



INNOVATION

Innovative

A



Brand Index Analysis