

# 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	8th Nov 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 : 74.5%

Familiarity : 74.5%

Affordability : 84.5%

Availability : 84.5%

Trust : 84.5%

Customer Loyalty : 74.5%

Brand Messaging : 95%

Sustainability : 95%

Innovation : 84.5%



Overall Score

**A**  
83.50%



TRUST

Trusted

A



CUSTOMER  
LOYALTY

Moderate

B+



BRAND  
MESSAGING

Strong and Consistent

A+



SUSTAINABILITY

Actively Sustainable

A+



INNOVATION

Innovative

A



## Brand Index Analysis