

# Brand Spotlight : Insights and Ratings

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



|                |                                     |
|----------------|-------------------------------------|
| Brand Name     | Laziza                              |
| Company        | convenience Food Industries Pvt Ltd |
| Category       | Food & Beverages - Recipe & Spices  |
| Market         | nationwide                          |
| Rating Updated | 8th Nov 2025                        |

## Brand Audit Summary for Laziza

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

Final Brand Story

Quality Score : 84.5%

Familiarity : 95%

Affordability : 95%

Availability : 84.5%

Trust : 84.5%

Customer Loyalty : 84.5%

Brand Messaging : 95%

Sustainability : 84.5%

Innovation : 84.5%



Overall Score

A  
88.00%



|                  |                       |    |  |
|------------------|-----------------------|----|--|
| TRUST            | Trusted               | A  |  |
| CUSTOMER LOYALTY | High                  | A  |  |
| BRAND MESSAGING  | Strong and Consistent | A+ |  |
| SUSTAINABILITY   | Basic Steps           | A  |  |
| INNOVATION       | Innovative            | A  |  |

## Brand Index Analysis