

# Brand Spotlight : Insights and Ratings

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



|                |                                    |
|----------------|------------------------------------|
| Brand Name     | Naseem Masala                      |
| Company        | Naseem Food Industries             |
| Category       | Food & Beverages - Recipe & Spices |
| Market         | nationwide                         |
| Rating Updated | 4th Aug 2025                       |

## Brand Audit Summary for Naseem Masala

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

### Final Brand Story

#### Quality Score : 84.5%

Use Good Quality Raw Material

#### Familiarity : 74.5%

Not as much popular as other brands

#### Affordability : 84.5%

Prices are market competitive

#### Availability : 84.5%

Available on Online stores

#### Trust : 74.5%

Due to low awareness and availability

#### Customer Loyalty : 74.5%

Due to Non available

#### Brand Messaging : 74.5%

Not as much promotion

#### Sustainability : 84.5%

#### Innovation : 74.5%



Overall  
Score

**B+**

78.94%



TRUST

Somewhat Trusted

B+



CUSTOMER  
LOYALTY

Moderate

B+



BRAND  
MESSAGING

Weak

B+



SUSTAINABILITY

Basic Steps

A



INNOVATION

Slow to Change

B+



## Brand Index Analysis