

Brand Spotlight : Insights and Ratings

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



Brand Name	Kausar Masala
Company	Kausar Spices Pvt Ltd
Category	Food & Beverages - Recipe & Spices
Market	nationwide,international_market
Rating Updated	8th Nov 2025

Brand Audit Summary for Kausar 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 : 74.5%

Availability : 84.5%

Trust : 74.5%

Customer Loyalty : 74.5%

Brand Messaging : 84.5%

Sustainability : 84.5%

Innovation : 84.5%



Overall Score

B+
78.94%



TRUST

Somewhat Trusted

B+



CUSTOMER LOYALTY

Moderate

B+



BRAND MESSAGING

Clear

A



SUSTAINABILITY

Basic Steps

A



INNOVATION

Innovative

A



Brand Index Analysis