

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	4th Aug 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 : 84.5%

Use good quality raw material

Familiarity : 74.5%

Not as familiar as other brands

Affordability : 84.5%

Prices are market competitive

Availability : 74.5%

Limited availability in market

Trust : 74.5%

Customer Loyalty : 74.5%

Due to non availability in local market

Brand Messaging : 74.5%

Not as much promotions and marketing

Sustainability : 84.5%

Innovation : 84.5%



Overall
Score

B+

78.94%



TRUST

Somewhat Trusted

B+



CUSTOMER
LOYALTY

Moderate

B+



BRAND
MESSAGING

Weak

B+



SUSTAINABILITY

Basic Steps

A



INNOVATION

Innovative

A



Brand Index Analysis