

Brand Spotlight : Insights and Ratings

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



Brand Name	Sundipmayonnaise
Company	naurus
Category	Food & Beverages - Mayonnaise
Market	nationwide,international_market
Rating Updated	13th Oct 2025

Brand Audit Summary for Sundipmayonnaise

We are one of the most innovative and energetic leading food company form Pakistan. We have been in business for the past 3 generations. Naurus is offering food products under than brand names of NAURUS, CHATKHAAR, LAZZAT, SUNDIP & AHMED KARACHI HALWA MERCHANT. The company also offers products in Private Label

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

Final Brand Story

product range includes Pickles, Desserts, Spices, Fruit Jams, Sauces, Marinades, Cooking Pastes, Chutneys, Natural Honey and over 200 different products

Quality Score : 74.5%

Familiarity : 84.5%

Affordability : 84.5%

Availability : 74.5%

Trust : 74.5%

Customer Loyalty : 74.5%

Brand Messaging : 74.5%

Sustainability : 74.5%



Overall Score

B+

76.72%



TRUST

Somewhat Trusted

B+



CUSTOMER
LOYALTY

Moderate

B+



BRAND
MESSAGING

Weak

B+



SUSTAINABILITY

Minimal

B+



INNOVATION

Slow to Change

B+



Brand Index Analysis

product range includes Pickles, Desserts, Spices, Fruit Jams, Sauces, Marinades, Cooking Pastes, Chutneys, Natural Honey and over 200 different products

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Innovation : 74.5%