

Brand Spotlight : Insights and Ratings

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



Brand Name	Kisan
Company	Kisan Oil Refinery
Category	Food & Beverages - Cooking Oils & Banaspati
Market	nationwide,international_market
Rating Updated	3rd May 2025

Brand Audit Summary for Kisan

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

Final Brand Story

Quality Score : 0%

Performs adequately for frying and daily cooking, but lacks refinement and may leave residue over extended use. Not ideal for health-specific diets.

Familiarity : 0%

Kisan has long-standing brand recall, especially among older consumers and in non-urban areas. However, urban youth show low engagement.

Affordability : 0%

Kisan is among the most affordable branded cooking oils in Pakistan, often undercutting competition in price-sensitive markets.

Availability : 0%

Strong supply chain presence in wholesale markets and kiriyana stores. Especially dominant in rural areas of Punjab and interior Sindh.

Trust : 0%

Trusted by long-time users, but brand lacks current transparency and engagement with quality-conscious audiences.

Customer Loyalty : 0%

Moderate loyalty from traditional users, but brand switch is common among younger and health-aware consumers.

Brand Messaging : 0%

Lacks recent advertising or consistent messaging. Past slogans are outdated, and digital presence is minimal.



Overall Score

B+

79.11%



TRUST

Somewhat Trusted

B



CUSTOMER
LOYALTY

Moderate

B



BRAND
MESSAGING

Weak

B



SUSTAINABILITY

No Initiatives

B



INNOVATION

Outdated

B



Brand Index Analysis

Brand Spotlight : Insights and Ratings

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



Brand Name	Kisan
Company	Kisan Oil Refinery
Category	Food & Beverages - Cooking Oils & Banaspati
Market	nationwide,international_market
Rating Updated	3rd May 2025

Sustainability : 0%

No public sustainability programs or environmental efforts. Uses basic plastic packaging with no claims of recyclability or eco-friendliness.

Innovation : 0%

No major innovation in product types, packaging, or messaging over the past decade. Missed opportunities in health and sustainability segments.