

Brand Spotlight : Insights and Ratings

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



Brand Name	Mezan cooking oil
Company	Mezan Group
Category	Food & Beverages - Cooking Oils & Banaspati
Market	nationwide,international_market
Rating Updated	3rd May 2025

Brand Audit Summary for Mezan cooking oil

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

Final Brand Story

Quality Score : 0%

Focus on health benefits with consistent product quality.

Familiarity : 0%

Growing brand recognition in the market.

Affordability : 0%

Priced competitively for health-conscious consumers.

Availability : 0%

Expanding distribution channels nationwide.

Trust : 0%

Building consumer trust through quality offerings.

Customer Loyalty : 0%

Increasing repeat purchases indicating loyalty.

Brand Messaging : 0%

Emphasis on balanced nutrition and health.

Sustainability : 0%

Initiatives underway to enhance sustainability.

Innovation : 0%

Introduction of health-focused product variants.



Overall Score

A
86.89%



TRUST

Trusted

B



CUSTOMER
LOYALTY

High

B



BRAND
MESSAGING

Clear

B



SUSTAINABILITY

Basic Steps

B



INNOVATION

Slow to Change

B



Brand Index Analysis