

Brand Spotlight : Insights and Ratings

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



Brand Name	Tullo Cooking Oil
Company	Dalda Foods Ltd
Category	Food & Beverages - Cooking Oils & Banaspati
Market	nationwide,international_market
Rating Updated	3rd May 2025

Brand Audit Summary for Tullo Cooking Oil

Tullo is a long-standing and widely recognized Pakistani cooking oil brand known for its reliability, affordability, and consistent quality. With strong presence in both urban and rural markets, Tullo has built its identity around being a practical choice for families seeking a balance between cost and health. It offers variants like sunflower and canola oils, catering to the daily cooking needs of middle-income households.

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

Final Brand Story

A dependable and affordable brand with wide reach and strong familiarity, Tullo remains a go-to choice for practical buyers who prioritize cost and consistent performance.

Quality Score : 0%

Maintains standard quality suitable for daily cooking.

Familiarity : 0%

Long-standing presence in the market.

Affordability : 0%

Budget-friendly option for consumers.

Availability : 0%

Widely available across various regions.

Trust : 0%

Consistent quality builds consumer trust.

Customer Loyalty : 0%

Stable customer base with room for growth.

Brand Messaging : 0%

Emphasis on affordability and quality.

Sustainability : 0%

Limited information on sustainability initiatives.



Overall Score

A

84.67%



TRUST

Trusted

B



CUSTOMER
LOYALTY

Moderate

B



BRAND
MESSAGING

Clear

B



SUSTAINABILITY

Minimal

B



INNOVATION

Slow to Change

B



Brand Index Analysis

Tullo maintains a steady position by consistently delivering value for money and product dependability. It enjoys strong brand recognition among older generations and is considered a "safe choice" by consumers across socioeconomic groups. While it doesn't lead in innovation or emotional marketing, its competitive pricing, widespread availability, and decent product quality help it retain loyalty. Tullo bridges the gap between affordability and mid-range quality, keeping it relevant in a crowded

Brand Spotlight : Insights and Ratings

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



Brand Name	Tullo Cooking Oil
Company	Dalda Foods Ltd
Category	Food & Beverages - Cooking Oils & Banaspati
Market	nationwide,international_market
Rating Updated	3rd May 2025

Innovation : 0%
Traditional approach with minimal innovation.