

Brand Spotlight : Insights and Ratings

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

Brand Name	Bank Alfalah Islamic
Company	Bank Alfalah Limited
Category	Financial Services - Islamic Bank
Market	nationwide
Rating Updated	2nd Aug 2025

Brand Audit Summary for Bank Alfalah Islamic

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

Final Brand Story

Quality Score : 95%
Highest ranking by PACRA

Familiarity : 95%
One of the well known banks in pakistan

Affordability : 84.5%
Charges are fair

Availability : 84.5%
Don't have a huge branch network

Trust : 84.5%
Because it is owned by Abu-Dhabi Group, which is a UAE owned group

Customer Loyalty : 84.5%
Is gaining customer loyalty due to large number of new account openings

Brand Messaging : 95%
Brand message is strongly delivered via different channels of communication

Sustainability : 95%
First bank to launch Green Sukuk

Innovation : 95%
Highly innovative bank and first bank to open its digital branch



Overall
Score

A+
90.33%



TRUST

Trusted

A



CUSTOMER
LOYALTY

High

A



BRAND
MESSAGING

Strong and Consistent

A+



SUSTAINABILITY

Actively Sustainable

A+



INNOVATION

Market Leader

A+



Brand Index Analysis