## **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

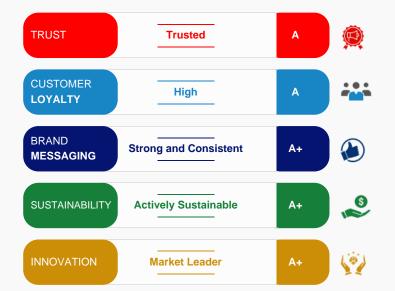












## **Brand Index Analysis**