

Brand Spotlight : Insights and Ratings

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

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

Brand Audit Summary for UBL Ameen

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

Final Brand Story

Quality Score : 95%
As per VIS credit rating

Familiarity : 95%
Due to one of the oldest banks in Pakistan

Affordability : 95%
Prices for services are market competitive

Availability : 95%
Due to a huge branch network

Trust : 84.5%
Trusted by customers due to huge branch network and strong financial statements

Customer Loyalty : 84.5%
Customer retention is high

Brand Messaging : 95%
Strong message delivery through different marketing channels

Sustainability : 95%

Innovation : 84.5%
Innovative as compared to other private banks

Overall Score

A+91.50%

Excellent

QUALITY

95%

Well Known

FAMILIARITY

95%

Affordable

AFFORDABILITY

95%

Easily Accessible

AVAILABIITY

95%

TRUST	Trusted	A	
CUSTOMER LOYALTY	High	A	
BRAND MESSAGING	Strong and Consistent	A+	
SUSTAINABILITY	Actively Sustainable	A+	
INNOVATION	Innovative	A	

Brand Index Analysis