## **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













## **Brand Index Analysis**