## **Brand Spotlight: Insights and Ratings**

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

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

## **Brand Audit Summary for Allied Bank Aitebar**

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

## **Final Brand Story**

**Quality Score : 84.5%**As per rating by PACRA

Familiarity: 74.5%

Not as much familiar as other banks

Affordability: 84.5%

Market competitive charges

Availability: 74.5%

Does not have huge branch network

Trust: 74.5%

Has fair number of account holders

Customer Loyalty: 74.5%

**Brand Messaging: 74.5%** 

Convey its message on limited scale

Sustainability: 84.5%

Innovation: 74.5% Not as much innovative













## **Brand Index Analysis**