

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



Overall
Score

B+

77.83%



TRUST

Somewhat Trusted

B+



CUSTOMER
LOYALTY

Moderate

B+



BRAND
MESSAGING

Weak

B+



SUSTAINABILITY

Basic Steps

A



INNOVATION

Slow to Change

B+



Brand Index Analysis