

Brand Spotlight : Insights and Ratings

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

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

Brand Audit Summary for Bank Al Habib Islamic

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

Final Brand Story

Quality Score : 95%

As per PACRA Rating

Familiarity : 95%

Its a well known bank of Pakistan

Affordability : 84.5%

Charges are market competitive

Availability : 95%

Having a huge branch network

Trust : 95%

Due to strong group ownership

Customer Loyalty : 95%

Fairly large number of account holders

Brand Messaging : 84.5%

Message is spread through different channels

Sustainability : 95%

Innovation : 74.5%

Outdated apps and procedure



Overall
Score

A+

90.39%



TRUST

Highly Trusted

A+



CUSTOMER
LOYALTY

Very High

A+



BRAND
MESSAGING

Clear

A



SUSTAINABILITY

Actively Sustainable

A+



INNOVATION

Slow to Change

B+



Brand Index Analysis