

Brand Spotlight : Insights and Ratings

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



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

Brand Audit Summary for Askari Bank Ikhlas

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

Final Brand Story

Quality Score : 74.5%

As per rating by PACRA

Familiarity : 84.5%

Not as much familiar as other private banks of pakistan

Affordability : 84.5%

Charges are market competitive

Availability : 84.5%

Not as much available as other banks in Pakistan

Trust : 84.5%

Because it is owned by FFC

Customer Loyalty : 74.5%

Fair number of accounts

Brand Messaging : 74.5%

Not as much vocal as other banks in country

Sustainability : 95%

Because it is owned by FFC

Innovation : 74.5%

Not as much innovative



Overall
Score

A

81.22%



TRUST

Trusted

A



CUSTOMER
LOYALTY

Moderate

B+



BRAND
MESSAGING

Weak

B+



SUSTAINABILITY

Actively Sustainable

A+



INNOVATION

Slow to Change

B+



Brand Index Analysis