## **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













## **Brand Index Analysis**