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

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

Brand Name	National Bank Aitemaad
Company	National Bank of Pakistan
Category	Financial Services - Islamic Bank
Market	nationwide
Rating Updated	2nd Aug 2025

## **Brand Audit Summary for National Bank Aitemaad**

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 PACRA rating

Familiarity: 74.5%

Due to majority of Government employees as customers

Affordability: 95%

Due to government owned organization

Availability: 95%

Nation wide branch network in almost every city of country

Trust: 95%

Due to government owned organization and lack of bankruptcy chances

Customer Loyalty: 84.5%

Majority of Salaried accounts of government employees

Brand Messaging: 84.5%

Messages are easily stated on website, Lack of advertisement is noticed

Sustainability: 95%

Yes

Innovation: 84.5%

Not as much innovative as other private banks













## **Brand Index Analysis**