

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



Overall
Score

A

86.94%



TRUST

Highly Trusted

A+



CUSTOMER
LOYALTY

High

A



BRAND
MESSAGING

Clear

A



SUSTAINABILITY

Actively Sustainable

A+



INNOVATION

Innovative

A



Brand Index Analysis