Brand Spotlight : Insights and Ratings

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

Brand Name	Service for men
Company	Service shoes
Category	Fashion & Apparel - Footwear
Market	urban_major_cities,semi_urban_areas,rural_areas,nationwide
Rating Updated	28th Apr 2026

Brand Audit Summary for Service for men

Founded in 1941, Servis (Service Industries Limited) is a cornerstone of Pakistani retail. It is famous for its "Shoes for Everyone" philosophy, boasting a massive production capacity that feeds both local and international markets. For men, the brand is synonymous with varietyâ€"housing sub-brands like the legendary Don Carlos for formals, Cheetah for sports, and NDURE for modern lifestyle, ensuring they have a presence in every wardrobe from the boardroom to the cricket field.

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

Final Brand Story
Servis is Pakistan's undisputed national icon for footwear. It combines high-volume mass appeal with a legacy of rugged durability, making it the "go-to" choice for every household in the country.

Quality Score : 84.5%
Acceptable everyday durability, but finishing and material consistency is below Bata.

Familiarity : 95%
Strong rural + urban penetration due to long presence and aggressive pricing strategy.

Affordability : 95%
More budget-friendly than Bata and Borjan

Availability : 95%
Very strong nationwide distribution

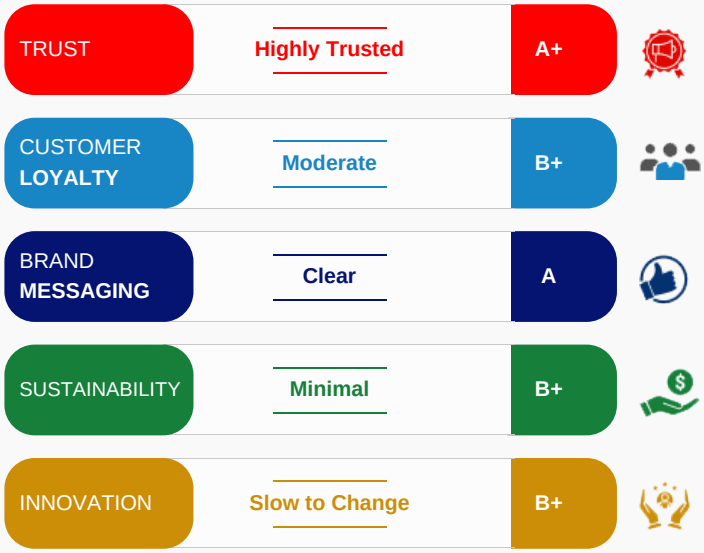
Trust : 95%
Solid but slightly weaker than Bata in premium perception

Customer Loyalty : 74.5%
Price-driven loyalty; less emotional attachment

Brand Messaging : 84.5%
Traditional positioning; weak lifestyle branding

Overall Score **A** 85.83%





Brand Index Analysis

Servis excels through its incredible distribution and market depth. Unlike niche players, Servis dominates both urban malls and rural bazaars. Their men's segment is particularly strong because it leverages "Utility-Led Fashion"â€"products that look contemporary but are built to withstand Pakistanâ€™s tough terrain. While they face pressure from younger, digital-first brands, their sheer scale, export-quality manufacturing, and deep-rooted consumer trust give them a formidable competitive moat.

Credit: This Report is auto generaated by brandsindex.org

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Sustainability : 74.5%
Minimal visible initiatives

Innovation : 74.5%
Limited design evolution; behind Ndure and Urban Sole

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