Brand Spotlight : Insights and Ratings

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

Brand Name	MAZAIDAR
Company	MAZAIDAR HALEEM & FOODS
Category	Food & Beverages - Packaged Foods
Market	urban_major_cities,international_market
Rating Updated	7th May 2026

Brand Audit Summary for MAZAIDAR

Mazaidar (by Multi Food Industries) has spent over 20 years perfecting the "Burns Road" taste in a shelf-stable format. While it started as a local favorite, it has successfully transitioned into a major export player, particularly for the South Asian diaspora.

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

Final Brand Story
A legacy-rich brand specializing in authentic "Ready-to-Eat" traditional Pakistani meals for urban households.

Quality Score : 84.5%
Authentic taste, but canning tech feels dated vs. Mitchellâ€™s

Familiarity : 84.5%
Well-known in Karachi, but a "ghost brand" in many parts of Punjab

Affordability : 84.5%
Pricing is competitive for a ready-to-eat meal

Availability : 74.5%
Often missing from major modern trade shelves outside Sindh

Trust : 84.5%
Reliable for taste consistency

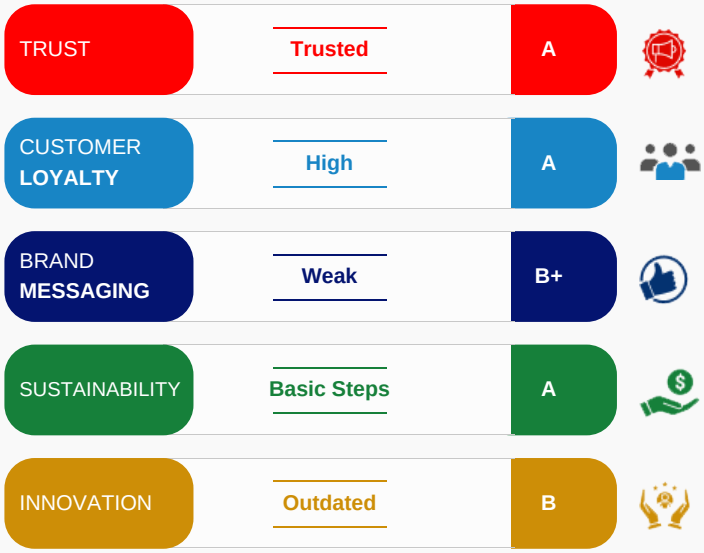
Customer Loyalty : 84.5%
Niche fans are fiercely loyal to the specific flavor

Brand Messaging : 74.5%
Almost non-existent digital presence; relies on heritage

Sustainability : 84.5%
Minimal focus on eco-friendly packaging

Overall Score **A** 80.06%





Brand Index Analysis

It holds a unique "heritage moat" in the canned food sector. While it faces pressure from frozen food giants like K&Nâ€™S, its focus on shelf-stability and traditional recipes keeps it relevant for travelers and export markets where fresh Desi food is scarce.

Credit: This Report is auto generaated by brandsindex.org

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Innovation : 64.5%

Very few new SKUs in the last decade

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