

# 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. Mitchell's™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%



TRUST	Trusted	A	
CUSTOMER LOYALTY	High	A	
BRAND MESSAGING	Weak	B+	
SUSTAINABILITY	Basic Steps	A	
INNOVATION	Outdated	B	

## Brand Index Analysis

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

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## Innovation : 64.5%

Very few new SKUs in the last decade