Brand Spotlight: Insights and Ratings

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



Brand Name	Islamabad Tea
Company	Islamabad Tea Company
Category	Food & Beverages - Tea / Coffee
Market	nationwide
Rating Updated	8th Oct 2025

Brand Audit Summary for Islamabad Tea

The Islamabad Tea Company (ITC) was founded in 1988 and is a Pakistan-based company.

It operates nationally and is a known name in Pakistan's tea market, which also includes other major brands like Tapal and Brooke Bond

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

Final Brand Story

Considered as one the top tea brands of Pakistan

Quality Score: 74.5%

Familiarity: 74.5%

Affordability: 84.5%

Availability: 74.5%

Trust: 74.5%

Customer Loyalty: 74.5%

Brand Messaging: 74.5%

Sustainability: 74.5%

Innovation: 84.5%













Brand Index Analysis

Good taste and aromatic tea and widely used in Islamabad and its territories