

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%



Overall
Score

B+

76.72%



TRUST

Somewhat Trusted

B+



CUSTOMER
LOYALTY

Moderate

B+



BRAND
MESSAGING

Weak

B+



SUSTAINABILITY

Minimal

B+



INNOVATION

Innovative

A



Brand Index Analysis

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