Brand Spotlight: Insights and Ratings

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



Brand Name	Mehranpickle
Company	Mehran Food
Category	Food & Beverages - Pickles
Market	nationwide,international_market
Rating Updated	17th Oct 2025

Brand Audit Summary for Mehranpickle

Mehran is a well-known Pakistani food brand with over 50 years of history, celebrated for its spices, spice mixes, and a wide range of products that includes pickles, rice, and chutneys.

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

Final Brand Story

Mehran Foods' overall brand performance is strong, driven by consistent export awards, brand diversification beyond pickles into spices and ready-mix recipes, and ISO and HACCP certifications.

Quality Score: 95%

Familiarity: 95%

Affordability: 95%

Availability: 84.5%

Trust: 84.5%

Customer Loyalty: 84.5%

Brand Messaging: 95%

Sustainability: 95%

Innovation: 84.5%













Brand Index Analysis

Mehran's pickle brand is a well-established global food company known for its high-quality, authentic taste. Key aspects of the brand analysis include its focus on using premium, natural ingredients, advanced production technology, and a diverse product range that includes mixed pickles, mango pickles, and chili pickles, all packaged to maintain freshness.