

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%



Overall
Score

A+
90.33%



TRUST

Trusted

A



CUSTOMER
LOYALTY

High

A



BRAND
MESSAGING

Strong and Consistent

A+



SUSTAINABILITY

Actively Sustainable

A+



INNOVATION

Innovative

A



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.