

Brand Spotlight : Insights and Ratings

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



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

Brand Audit Summary for milanpickles

Milan Foods is a Pakistani food company based in Karachi that manufactures and exports spices, recipe mixes, pickles, and other food products. Founded in 2007, the brand is known for its high-quality products, commitment to hygiene and international standards, and has also developed a sub-brand called 'Maymil' for dry milk and whey powder. The company also offers private labeling services for other businesses and has achieved ISO22000 and Halal certifications.

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

Final Brand Story

It is a growing Pakistani company known for its spices, recipe mixes, and other food products. The company's brand is built on customer satisfaction, which has led to increased production to meet dem

Quality Score : 74.5%

Familiarity : 84.5%

Affordability : 84.5%

Availability : 74.5%

Trust : 84.5%

Customer Loyalty : 74.5%

Brand Messaging : 74.5%

Sustainability : 84.5%



Overall
Score

A
80.06%



TRUST

Trusted

A



CUSTOMER
LOYALTY

Moderate

B+



BRAND
MESSAGING

Weak

B+



SUSTAINABILITY

Basic Steps

A



INNOVATION

Innovative

A



Brand Index Analysis

Milan Foods is an emerging Pakistani food company based in Karachi that focuses on spices, recipe mixes, and private labeling, and also owns the Maymil brand for milk and whey powder products. The company has received certifications for quality and halal production, and it serves both retail and bulk markets domestically and internationally.

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Innovation : 84.5%