

Brand Spotlight : Insights and Ratings

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



Brand Name	soghatekhaspickles
Company	soghatekhas
Category	Food & Beverages - Pickles
Market	semi_urban_areas,nationwide
Rating Updated	17th Oct 2025

Brand Audit Summary for soghatekhaspickles

"Soghat e Khas" is a Pakistani brand that sells authentic, homemade-style food products, with a particular focus on traditional pickles, chutneys, and preserves (murabba).

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

Final Brand Story

A well known brand of pickles in Sindh province, available on its online store and in domestic market with nominal rates.

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 : 84.5%

Innovation : 84.5%



Overall Score

B+
77.83%



TRUST

Somewhat Trusted

B+



CUSTOMER
LOYALTY

Moderate

B+



BRAND
MESSAGING

Weak

B+



SUSTAINABILITY

Basic Steps

A



INNOVATION

Innovative

A



Brand Index Analysis

A high quality pickle brand with strong roots in local market, rates are low as compared to other brands of same category, not as popular as other brands