Brand Spotlight: Insights and Ratings

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

Brand Name	MCB Islamic
Company	Muslim Commercial Bank Limited
Category	Financial Services - Islamic Bank
Market	nationwide
Rating Updated	2nd Aug 2025

Brand Audit Summary for MCB Islamic

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

Final Brand Story

Quality Score: 74.5% As per rating by PACRA

Familiarity: 74.5%
As per rating by PACRA

Affordability: 84.5%
Prices are market competitive

Availability: 74.5%

Not available in small cities of pakistan

Trust: 84.5%

Because it is owed by Nishat Group, which is one of the biggest group in country

Customer Loyalty: 84.5%

Have fair number of Customers

Brand Messaging: 84.5%

Clear brand message across different platforms

Sustainability: 95%

Innovation: 74.5%

Not as much innovative as different private banks of Pakistan













Brand Index Analysis