

# 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

Overall Score

**A**  
81.22%



|                  |                      |    |                                                                                       |
|------------------|----------------------|----|---------------------------------------------------------------------------------------|
| TRUST            | Trusted              | A  |   |
| CUSTOMER LOYALTY | High                 | A  |  |
| BRAND MESSAGING  | Clear                | A  |  |
| SUSTAINABILITY   | Actively Sustainable | A+ |  |
| INNOVATION       | Slow to Change       | B+ |  |

## Brand Index Analysis