**MTR Karunadu Swada – Ugadi Special Edition Brings Karnataka's Culinary Heritage Alive**

*Hosted in collaboration with Hon'ble Finance Minister, Shri Krishna Baire Gowda, the festival brought together 40+ regional dishes and 2200+ attendees in a vibrant celebration of food, culture, and community*

*From North Karnataka to Kodagu, the one-day festival showcased authentic regional flavours and MTR classics, reconnecting consumers with their culinary roots*

**Bengaluru, March 22, 2026** – Celebrating the spirit of Ugadi and Karnataka's rich culinary legacy, MTR successfully hosted **MTR Karunadu Swada–Ugadi Special Edition**, a one-day food festival at Sahakar Nagar Ground in Bengaluru. Organised in collaboration with the team of **Hon'ble Minister for Revenue, Shri Krishna Byre Gowda**, the festival brought food lovers, families, and cultural enthusiasts together for an immersive journey through the state's diverse food traditions.

Curated to mark the auspicious festival of Ugadi, MTR Karunadu Swada showcased over 40+ authentic regional dishes and traditional sweets from across North Karnataka, South Karnataka, and Kodagu. The festival served as a vibrant platform to rediscover Karnataka's culinary roots from the bold, rustic flavours of the north to the refined, rich offerings of the south and the distinctive tastes of Kodagu.

Adding to the experience were MTR's iconic favourites, including the legendary Rava Idli and Masala Dosa, reinforcing the brand's deep connection with Karnataka's food heritage. The festival created a lively, community-driven atmosphere, where age-old recipes, cultural narratives, and festive celebrations came together seamlessly.

The event witnessed an enthusiastic turnout, with over *2200+ attendees* across multiple time slots throughout the day, reflecting the growing consumer interest in authentic, regional food experiences.

Speaking on the occasion, **Mr. Sunay Bhasin, CEO, MTR**, said: *"Karnataka is where MTR was born, and MTR Karunadu Swada is a heartfelt tribute to our roots. Ugadi marks new beginnings for us, and there is no more meaningful way to celebrate than by honouring the flavours that have defined our land for generations. With MTR Karunadu Swada, we are bringing Karnataka's rich regional cuisine to the forefront, reconnecting consumers with the tastes, traditions and cultural pride of our Karnataka."*

Karunadu Swada continues to be a testament to MTR's commitment to preserving regional cuisines while making them relevant for today's consumers. By bringing together authentic recipes, local culinary talent, and community experiences, the festival strengthens MTR's role as a custodian of Karnataka's rich food culture.