MTR Reinforces Its Commitment to North Karnataka with New Regional Offerings

Introduces Groundnut Chutney Podi, Nigerseed Chutney Podi, Flax Seed Chutney Podi and Masala Khara, inspired by North Karnataka's rich culinary traditions

Hubballi, 17th August 2026: MTR, one of India's most trusted food brands with a legacy spanning over 100 years, announced the launch of a new range of North Karnataka offerings, comprising **Groundnut Chutney Podi (Shenga), Nigerseed Chutney Podi (Gurellu), Flax Seed Chutney Podi (Agasi)** and **Masala Khara**. Crafted specifically for consumers in North Karnataka, the new products bring some of the region's most-loved flavours to consumers in a high-quality packaged format.

Consumed daily across households in North Karnataka, chutney podis such as Shenga, Gurellu, Agasi and Masala Khara are staples of the region's cuisine and are commonly enjoyed alongside local favourites such as jolada rotti and other traditional dishes. Consumed in nearly 8 out of 10 households, they have remained a cherished part of everyday meals for generations. Drawing inspiration from local food habits and guided by the thought, *"Inspired by the kitchens of North Karnataka,"* MTR's new products seek to bring these familiar flavours and trusted quality to consumers while staying true to the authenticity of North Karnataka cuisine.

For over a century, MTR has built its leadership by bringing authentic Karnataka flavours to consumers and celebrating the diversity of the state's culinary traditions through products inspired by regional food cultures. The launch of the new North Karnataka Specialities builds on this legacy and reinforces MTR's longstanding commitment to North Karnataka and its rich culinary heritage. Following the launch of MTR Byadagi Chilli and MTR Dharwad Peda earlier, the new range of Chutney Podis and Masala Khara further reflects the brand's efforts to celebrate the unique flavours, ingredients and culinary traditions that make North Karnataka cuisine so distinctive.

Commenting on the launch**, Sunay Bhasin, CEO, MTR Foods**, said*, "We at MTR have a deep responsibility to celebrate the diversity of Karnataka's culinary traditions. We understand that every region in Karnataka has its own unique food culture, shaped by generations of recipes, ingredients, and eating habits. As consumer interest in authentic regional flavours continues to grow, we strive to make these cherished food traditions more accessible through trusted, high-quality offerings. We see ourselves not just as a food brand, but as a custodian of Karnataka's culinary heritage, committed to preserving these traditions while bringing consumers the quality, hygiene and consistency they have come to expect from MTR."*

Speaking about the new range, **Anupam Nair, Chief Marketing & Growth Officer, MTR Foods**, said, *"At MTR, innovation begins with consumers. Through thorough research and understanding of North Karnataka's food culture, we recognised the deep connection consumers have with chutney podis and the role they play in everyday meals. We worked closely with homemakers and extensively tested the new products with consumers to ensure they reflected local tastes and ingredients. The result is a range that brings together the flavours consumers in the region know and love, while staying true to our promise of authenticity."*

The products will be available across General Trade (GT), Modern Trade (MT), Namma MTR stores, and leading e-commerce platforms. The Groundnut Chutney Podi is priced at ₹49, Nigerseed Chutney Podi at ₹55, Flax Seed Chutney Podi at ₹49 and Masala Khara at ₹65.

With the launch, MTR will further strengthen its engagement with consumers across North Karnataka through a hyperlocal approach, supported by digital content, retail branding, outdoor activations, influencer-led initiatives and on-ground consumer engagement.