MTR strengthens its breakfast leadership with the launch of Protein Breakfast Range

Rooted in authentic Indian breakfast and inspired by evolving consumer preferences, the new range combines plant-based protein, convenience and mindful ingredient choices

Bengaluru, 17th July 2026: MTR, one of India's most trusted food brands with a legacy spanning over 100 years, announced the launch of its Protein Breakfast Range, further strengthening its leadership in the breakfast category through consumer-led innovation. Building on its long-standing commitment to making authentic Indian breakfast convenient and accessible, MTR is now bringing plant-based protein directly into familiar breakfast favourites, offering consumers the authentic taste they love, the convenience they expect and ingredient choices that meet the preferences of today's conscious eaters.

For over a century, MTR has pioneered the breakfast category by making authentic South Indian favourites accessible through innovations such as Dry batters, Fresh Batters and 3-Minute Breakfast solutions. Today, as consumers increasingly seek protein-rich food choices while paying closer attention to ingredients and food labels, MTR continues to evolve its portfolio to address these changing preferences.

MTR's new Protein Breakfast Range makes protein consumption more convenient by integrating it into traditional breakfast formats that consumers already know and love. Fortified with plant-based protein and featuring no added preservatives, no maida, no palm oil and low-sodium salt, the range stays true to the authentic taste of consumers' favourite breakfast dishes while supporting more mindful food choices.

Commenting on the launch, **Sunay Bhasin, CEO, MTR**, said: "*At MTR, innovation is not just about launching new products; it has always been about understanding changing consumer needs and translating them into relevant food solutions. Whether it was making authentic South Indian breakfast more accessible, preserving regional flavours, or pioneering our 3-Minute Breakfast range to meet the growing demand for convenience, every innovation has been driven by how consumers choose to eat. Today, consumers are becoming more conscious about their food choices, with a growing emphasis on transparency and permissibility, while continuing to seek the comfort and authenticity of traditional Indian foods. We believe consumers are not moving away from the foods they love, they are simply expecting more from them. Therefore, we are evolving the category once again in response to this shift, as we continue to stay true to our consumers and uphold the trust and authenticity that define MTR.*"

The MTR Protein Breakfast Range comprises Protein Rava Idli Mix, Protein Dosa Mix, Protein Upma Mix, and the 3-Minute Breakfast range featuring Protein Poha, Protein Khatta Meetha Poha and Protein Upma. Each serving delivers 10g of plant-based protein and features a clean-label proposition. Developed at MTR's Cuisine Centre of Excellence in Bengaluru, the range reflects MTR's continued commitment to reimagining Indian breakfast for modern lifestyles. The Protein

Breakfast Range will initially be available across the top four metro cities through quick-commerce platforms and leading general trade outlets, with a phased expansion planned across India’s top 28 metros.