MTR & Vasu Dixit Bring Karnataka's Love for Sambar to Life with a New Anthem

Unveiled through a special live performance by Vasu Dixit in Bengaluru, the Sambar Anthem is a musical tribute to the flavours, memories and traditions that have made Sambar an inseparable part of Karnataka's cultural identity

Bengaluru, July 8, 2026: MTR Foods, one of Karnataka's most loved and trusted food brands, has launched the Sambar Anthem, a musical tribute celebrating the state's deep-rooted love for Sambar. Created in collaboration with acclaimed musician Vasu Dixit, the anthem captures the flavours, traditions, stories and nostalgia that have made Sambar an inseparable part of everyday life across Karnataka.

For generations, Sambar has been more than just a dish in Karnataka; it is a part of the state's cultural identity. From accompanying idlis and dosas at breakfast to being served alongside rice at family meals and festive gatherings, it is a dish that transcends occasions, regions and generations. Every household has its own recipe, its own preferences and its own Sambar story, making the dish both deeply personal and universally loved, and often the subject of spirited conversations around the dining table.

As one of Karnataka's leading brands in the Sambar Masala category, MTR has long played a role in preserving and popularising the authentic taste of Sambar through products that have become a trusted part of kitchens across the state. With the Sambar Anthem, the brand builds on this legacy by celebrating the dish's place in Karnataka's culture through the coming together of food, music and community.

At the heart of the anthem is the voice of the community itself. As part of the campaign, MTR and Vasu Dixit invited consumers to share their memories, stories and experiences around Sambar. Drawing inspiration from these authentic voices, Vasu transformed these sentiments into an original composition that reflects the warmth, nostalgia and sense of belonging that Sambar evokes across the state.

To mark the launch, Vasu Dixit performed the Sambar Anthem live in Bengaluru, bringing together food lovers, music enthusiasts and consumers in a celebration of Karnataka's rich culture.

Speaking about the initiative, Sunay Bhasin, CEO, MTR Foods, said *"For generations, MTR has celebrated the authentic flavours that define Karnataka's food culture, and Sambar remains one of its most beloved culinary icons. Through MTR Sambar Powder and our wider portfolio, we have had the privilege of being part of millions of meals and memories. When we set out to celebrate Karnataka's love for Sambar, we wanted to do so through a voice that genuinely reflects the culture and spirit of the region. Vasu Dixit, with his deep roots in Karnataka and ability to bring local stories to life through music, was a natural choice for this collaboration. Together, we wanted to create something that brings to life how a simple dish can inspire stories, conversations and a sense of belonging."*

Commenting on the collaboration, Vasu Dixit said*, "As musicians, we are always looking for stories that bring people together. I don't think I have come across many things in Karnataka that evoke as much pride, nostalgia and debate as Sambar. When I began working on the anthem, I wasn't just thinking about Sambar as a dish alone. I was thinking about the sounds, rhythm, memories and emotions that surround it. Through this collaboration with MTR, a brand that has been part of Karnataka's culinary culture for generations, we wanted to turn a shared cultural experience into something people could*

listen to, sing along with and celebrate together. I hope every listener finds a piece of their own home, family or favourite Sambar memory in the music."

Through the Sambar Anthem, MTR continues its long-standing commitment to preserving and celebrating Karnataka's culinary heritage in meaningful and contemporary ways. By bringing together food, culture and community voices, the campaign reinforces MTR's role in keeping regional food traditions alive and creating deeper connections with consumers through shared experiences and authentic storytelling.