MTR Goes Beyond a Campaign, Turning Karnataka's Love for Sambar Into a Cultural Movement

From the Sambar Anthem to a new TVC, the campaign brings together community voices, music and storytelling

Bengaluru, 17 July 2026: MTR Foods, one of Karnataka's most iconic food brands, has unveiled a new television commercial as part of its integrated **Sambar Campaign**, a culture-led initiative that celebrates Karnataka's enduring relationship with Sambar through music, community participation, live experiences and storytelling. What began as a social media conversation inspired by people's memories and experiences around Sambar has evolved into a multi-platform campaign spanning an original anthem, creator collaborations, a live concert, digital content and now a television commercial.

For generations, Sambar has been more than just a dish in Karnataka- it is an emotion that evokes the comfort of home and a sense of belonging. For many, its familiar aroma is intertwined with memories of childhood, family meals, and the warmth of food lovingly prepared by mothers across generations. Sambar has been at the heart of MTR's legacy, with the brand serving as a trusted companion in Karnataka's kitchens for decades. This deep-rooted presence has shaped MTR's understanding of what the dish truly means to Kannadigas. The Sambar Campaign was therefore envisioned as a celebration of this cultural icon, bringing to life the emotions that continue to make Sambar an integral part of Karnataka's identity.

The campaign traces its origins to an unexpected social media moment. When acclaimed folk-fusion artist Vasu Dixit shared a reel around Sambar, MTR immediately recognised its cultural resonance and potential. This sparked a collaboration with Vasu, whose deep connection with Karnataka's culture and traditions, combined with his contemporary creative voice, made him a natural partner for MTR, with both sharing a common commitment to celebrating heritage in ways that remain relevant to newer generations. Together, they launched the **MTR Sambar Campaign,** inviting consumers to share their own stories and memories associated with the dish. These sentiments went on to inspire **the creation of the Sambar Anthem,** a musical tribute to Sambar, and the unique place it holds in the lives of people across Karnataka. The anthem was first unveiled through a live morning concert in Bengaluru and subsequently amplified across digital platforms, radio and television, transforming a simple collaboration into a wider cultural celebration.

The integrated campaign reaches its latest milestone through a heartwarming television commercial that brings the Sambar Anthem into everyday family life. The film follows a young boy anxious about an upcoming school talent show. Noticing his anxiety, his mother prepares MTR Original Sambar while singing along to the Sambar Anthem, filling the home with both its aroma and melody. Inspired by the moment, the boy takes the stage and performs the anthem at the competition, winning the appreciation of the audience and Vasu Dixit, who appears as the judge. The film beautifully illustrates how a cultural movement born from Karnataka's kitchens continues to inspire new memories while reinforcing MTR Sambar Masala's enduring place in family traditions.

Watch the Sambar Anthem here
TVC link: https://youtu.be/HEmJy3R5TAk

Talking about the integrated approach and the culmination of the campaign, **Mr. Anupam Nair, Chief Marketing and Growth Officer, MTR Foods, said,** *"Sambar is the soul of Karnataka's food culture, and for decades, MTR Sambar Masala has been a trusted partner in helping consumers enjoy authentic sambar at home. While taste and authenticity remain at the heart of our offering, we have always known that Sambar means much more than a dish- it represents memories, traditions, and a deep cultural connection. We strongly felt that a conventional campaign would not be enough when it comes to Sambar. The Sambar Anthem started as a simple idea to celebrate that emotion through music, and the response encouraged us to take it much further. What began as a song has evolved into a larger cultural celebration that brings together food, music, and community. In many ways, it reflects what MTR has always stood for- staying true to our roots while finding contemporary ways to keep Karnataka's culinary heritage relevant for newer generations."*

The MTR Sambar Campaign underscores the brand's long-standing commitment to celebrating Karnataka's rich culinary heritage in ways that remain relevant to contemporary audiences. For nearly a century, the company has been deeply rooted in the state's food culture, and through initiatives such as this campaign, it continues to blend tradition with modern storytelling, digital engagement and evolving media platforms. In doing so, MTR continues to build meaningful connections that resonate with consumers across generations.

About MTR Foods

MTR Foods, a business unit of Orkla India Limited, is one of India's most trusted food brands, offering a wide portfolio of authentic and convenient food products across categories such as breakfast mixes, spices and masalas, ready-to-eat, beverages, sweets, and others. Backed by Orkla India's multi-category food expertise, MTR continues to bring authentic Indian taste to consumers in India and across global markets. For more information, visit MTR Foods