



MTR Launches its MTR Minute Fresh Batter Range in Hyderabad

~ Expands its convenient breakfast solutions portfolio to meet evolving consumer demand in the city~

Hyderabad, 29th April, 2026: MTR Foods, a part of Orkla India, today announced the launch of its MTR Minute Fresh Batter range in Hyderabad. The launch marks a strategic expansion of its convenience food portfolio in the city.

As the brand that introduced Rava Idli and the 3-Minute Range to Indian kitchens, MTR has been a pioneer in the packaged breakfast space. The MTR Minute Fresh Batter range is a natural extension of this legacy, crafted for a new generation of consumers who seek both convenience and authenticity in every meal.

The launch introduces two distinct batters—Dosa Batter and Rice Rava Idli Batter. The Dosa Batter is available in three convenient sizes to suit every household need — 425g at ₹60, 850g at ₹98, and 1.5kg at ₹150. The Rice Rava Idli Batter is available in a 750g pack, priced at ₹98.

Backed by decades of expertise in South Indian breakfast, MTR Foods brings its deep understanding of authentic breakfast preparation to this range. Hyderabad has a distinct preference for its Dosa as well as its Rice Rava Idli, which for generations have been prepared at home as two distinct batters. MTR has used that insight to create its Hyderabad portfolio with a separate batter for both. Available through leading quick-commerce and e-commerce platforms in Hyderabad, MTR Minute Fresh Batter makes it effortless to enjoy your favourite breakfast— with the taste and quality you trust.

Sunay Bhasin, CEO, MTR Foods, said, *“Hyderabad has always had a deep connection with its breakfast traditions, and we are proud to be part of that story. We know that an idli and a dosa are not just different dishes- they deserve different batters. With our new MTR Minute Fresh Batter range, we bring that same promise of authenticity and convenience that never compromises taste.”*

Anupam Nair, Chief Marketing & Growth Officer, MTR Foods, added, *“Convenience is no longer just a preference - it is the new normal. But what we hear consistently from consumers is that they refuse to trade taste for convenience. That insight is at the heart of this launch. MTR Minute Fresh Batter is our answer to the modern consumer — a product that fits into their busy lives while keeping them rooted in the food they grew up loving.”*



The introduction of the Fresh Batter range forms part of MTR's ongoing portfolio expansion across convenient food categories, as the brand continues to innovate to meet the needs of modern consumers while staying true to its legacy of authentic taste and quality.