

MTR Foods' Culinary Triumph



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MTR Foods, a prominent player in the culinary landscape, has not only carved a niche for itself but has also become a household name across Karnataka, Telangana, and Andhra Pradesh. With a diverse portfolio spanning various categories, the brand has successfully blended tradition with innovation, catering to the evolving tastes and lifestyles of its consumers.

Diversified Portfolio and Revenue Streams

MTR Foods has established a formidable presence across a diverse array of categories, with its flagship offerings residing in the domain of spices and mixes. This particular category stands as the behemoth of its product portfolio, contributing a substantial 55 percent to its overall revenue. A close contender for the top spot is its ready-to-eat and ready-to-cook range, which comprises various subcategories such as breakfast, dessert mixes, desserts, curries, and beverages. This segment commands 35 percent of its revenue. The remaining 10% is distributed among other categories.

“The supremacy of our spices and mixes category is not merely a statistical triumph but a testament to the authentic flavors and quality that define our offerings. It has emerged as the cornerstone of our success, resonating strongly with our discerning customer base,” said Sunay Bhasin, CEO, MTR Foods.



Ready-to-Eat: A Resilient Category

The ready-to-eat and ready-to-cook space, its second-largest category, has positioned itself as a dynamic and indispensable facet of its product lineup. Bhasin explained, “Its multifaceted nature aligns seamlessly with the evolving lifestyles of our consumers, particularly in the context of increasingly busy schedules and a rising number of women joining the workforce. As a direct response to these societal shifts, the RTE and RTC segment has become a driving force behind our revenue stream. Given the persistent trend of busier lifestyles, we anticipate this category will continue to play a pivotal role in our overall growth trajectory.”

Sunay Bhasin, CEO, MTR

