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BSE Limited,
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai – 400 001

National Stock Exchange of India Limited,
Exchange Plaza, C-1, Block G,
Bandra Kurla Complex, Bandra (E),
Mumbai – 400 051

Scrip Code: 544595

Scrip Symbol: ORKLAINdia

Subject: Press Release

Please find enclosed the press release titled “**MTR Expands its Sweets Portfolio with New Formats and Innovations**”.

The above information will also be available on the website of the Company at www.orklaindia.com

We request you to take the same on record.

For Orkla India Limited

(Formerly known as Orkla India Private Limited)

KAUSHIK
SESHADRI

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Date: 2026.10.08
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Kaushik Seshadri

Company Secretary and Compliance Officer

Encl.: as above

ORKLA INDIA LIMITED

(Formerly known as “Orkla India Private Limited”)

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MTR Expands its Sweets Portfolio with New Formats and Innovations

Building on the iconic legacy of Mysore Pak and Gulab Jamun, MTR is taking its traditional favourites to a wider audience across India through differentiated offerings and new occasions for indulgence

Bengaluru, 8th October 2026: MTR Foods, one of India's most trusted food brands with a legacy spanning over 100 years, is strengthening its presence in the sweets category with the launch of 8 new products, taking its portfolio to a total of 27 offerings spanning traditional favourites, ingredient-led innovations and differentiated formats.

Building on its strong equity in the sweets segment, MTR is deepening its play in the category at a time when consumer preferences are evolving. While traditional sweets continue to hold an integral place in celebrations and culture, consumers are increasingly seeking greater variety, new experiences, mindful ingredients and formats suited to different lifestyles and occasions. Within this evolving landscape, MTR is focused not just on participating in the category, but on expanding its possibilities by taking its iconic products into newer formats and consumption occasions, while staying rooted in familiar tastes and traditions.

At the heart of this expansion are MTR's timeless favourites, Mysore Pak and Gulab Jamun. Building on Mysore Pak's strong equity, MTR has expanded the portfolio with variants including Milk Mysore Pak, Kaju Mysore Pak and now the Ghee Jaggery range, which includes Jaggery Ghee Mysore Pak, Jaggery Ghee Coconut Burfi and Ghee Dry Fruit Burfi. Its latest innovation, MTR Mysore Pak Date Bites, combines Mysore Pak with dates and dry fruits in a distinctive two-layered format, bridging traditional indulgence and everyday snacking. The Gulab Jamun portfolio has also evolved beyond its iconic mixes and ready-to-eat tins to include Dry Jamun, Kala Jamun and Kesar Badam Gulab Jamun, offering greater variety while retaining its familiar taste.

Commenting on the launch, **Sunay Bhasin, CEO, MTR**, said: *"At MTR, innovation begins with understanding how consumer preferences are evolving. We are seeing strong momentum in the sweets category, supported by a growing demand for products that combine tradition with contemporary relevance. Sweets are becoming an increasingly important pillar of our business, and our focus is on creating new ways for consumers to enjoy familiar favourites. Through new formats, ingredient-led innovations and differentiated consumption occasions, we are bringing our iconic sweets such as Mysore Pak and Gulab Jamun to a wider audience across the country, while staying true to the taste, quality and convenience that define MTR."*

MTR's new sweets range is available across the top metro cities through quick-commerce platforms and leading general trade and modern trade outlets.

Beyond portfolio expansion, MTR is fostering a larger cultural conversation around sweets. Through its **'India's Sweetest Language'** campaign, the brand brings the category to life through storytelling, books, live experiences and immersive activations, celebrating the role sweets play in expressing emotions, marking occasions and bringing people together.



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](#)