

Chef Kunal Kapoor ignites a nationwide taste battle for Saffola Masala Oats

As cities compete on the pitch, whose bowl will win?

National, 6th April 2026: As cricket fever grips the nation and city pride runs high across India, celebrity Chef Kunal Kapur joins hands with Saffola Oats, India's No. 1 Oats brand¹, to stir up a flavourful rivalry beyond the pitch. Jerseys change, loyalties get deeper, and the friendly banter fuels conversations everywhere. Tapping into this high-energy, multi-city spirit, one of the leading brands of Marico Limited unveiled its latest campaign for Saffola Masala Oats – *Bowl Apna Apna*, leveraging the heightened cricket fervour to spotlight the brand's versatility.

At the heart of the campaign is Chef Kunal Kapur as its *Sutradhar*, in a surprising, uncharacteristically combative avatar. In the [film](#), set in his home kitchen, he trades his usual calm for a more provocative tone, warning that opening a pack of Saffola Masala Oats could spark a full-blown rivalry between cities. He sets the ball rolling with his own 'Dilli Masala Oats', before throwing down an open challenge to food lovers across cities in India to step up and showcase their city's pride with a distinctive spin on the dish.

Building on this competitive spirit, the campaign extends into creator-led comeback videos, where a roster of mega influencers will pick up on Chef Kunal's provocation. Reacting to his bold claim, they will be seen rallying their respective cities to respond and make a compelling case for why their version deserves the spotlight.

Consumers are invited to participate through a simple and engaging WhatsApp interface. Winners of this flavour battle stand a chance to get featured with Chef Kunal himself, bringing the best of regional creativity to the fore – '*Saffola Masala Oats Bowl Apna Apna - Apne shehar ka flavour banao, aur famous ho jao.*'

Commenting on the campaign, Vikram Karwal, CMO, Marico Limited, said, "*Food in India is deeply personal and closely tied to one's city and culture. With Bowl Apna Apna, we're celebrating the strong emotional connection people have with their local flavours, rooted in regional pride. Saffola Masala Oats offers the versatility to reimagine a familiar, healthy dish in countless local ways. By collaborating with Chef Kunal Kapur and inviting consumers to co-create, we're turning a healthy, everyday meal into a powerful form of self-expression.*"

Saffola Masala Oats Bowl Apna Apna will roll out across YouTube, creator-led content on Instagram, and interactive digital touchpoints designed to drive participation and conversation.

About Marico Limited

Marico (BSE: 531642, NSE: "MARICO") is one of India's leading consumer products companies operating in global beauty and wellness categories. During FY 2024-25, Marico recorded a turnover of INR 10.8 billion (USD 1.3 billion) through its products sold in India and select emerging markets in Asia and Africa. Marico touches the lives of 1 out of every 3 Indians, through its portfolio of brands such as Parachute, Saffola, Hair & Care, Parachute Advansed, Nihar Naturals, Mediker, Pure Sense, Coco Soul, Revive, Set Wet, Livon, Just Herbs, True Elements, Beardo and Plix. Marico's International business contributes to about 25% of the Group's revenue, with

¹ Based on Kantar Household Panel Data. For more details, please visit <https://saffola.marico.in/>.



brands like Parachute, Parachute Advansed, HairCode, Fiancée, Caivil, Hercules, Black Chic, Code 10, Ingwe, X-Men, Purité de Prôvence, Ôliv, Lashe Superfood, Mediker SafeLife, Thuan Phat and Isoplus.

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