Eastern launches 5 Minute Sadya Palada Payasam

Kochi, April 6, 2026: Eastern has announced the launch of Eastern 5 Minute Sadya Palada Payasam, an innovative addition to its payasam portfolio that brings one of Kerala's most loved traditional desserts to consumers in just five minutes. The product is part of Eastern's "5 Minute Madhuram" platform and has been developed to significantly reduce preparation time from the 20 minutes typically required for conventional payasam mixes to just 5 minutes, without compromising on authentic taste and quality.

Eastern already has a strong presence in the payasam category with a range that includes Palada Payasam, Semiya Payasam, Godhambu Payasam and Parippu Payasam. The new 5 Minute Sadya Palada Payasam builds on this heritage while introducing a meaningful convenience innovation for today's consumers.

The launch further strengthens Eastern's growing convenience foods portfolio. The company already offers a range of quick-preparation breakfast products under its 5 Minute Breakfast platform, including 5 Minute Dosa, 5 Minute Idli, 5 Minute Puttu, 5 Minute Palappam, 5 Minute Ghee Upmavu and 5 Minute Idiyappam. With the introduction of 5 Minute Sadya Palada Payasam under its 5 Minute Madhuram platform, Eastern is now extending the same promise of convenience into the payasam category, helping consumers enjoy traditional Kerala favourites with significantly less preparation time.

A staple during festivals, celebrations and family gatherings, Sadya Palada Payasam holds a special place in Kerala's food culture. Traditionally, preparing the dessert can be time-consuming, but Eastern's latest innovation allows consumers to enjoy a rich and creamy Sadya Palada Payasam by simply adding milk and cooking, making it ideal for both festive occasions and everyday indulgence.

Speaking on the launch, Girish Nair, Chief Executive Officer, Eastern, said:

"Payasam is an integral part of Kerala's food culture and celebrations. While consumers increasingly seek convenience, they do not want to compromise on taste or authenticity. With Eastern 5 Minute Sadya Palada Payasam, we have combined both. This innovation reduces preparation time from about 20 minutes to just 5 minutes while retaining the rich, traditional taste of Sadya Palada that Malayalee families cherish. Our

existing payasam range will continue to serve consumers who enjoy the traditional preparation process, while the new 5 Minute Sadya Palada offers a convenient option for those looking for the same authentic experience in a fraction of the time. It reflects our continued focus on bringing relevant food innovations to consumers while staying rooted in Kerala's culinary traditions."

The product was developed in response to growing consumer demand for convenient food solutions that fit modern lifestyles while remaining rooted in local food preferences. Consumer research highlighted preparation time as one of the key barriers in the category, creating an opportunity for an innovation that delivers the authentic experience of traditional payasam with significantly less effort.

Eastern 5 Minute Sadya Palada Payasam is available in a 180g pack at an effective consumer price of ₹99 and is now available across Kerala through key retail outlets, including supermarkets and neighbourhood stores, as well as leading e-commerce and quick-commerce platforms, enabling consumers to enjoy the traditional taste of Sadya Palada with the convenience of a five-minute preparation time.