Eastern launches Coconut Milk Powder, strengthening its convenience foods portfolio

Kochi, September 10, 2026: Eastern has launched **Eastern Coconut Milk Powder**, expanding its growing convenience foods portfolio with a product designed to bring the richness of coconut milk to consumers in a convenient and easy-to-use format. Coconut milk is an essential ingredient in Kerala cuisine and is widely used across curries, desserts and traditional dishes. The new launch aims to make the preparation process quicker and easier while retaining the taste and authenticity consumers expect from home-cooked food.

The launch marks another step in Eastern's efforts to build a portfolio of convenience-oriented food solutions rooted in Kerala's culinary traditions. The company already offers a range of products across spices, masalas, payasams and quick-preparation breakfast solutions. Coconut Milk Powder complements this portfolio by providing consumers with a simple alternative to the time and effort involved in extracting fresh coconut milk at home.

Eastern has also been expanding its convenience platform through products such as 5 Minute Dosa, 5 Minute Idli, 5 Minute Puttu, 5 Minute Palappam, 5 Minute Ghee Upmavu, 5 Minute Idiyappam and the recently launched 5 Minute Sadya Palada Payasam. Coconut Milk Powder further strengthens this portfolio by addressing a common need in everyday Kerala cooking.

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

"Coconut is at the heart of Kerala's food culture and is a key ingredient in countless dishes prepared every day. With Eastern Coconut Milk Powder, we are bringing consumers a convenient solution that helps save time while delivering the rich taste and consistency they look for in their cooking. This launch is another example of how we are combining traditional food habits with modern-day convenience, making everyday cooking easier without compromising on authenticity."

The Coconut Milk Powder category is witnessing growing consumer interest, driven by busy lifestyles, smaller households and the increasing demand for convenient cooking solutions. Coconut Milk Powder offers consumers the flexibility to prepare coconut milk as required, while also helping reduce wastage associated with fresh coconuts.

Made from carefully selected coconuts sourced from South India, Eastern Coconut Milk Powder can be used across a wide range of traditional and modern recipes, including curries, stews, desserts, beverages and baked products.

Eastern Coconut Milk Powder is available in 25g and is being made available through key retail outlets, supermarkets, e-commerce and quick-commerce platforms, making it easy for consumers to enjoy the convenience of coconut milk whenever they need it.