

EASTERN LAUNCHES PREMIUM KASHMIRI CHILLI VARIANT IN KERALA

KOZHIKODE, 24th June 2025: Eastern, a reputed Indian spices market player, has announced the launch of its latest product – ‘**Superr Kashmiri Chilli Powder**’, a premium chilli powder variant developed specially for the discerning Kerala consumer.

There is a growing demand among Kerala consumers for chilli powders that offer vibrant red colour and mild heat, especially for iconic dishes like Red Meen Curry, Fish Fry, and Tandoori preparations. Traditionally, home cooks have had to blend multiple chilli powders to achieve the desired balance of colour, flavour, and spice.

Eastern’s new ‘Superr Kashmiri Chilli Powder’ addresses this challenge by offering a solution in a single pack. It is crafted using a carefully curated mix of high-colour, low-pungency Byadagi chillies, ideal for enhancing both the visual appeal and taste of Kerala’s iconic dishes. This variant reflects Eastern’s commitment to deep understanding of local flavours and innovation in the spices category.

Eastern ‘Superr Kashmiri Chilli Powder’ will be available in select outlets in Kerala in convenient 100g pack @ Rs.58.50 and 250g pack @ Rs.146.

Commenting on the launch, Girish Nair, CEO, Eastern, said “Eastern has been a favoured brand for Kerala’s consumers for decades, and we take pride in our deep culinary understanding of the state. The ‘Superr Kashmiri Chilli Powder’, is a response to consumer needs, where research found that consumers are seeking a chilli powder variant that delivers rich colour with mild heat, for their speciality dishes such as Red ‘Meen’ Curry. Currently, these consumers blend various chillies to get the perfect balance of colour, texture, and spiciness in their local dishes. With “Superr Kashmiri Chilli” we offer a custom solution for this consumer need. This launch is a step forward in offering [more customised and specialised spice solutions, rooted in our rich cuisine and consumer understanding.

About Eastern: Eastern, established in 1983 is one of the leading players in the Indian spice market. Over the years, Eastern has grown leaps and bounds and today employs over 2000 people while manufacturing and marketing 50+ products in their wide range of product portfolio. Eastern initiated its journey with ready-to-use spices, masala blends, rice powders, coffee, pickles and expanded its business in categories such as Breakfast Mixes and Traditional Kerala desserts. Eastern is the market leader in the Pure Spices and Masalas category in Kerala commanding over 45% Market share. Today, the condiments business of Eastern has a fine grip in the global market, and its growth in the international market continues to soar. Eastern has carved a niche for itself in the GCC market, where it remains a leading Brand with the Indian and local community. Other than the Middle East, the company also exports its products to the US, UK, Canada, Europe, Singapore, Malaysia, Australia among others. Based in Kochi, Kerala, Eastern in 2021, became a subsidiary of Norwegian conglomerate Orkla.