

Eastern marks International Chicken Curry Day with ‘Chicken Song,’ a musical ode to Kerala

Kochi, January 12, 2026: On International Chicken Curry Day, Eastern has chosen to celebrate more than just a favourite dish of Malayalees but honoured something that was so rooted in the cultural ritual of the state. With the launch of “Chicken Song,” a folk-rock musical film, the brand pays tribute to Kerala’s enduring relationship with chicken curry—an everyday comfort food and a centrepiece of celebrations across homes and communities.

At its heart, Chicken Song reflects how chicken curry transcends class, occasion, and region in Kerala, appearing with equal ease on weekday lunch tables and festive spreads. Anchored by Eastern Chicken Masala, the film positions the dish as a shared culinary language that binds generations and mirrors the State’s pluralistic social fabric.

The Song features acclaimed playback singer Sooraj Santhosh and popular actor Manikuttan, blending folk sensibilities with contemporary rhythm. Directed by Mridul Nair, with music composed by Manikandan Ayyappa and lyrics by Suhail Koya, the film presents Kerala as a mosaic of tastes, traditions, and communities, where food acts as a quiet yet powerful unifier.

Girish Nair, Chief Executive Officer, Eastern, said: “Chicken curry is not just a recipe in Kerala. It is an emotion, a memory, and often the first dish we learn to cook at home. With ‘Chicken Song,’ we wanted to honour that shared experience and celebrate the everyday joy that food brings into our lives. This is our way of thanking generations of consumers who have made Eastern a part of their kitchens and their stories.”

Rather than following conventional advertising formats, Chicken Song adopts a cultural storytelling approach, aimed at resonating across age groups while remaining rooted in authenticity.

Praveen Ramaswamy, Chief Marketing Officer, Eastern, noted: “We saw this campaign as an opportunity to step back from product-centric communication and instead celebrate a cultural truth. Chicken curry is a staple in Kerala, and Eastern Chicken Masala has quietly been an integral part of that journey for decades. Music allowed us to tell this story in a way that feels organic, inclusive, and emotionally resonant.”

Eastern also acknowledged the creative collaborators who brought the project to life, crediting the collective passion and craftsmanship that shaped the Song’s unique tone and spirit.

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.