



COLOURFUL ONAM WITH FLOWERS

A vibrant celebration of Kerala's most beloved festival – brought to life on **Flowers TV**.



THE SPIRIT OF ONAM

Onam is Kerala's grandest festival — a time of joy, tradition, and togetherness. From the first day of **Atham** to the grand **Thiruvonam Sadya**, every moment is steeped in colour, culture, and culinary heritage.

Flowers TV brings this celebration into every home with programming that honours the festival's rich legacy.

ONAM COOKERY SHOW ON FLOWERS TV

A daily culinary show celebrating the rich heritage of Onam, tracking the journey from the first day of Atham to the grand Thiruvonam Sadya.

The show reinvigorates traditional, lost Onam recipes alongside modern fusion twists, featuring guest chefs and celebrity homemakers.

MEET THE HOST: CHEF PILLAI



CHEF PILLAI

Host of Onam Cookery on Flowers TV, bringing warmth, expertise, and festive spirit to every episode.

About the Show

Hosted by **Chef Pillai**, Onam Cookery is a celebration of Kerala's culinary soul. Each episode explores authentic Onam recipes – from age-old family traditions to creative modern interpretations.

With guest chefs and celebrity homemakers joining the kitchen, every episode is a festive experience in itself.

About Chef Pillai:

Chef Pillai is one of Kerala's most celebrated culinary experts, renowned for redefining traditional Kerala cuisine with a contemporary touch. With over three decades of experience in the hospitality industry, he has built a reputation for innovation, authenticity, and excellence. As the founder of the Chef Pillai restaurant chain, he has successfully taken the rich flavors of Kerala to a wider national and international audience. His passion for food, entrepreneurial vision, and engaging media presence have made him a respected name in the culinary world and an inspiration to aspiring chefs.

WHAT MAKES ONAM COOKERY SPECIAL



10-DAY JOURNEY

Tracks the full Onam celebration from Atham to Thiruvonam, with a new recipe story each day.



GUEST CHEFS & CELEBRITIES

Features celebrated guest chefs and celebrity homemakers alongside host Chef Pillai.



Lost Recipes Revived

Rediscovered traditional, forgotten Onam recipes and presents them for a new generation of food lovers.



FUSION TWISTS

Balances heritage with innovation – classic Onam dishes reimaged with modern culinary flair.



SPONSORSHIP PACKAGES

Onam Cookery – Flowers TV | Program: **Onakootu (O+R)** | 10 Days Before Onam | Timeband: **12:30–13:00** (Original) & **17:00–17:30** (Repeat)

Package	FCT/Epi	Total FCT	Rate (PTS)	Outlay
Presenting Sponsor	80 FCT	800	₹14,000	₹11,20,000
Special Partner	60 FCT	600	₹12,000	₹7,20,000
Powered By	40 FCT	400	₹12,000	₹4,80,000

SPONSOR DELIVERABLES

PROMOS

On-air promotional spots across the Flowers TV network.

ONSCREEN LOGO

Brand logo displayed prominently during the show.

PRODUCT PLACEMENT

Seamless integration of sponsor products within the show.

CREDIT LINES

Sponsor credit lines featured throughout the episode.

ANCHOR MENTION

Chef Pillai personally mentions the sponsor during the show.

 Active Integration available for Presenting Sponsor (1 slot). Special/Powered By packages: No active integration.

JOIN THE CELEBRATION

Onam Cookery with Chef Pillai — only on Flowers TV.

10 days of tradition, taste, and festive joy. Don't miss a single episode.

Visit www.flowerstv.in