



## JioStar MegaBlast Sparks an Unforgettable Akshaya Tritiya Celebration for Reliance Jewels

**Mumbai, 29 April 2025** — Reliance Jewels launches the 10<sup>th</sup> edition of its *Jewels of India* series with the *Tirupati Collection*, inspired by the rich spiritual and cultural heritage of Tirupati. Timed perfectly with Akshaya Tritiya—a key gold-buying festival in India—the new collection brings together devotion, craftsmanship, and modern design sensibilities. To amplify the launch and make it truly unforgettable, Reliance Jewels has collaborated with JioStar, leveraging the company's newly introduced product **MegaBlast** for a one-day, high-frequency celebration. Designed to mirror the grandeur of the Tirupati Collection, the campaign running on the JioStar's entertainment network and JioHotstar today, transforms Akshaya Tritiya into a nationwide cultural moment, reaching millions across India.

Speaking about the campaign, a Reliance Jewels spokesperson said, *"The Tirupati Collection represents devotion, craftsmanship, and tradition. Partnering with JioStar allowed us to launch it with the scale and sanctity it truly deserves. We chose MegaBlast, a first-of-its-kind innovation, as it gave us a unique, all-encompassing solution for reaching our target audience at an unprecedented scale and delivering impact. The high-impact visibility across TV and digital gave us the momentum to connect meaningfully with audiences across India, turning our launch into a nationwide celebration."*

*"Akshaya Tritiya is a time for tradition, celebration, and new beginnings. We are proud that JioStar's MegaBlast was able to elevate the Reliance Jewels Tirupati Collection into a true cultural moment. MegaBlast is more than just a product—it's a comprehensive marketing funnel that drives high-decibel awareness, ensures top-of-mind recall and ultimately influences consumer consideration. With its unmatched scale, cross-platform integration, and storytelling capabilities, it offers brands an unparalleled opportunity to engage with audiences throughout the entire campaign journey,"* said a JioStar spokesperson.

The collaboration taps into JioStar's powerful multi-platform, multi-lingual entertainment ecosystem, delivering Reliance Jewels' message seamlessly across TV and digital. Built for maximum impact, JioStar's MegaBlast ensures an exposure every 6 seconds across a vast TV network of 84 leading GEC and movie channels, along with JioHotstar, guaranteeing unmatched reach and frequency in a single day. Innovative ad formats like Spotlight Frames, Brand Bridges,



Stings, and Mega Spots made the brand an integral part of the entertainment experience—reinforcing Reliance Jewels connection with consumers and ensuring exceptional brand recall during the festive season.

The Reliance Jewels campaign also harnesses JioStar’s digital ecosystem with a full-day Digital MegaBlast, including Pre-Roll Takeovers, Feature Trays, Pause Ads, and premium Mid-roll spots across top shows—ensuring maximum visibility across all screens.

With this MegaBlast campaign, JioStar once again demonstrates the unmatched power of premium, professionally created content to drive real-world impact—proving that in today’s fragmented media landscape, the right strategy and platforms can still help command the nation’s attention. In a time where effectiveness is increasingly measured by sales and business outcomes, MegaBlast breaks through the noise, delivering not just visibility but tangible results, ensuring brands achieve a lasting business impact.

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**About JioStar (Entertainment):**

JioStar’s Entertainment business offers India’s finest storytelling across TV and Digital and is a dominant force in film entertainment. It is home to some of the most popular and iconic entertainment brands such as Star Plus, Colors, MTV, Nickelodeon, National Geographic, and more. With an impressive reach of over 750 million viewers weekly, it delivers unparalleled content that captivates audiences every day. JioStar’s Entertainment portfolio includes high-impact dramas, disruptive reality formats, and blockbuster movie premieres in 10 languages, shaping cultural narratives on a grand scale. Spanning over 80 television channels and JioHotstar, JioStar’s Entertainment business sets the standard across genres like general entertainment, youth, music, regional, infotainment, and kids’ content.

**About Reliance Jewels:**

Reliance Jewels, a part of Reliance Retail Ltd., operates over 140+ showrooms and online channels across India. Renowned for its exquisite craftsmanship and exclusive designs, the brand offers a stunning range of gold, diamond, and silver jewellery—making every occasion truly special.