



Star Utsav Emerges as the #1 Free-To-Air Channel in the First 11 Days of its Return to the Freedish Platform

Mumbai, 21 April 2025: Star Utsav has made a remarkable return to the Free-to-Air (FTA) television space, following its re-entry on Free Dish on 1st April 2025. The channel has firmly established its position as the leading Free-to-Air channel and has garnered an impressive 111 million viewers* within just 11 days of its comeback to Free Dish. With a strong line-up of beloved shows including *RadhaKrishn*, *Rabba Ve*, *Yeh Rishta Kya Kehlata Hai*, and *Ghum Hai KisiKey Pyaar Meiin*, Star Utsav has secured the No. 1 position in the FTA universe and stands as the 4th biggest channel overall in HSM (Pay + FTA, U+R).

“We are humbled by the overwhelming response received for Star Utsav. With our strong portfolio of professionally generated and brand-safe content, we are proud to bring families together through inspiring and entertaining stories. We are committed to delivering the best of entertainment to our audiences and look forward to continuing this incredible journey on DD Free Dish with even more compelling content and meaningful connections,” said **a Star Utsav spokesperson**.

Star Utsav celebrates the best of stories and iconic characters with a stellar line-up of shows, right from captivating romances to epic mythological sagas and contemporary narratives rooted in Indian culture and folklore. These curated offerings create immersive experiences that connect deeply with audiences across geographies and generations.

Compelling storytelling lies at the heart of JioStar’s success, crafting content that truly connects with audiences and reinforces Star Utsav’s cherished presence in Indian households.



** Source – BARC - All India U+R, 2+, 1st - 11th April 2025*

*** Source – BARC - 15+, HSM U+R, Week 14 2025*

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.