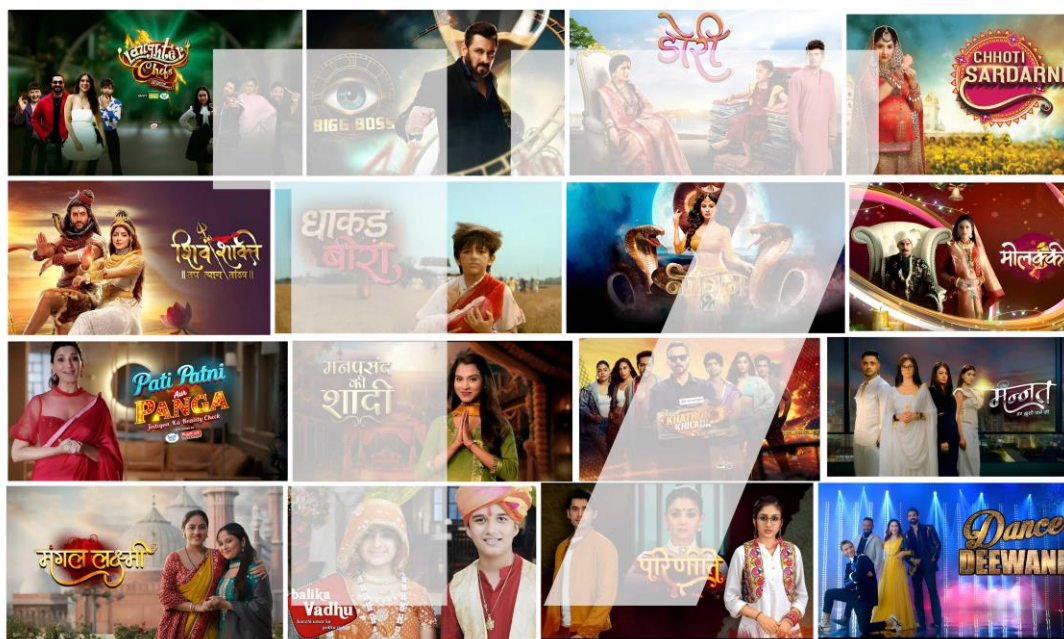


17 Years. One COLORS. Endless Stories



When **COLORS** launched in 2008, the canvas of Indian television exploded with disruptive storytelling that shattered conventions and redefined the Hindi GEC landscape. **Over the past 17 years**, we have painted screens and hearts with vibrant stories that matter, from tackling child marriage with **Balika Vadhu** to challenging gender norms with **Shakti** and ruling reality TV with **Bigg Boss**, **Khatron Ke Khiladi** and **our very latest hit Laughter Chefs Unlimited Entertainment**. With a diverse slate that inspired emotions, connection and empowerment, COLORS has always celebrated unsung heroes who embody quiet strength and unshakable courage, whose battles reflect the heartbeats of India. From Anandi and Bondita to Mannat and Mangal, these fearless protagonists don't just fight for themselves; they ignite societal change for all of us, carrying forward the channel's enduring spirit of resilience and defiance.

On the channel's 17th Anniversary, JioStar spokesperson Mr. Alok Jain says, "As **COLORS** turns 17, we celebrate a legacy of storytelling that has redefined Hindi entertainment and sparked conversations across the country. Television remains a trusted companion, and **COLORS** continues to thrive by telling stories that reflect the many shades of Indian life and characters who feel like family. Societal realities have always been at our core, encouraging audiences to feel deeply and engage

meaningfully. From powerful family sagas and mythological epics to societal dramas, romances, reality shows, and culinary comedies, our content mirrors the rich diversity and evolving heartbeat of India. With fresh originals like **Manpasand Ki Shaadi**, celebrating family, choice, and tradition; **Dhaakad Beera**, spotlighting courage and sibling love, and **Pati Patni Aur Panga – Jodiyon Ka Reality Check**, bringing a fun twist to modern relationships — we continue to grow with our audiences. Our promise is to keep telling stories with heart, humour, and honesty. Thank you for making us a part of your homes, your hearts, and your everyday moments — you make COLORS what it is.”

Talking about her journey with COLORS, Avika Gor shares, “COLORS didn’t just give me a role — it gave me an identity. Anandi became a household name, and through her, I found a place in the hearts of millions. Before *Balika Vadhu*, I had faced the camera, but it was COLORS that gave me the recognition that changed my life. From *Beti Anandi* to *Bahu Roli* in *Sasural Simar Ka*, and now returning with *Pati Patni Aur Panga* alongside my fiancé Milind Chandwani — it feels like coming home. COLORS has seen my journey, nurtured it, and celebrated it. What makes the channel so special is its courage to tell bold stories and keep evolving. This isn’t just a comeback — it’s a beautiful continuation of a story I’m proud to share.”

Having hosted ‘Bigg Boss’ for 15 years, Salman Khan says, “My journey with COLORS and *Bigg Boss* isn’t just the longest-running collaboration of my career, it’s one of the most personal. When I first came on board for *Bigg Boss* in 2010, little did I know that I was signing up for a 15-year relationship with the show and an entire nation. Together, we’ve nurtured a tradition that the audience waits for with bated breath every year. Through format changes, digital shifts, new themes, and the ever-changing energy of the unpredictable house, this ride with COLORS has been special. Congratulations to the entire team at the channel for uniting India in entertainment for 17 years!”

Speaking about COLORS’ 17-year milestone, Sudha Chandran says, “In these 17 years, COLORS hasn’t just entertained — it has transformed Indian television. For me, it reshaped my image and redefined what an antagonist could be. From the iconic *Naagin* to emotionally rich dramas like *Doree*, COLORS has always dared to tell bold, unconventional stories. It gave me characters that weren’t just vamps, but powerful, poetic, and deeply human. Every role pushed me to grow as an actor and dig deeper emotionally. I’m proud to be part of a legacy that continues to set new standards with every story it tells.”

Essaying the role of Mangal in COLORS' 'Mangal Lakshmi', Deepika Singh says, "I'm truly proud that Mangal Lakshmi is now part of COLORS' 17-year legacy. The channel gave me the freedom to portray what so many women experience—not with pain alone, but with empathy and hope. Mangal stands as a role model, radiating strength and optimism in a world that deeply needs it. Seeing her story resonate with women across regions is incredibly rewarding, and that kind of connection is only possible when a platform truly believes in the power of stories to inspire change. I am sure COLORS will continue to uplift voices, break new ground, and bring characters to life that make every woman feel seen and understood."

Dil chhoo lene wali kahaniyon ke liye bane rahiye COLORS ke saath — jo muskurahat laayein, sapne sajayein, aur zindagi ko waise jeene ka ehssaas dilayein jaise aapne socha ho. Yeh toh bas shuruaat hai!

Stay tuned to COLORS for more updates!