



## A Big Bold Return - Kyunki Saas Bhi Kabhi Bahu Thi Records Over 1.6 Billion Minutes Watch Time In Launch Week

*~The show's return marks the biggest Hindi GEC fiction launch in the last 5 years across TV and streaming~*  
*~ 31.1 Million viewers tuned in on Star Plus in the first four days of the launch, making it the most viewed show in launch week for 2025 on Star Plus ~*  
*~ JioHotstar sets new benchmark as 'Kyunki' becomes the biggest digital launch in GEC fiction ~*  
*~ The show trended nationwide with a record 17,300 social media mentions and an overwhelming 86% positive sentiment ~*

**Mumbai, August 7, 2025:** Kyunki Saas Bhi Kabhi Bahu Thi made a historic return to Indian television on 29th July and the response was nothing short of phenomenal. The show clocked 1.659 billion minutes\* of watch time on Star Plus and JioHotstar in its launch week, an extraordinary testament to its enduring appeal, reasserting its iconic status in India's entertainment landscape. Drawing 31.1 million\*\* viewers on TV in just the first four days, and reaching millions more on streaming, the show has shattered records to become the biggest-ever GEC fiction launch on TV & digital streaming.

The launch episode alone drew 15.4 million\*\*\* viewers on Star Plus, making it the highest-rated fiction premiere in recent history. The returning season's massive opening on JioHotstar, underscores the growing appetite for daily storytelling on streaming platforms and marks a pivotal moment for the evolution of fiction content in India's digital entertainment landscape. This is the new high in the fiction journey, proving that daily drama, when reimagined along with streaming, can drive both cultural resonance and massive reach.

*"The return of Kyunki Saas Bhi Kabhi Bahu Thi has proven that great storytelling never loses its power. We approached this launch with a two-fold vision: to reignite the deep nostalgia associated with one of India's most iconic shows, while also crafting a contemporary storyline and viewing experience that resonates with today's audiences. The record-breaking numbers across Star Plus and JioHotstar reaffirm our belief in the timeless appeal of compelling narratives. This launch is a cultural moment that bridges generations, and we are proud to have delivered it to millions of homes across platforms,"* said **Sumanta Bose, Head of Cluster, Entertainment (Star Plus and Bharat, Bengali, Marathi and Gujarati), JioStar.**

The premiere also drove large-scale organic conversations online, with 17,300 mentions and 86% positive sentiment, underscoring the deep emotional connection and multi-generational pull of the show. The conversations were driven by nostalgia, connection with the star cast and fan anticipation, positioning Kyunki as both a cultural and content milestone.

With its commanding return across TV and streaming platform, Kyunki Saas Bhi Kabhi Bahu Thi has not only revived a beloved legacy but also set the stage for a new era of appointment viewing, combining the mass reach of television with the deep engagement of digital streaming.

The return has revitalized the fiction landscape, drawing significant attention from viewers and advertisers alike. The show had captured the interest of advertisers early on with Tide+, Kalyan Jewellers, and Maruti Suzuki India serving as co-presenting sponsors, with Fortune Soyabean Oil, Colgate, and SMART Bazaar joining as co-powered sponsors along with White Tone Face Cream and Good Knight as Special Partners on television. The digital platform JioHotstar features Kalyan Jewellers and Maruti Suzuki in co-presenting roles, Colgate, Fortune Chakki Fresh Atta, UTI Mutual Fund, Tata Consumer Products, and SMART Bazaar as co-powered by sponsors alongside Mankind Pharma – Prega News as a Special Partner.



Source:

\* BARC, India U+R, 2+, SD+HD, Cume Reach Mn\* Time Spent, W30'25

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\*\*\*BARC, India U+R, 2+, SD+HD, Cume Reach Mn, Original Programming, 29th July 2025 – W30'25

JHS Viewers, JHS Data, Distillery

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#### **About JioStar:**

Perched firmly at the nucleus of spellbinding content and innovative technology, JioStar is a leading global media & entertainment company that is reimagining the way audiences consume entertainment and sports. Its television network and streaming service together reach more than 750 million viewers every week, igniting the dreams and aspirations of hundreds of million people across geographies.