

## JIOSTAR REVEALS FESTIVE SENTIMENT SURVEY 2025: 92% OF INDIANS SET TO CONTINUE OR BOOST SPENDING IN 2025

*~ Along with the survey, JioStar unveils its power packed 2025 festive line-up~  
~ JioStar Festive Sentiment Survey 2025 reveals strong consumer confidence, digital-first discovery and high persuasion potential for brands ~*

*~With a ₹16,500 average budget and 65% still undecided on brands, JioStar offers marketers a powerful window to influence decision-making at scale~*

**Mumbai, 12<sup>th</sup> August, 2025** - As the country gears up for the upcoming festive season, JioStar today released the 2025 edition of the JioStar Festive Sentiment Survey, which reveals that 92% of Indian consumers plan to continue or increase their festive spending this year, signalling robust consumer confidence and a golden opportunity for brands. The survey, built to decode how India is thinking, spending and discovering this festive season, uncovers key trends for marketers - a growing millennial spend base, men spending more this festive season but women set to drive diversity in purchases, shopping across more categories such as fashion, beauty, wellness, home appliances, and mobiles, gifting resurgence with nearly 1 in 2 consumers shopping for others this season and most importantly 65% of consumers yet to decide which brands they will buy from. With an average festive shopping budget of ₹16,500, the window to influence purchase decisions is wide open.

JioStar is India's most powerful entertainment engine, commanding ~50% TV viewership during festive peaks and to capture the hearts of audiences and the attention of advertisers, JioStar also unveiled its most expansive entertainment line-up yet. From kids to families to premium audiences, JioStar's festive programming ensures there's something for everyone, with iconic characters, beloved shows, and new launches lighting up every screen. At the heart of this festive season lies #HarGharMeinJashn, JioStar's flagship celebration of India's biggest cultural months. Through this campaign, JioStar aims to go beyond just programming and focus on building moments of joy, memory and meaning across screens.

*"This year's festive outlook is marked by strong consumer optimism and evolving media consumption. Marketers are looking to engage audiences across platforms and languages, and that's where JioStar's robust festive offering becomes invaluable. With #HarGharMeinJashn, we are creating a high-impact funnel for brands across discovery, intent, and purchase touchpoints,"* said Mahesh Shetty, Head of Revenue, Entertainment, JioStar.

As India prepares to celebrate, JioStar's diverse content line-up includes a robust mix of reality and fiction that span cultures and languages. The line-up includes pan-India favourites like Bigg Boss across five languages, Star Parivaar Awards, a new weekend prime-time reality format Pati Patni Aur Panga, JioHotstar Specials such as Trial 2, Salakaar and Rambo in Love and marquee movies such as Chhaava, Kesari 2, Empuraan and Thudaram. Fiction powerhouses continue to drive daily engagement, with shows like Kyunki Saas Bhi Kabhi Bahu Thi (Hindi), *Siragadikka Aasai* (Tamil), and *Chempaneer Poovu* (Malayalam) resonating deeply with audiences. International titles such as Thunderbolts, A Minecraft Movie, Final Destination Bloodlines, King & Conqueror, Only Murders in the Building S5 will also resonate with the newer audiences.

With curated programming across Onam, Durga Puja, Navratri, Ganesh Utsav and Diwali, JioStar ensures that brands are placed at the heart of every celebration. JioHotstar will also bring families together for large-scale digital celebration Janmashtami LIVE, Navratri LIVE, Dussehra LIVE. The hyper-

local festive programming is market-specific and curated to align with regional traditions, viewer behaviours, and cultural nuances.

JioStar, with its unprecedented reach across TV and digital, is uniquely positioned to convert this consumer momentum into measurable brand impact. The survey, developed to decode how India is thinking, spending, and discovering this season, points to strong media influence and significant opportunity for last-mile persuasion.

JioStar's media solutions this festive season are sharper, smarter, and more immersive than ever. Alongside high-impact formats like pre-roll takeovers, pause ads and interactive formats, this year introduces innovations such as MegaBlasts for maximum reach, JioStarverse for AI-powered influencer marketing and Moment.ai for contextual storytelling. Advertisers can also tap into smarter ad formats, including countdown, location-based and AQI-based dynamic formats, unlocking real-time relevance and driving deeper audience engagement.

As Indian homes light up, so do their screens, and JioStar is where brands can show up meaningfully and memorably. JioStar is giving advertisers every tool to make their presence count, at scale, in context, and in culture.

#### Other Key Findings from the JioStar Sentiment Survey 2025 include:

- **Increased spending capacity:** 85% say their financial situation has improved or stayed the same over the last year
- **Millennial vs. Gen Z:** Millennials expected to spend more than Gen Z, with higher budgets and category intent
- **Women shoppers drive variety:** Women will shop across more than 2 categories, including apparel, beauty, gadgets, and home décor
- **Top product categories:** Apparel and fashion (33%), mobiles (27%), electronics (18%), followed by holidays, jewellery, and beauty
- **Online discovery leads:** 76% of consumers cite online ads as the top information source, followed by OTT/UGC content and social media
- **High brand influence opportunity:** 65% of shoppers have not yet decided on the brand they'll buy from—opening the door for last-mile persuasion
- **Balanced retail channels:** 52% plan to shop online; 42% offline, indicating the need for omnichannel strategies
- **Digital payments dominate:** 61% of shoppers prefer cashless options, led by UPI and mobile wallets

[Link to the Festive Sentiment Report](#)

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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.