



JIOSTAR UNLOCKS MASSIVE BRAND INTEREST FOR THE RETURN OF KYUNKI SAAS BHI KABHI BAHU THI; EIGHT SPONSORS SIGN ON FOR THE SHOW SO FAR

~Leading FMCG, auto, finance and retail brands align with the show's legacy and cross-generational appeal~

Mumbai, July 28, 2025: The return of the iconic show, Kyunki Saas Bhi Kabhi Bahu Thi, has created unprecedented buzz amongst viewers and brands. Ahead of the premiere slated for 29th July 2025, eight leading brands have already signed on as sponsors, reaffirming its cultural and commercial impact.

On Star Plus, the show is co-presented by Tide+, Kalyan Jewellers, Maruti Suzuki India Limited, followed by co-powered by sponsors including Fortune Soyabean Oil, Colgate, along with SMART Bazaar. On JioHotstar, Kalyan Jewellers and Maruti Suzuki India Limited continue their presence as co-presenting sponsors, along with Fortune Chakki Fresh Atta, UTI Mutual Fund and SMART Bazaar as co-powered by sponsors, bringing the total brand count to eight across platforms.

"The return of Kyunki is a full-spectrum media moment. The show is a multi-generational IP which brings together a powerful blend of nostalgia, reach and cultural depth, which helps connect family members together, each finding their own story in the same narrative. Very few properties offer that kind of intergenerational resonance today, and Kyunki delivers on that with precision. We're thrilled to see such strong interest from brands who recognise the long-term value this property offers across both TV and digital," said Ajit Varghese, Head of Revenue, Entertainment & International, JioStar.

The show is offering a diverse set of opportunities for brands and advertisers. On television, brands benefit from robust presence through show integrations, graphic placements, integrated logo units, and promo tags. On digital, the impact is extended through branded feature trays, in-episode graphical placements (astons and branded windows), co-branded vignettes, CTV pause ads, 3D breakout billboard, and fence ads. From visibility to interaction, the digital ecosystem offers full-funnel coverage, from branded quizzes to immersive, long-form narrative assets.

Returning as a daily prime-time property, Kyunki Saas Bhi Kabhi Bahu Thi brings back beloved characters like Tulsi Virani, played by Smriti Irani and Mihir Virani, played by Amar Upadhyay, while introducing a new generation and fresh narratives rooted in the values that made the show iconic. The seven-day-a-week release schedule, combined with Star Plus's scale and JioHotstar's digital precision, positions the show as a tentpole opportunity for brands looking to drive both visibility and resonance.

Produced by Balaji Telefilms, the show celebrates 25 years since its original debut and brings with it a renewed relevance for today's audience, offering a rare blend of legacy, emotion, and modern-day connection. With limited episodes and a wide brand interest already locked in, Kyunki Saas Bhi Kabhi Bahu Thi is poised to be a media landmark of 2025.

Kyunki Saas Bhi Kabhi Bahu Thi returns on Tuesday, 29th July, 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.