

JIOHOTSTAR'S SPECIAL OPS 2 ONBOARDS 14 SPONSORS AHEAD OF ITS LAUNCH

~Breaks record for brand partnerships on a scripted OTT original, with sponsors across auto, tech, finance, QSR, and luxury categories~

Mumbai, 11 July 2025: JioHotstar's highly anticipated original series **Special Ops 2** has onboarded 14 sponsors, setting a new benchmark for brand partnerships on a scripted streaming title. Set to premiere on July 18, Special Ops 2 has attracted an impressive line-up of sponsors spanning automotive, technology, finance, FMCG, QSR, luxury, personal care and building materials sectors. The confirmed sponsors include Hyundai, Jaquar & Co, Directors Elaichi, Asian Paints, UTI Mutual Fund, Envy, Philips, Lux Industries, Domino's, JK Cement, Oppo, Swiggy, Toothsi, and Sony Bravia. Special Ops 2 has become the most sponsored title under the Specials banner, reinforcing JioHotstar's stronghold as the leading platform for premium content.

"At JioHotstar, we are focused on creating iconic, scalable IPs that not only engage audiences but also deliver measurable impact for brands. Special Ops is one of the most anticipated franchises on our platform, and the phenomenal response from brands reaffirms the platform's growing equity as a go-to destination for those looking to collaborate with high-quality storytelling and reach deeply engaged audiences," said Ajit Varghese, Head of Revenue, Entertainment & International, JioStar.

The previous seasons, **Special Ops** and **Special Ops 1.5**, earned critical acclaim and built a strong following, led by Kay Kay Menon's now-iconic portrayal of intelligence officer **Himmat Singh**. The upcoming season takes the franchise into a darker, more complex territory as it explores cyber warfare, digital sabotage and faceless enemies operating through systems, secrets and silent strikes.

The unprecedented advertiser interest in Special Ops 2 points to a larger industry shift where original series are becoming central to branded storytelling. JioHotstar's last Hindi original, Criminal Justice Season 4, also saw similar brand partnerships across Auto, BFSI, CPG, Travel, and D2C categories. With 14 sponsors onboard ahead of its release, Special Ops 2 is already generating significant chatter, reaffirming that marquee content on JioHotstar is where both audiences and advertisers want to be.
