



STAR GOLD BRINGS THE WORLD TELEVISION PREMIERE OF 'CHHAAVA' THIS INDEPENDENCE DAY WEEKEND

The acclaimed historical epic airs on 17th August, with Tide+ on board as presenting sponsor and Adani Ambuja Cement as a special partner

Mumbai, July xx, 2025: This Independence Day weekend, Star Gold presents the World Television Premiere of *Chhaava* on 17th August 2025. A powerful period drama that traces the extraordinary life of Chhatrapati Sambhaji Maharaj, the son of Chhatrapati Shivaji Maharaj, *Chhaava* blends scale, emotional intensity, and historical depth, promising a powerful television event for Indian households.

"Chhaava is more than a cinematic experience, it's a celebration of India's enduring legacy, courage, and sacrifice that deeply resonates with Indian audiences. Premiering it during the Independence Day Weekend allows us to align powerful storytelling with a moment of national pride. For advertisers, it's an unmatched opportunity to associate with content that delivers both emotional impact and scale. At Star Gold, we continue to build television events that unite families, spark conversations and drive high viewer engagement," said a Star Gold spokesperson.

The premiere builds on Star Gold's strong momentum in delivering high-impact World Television Premieres. Most recently, the premiere of *Stree 2* reached a staggering 41 million viewers, becoming the only movie in FY25 to do so. Significantly, 30% of its audience were first-time channel viewers, highlighting the brand's ability to attract new, engaged audiences. Earlier TV premieres like *Pathaan* and *Brahmastra* garnered 50 million and 42 million viewers respectively on the channel, reinforcing Star Gold's reputation as a premiere destination for tentpole cinema.

With Tide+ and Adani Ambuja Cement joining as early sponsors, and more marquee brands expected to come on board, *Chhaava* offers a compelling proposition for both viewers and advertisers. The film's commanding performance combined with striking performances and stirring narrative offer a high-impact, emotionally resonant television experience.

Adding to its momentum, *Chhaava* has already made a mark across audiences and critical benchmarks. According to IMDb, it is currently the No. 1 Most Popular Indian Movie of 2025 so far, a testament to the widespread viewer love and digital chatter it has generated. Complementing this is Ormax Media's box office report, which has named *Chhaava* the biggest blockbuster of the year, cutting across genres and languages.

Directed by Laxman Utekar and starring Vicky Kaushal and Rashmika Mandanna, *Chhaava* brings to life the unwavering courage and sacrifice of a ruler who carried forward the legacy of the Maratha Empire. Known for his fierce resistance and unwavering principles, Chhatrapati Sambhaji Maharaj's story remains one of the most compelling chapters in Indian history, making it one of the most anticipated TV events of the year.

Don't miss the World Television Premiere of *Chhaava* on 17th August 2025 at 8 PM, only on Star Gold.

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.