

## **STRONG 11-BRAND SPONSOR LINEUP FUELS COLORS' NEW WEEKEND REALITY OFFERING – PATI PATNI AUR PANGA**

*~Brands Across FMCG, Auto, Finance & Retail sponsor the newest reality show from JioStar Network~*

**Mumbai, xx, 2025:** For over a decade, COLORS has stood as a pioneer in homegrown non-fiction entertainment, consistently creating original formats that redefine family viewing in India. Building on this legacy of relatable, impactful storytelling, the channel is set to premiere its new weekend primetime reality format, *Pati Patni Aur Panga*, on **Saturday, August 2, 2025**. The excitement is already translating into strong advertiser confidence. With 11 sponsors across television and digital platforms, the show is one of the most commercially promising non-fiction launches of the year.

Leading the sponsor lineup is Nivea Body Milk as the Presenting Sponsor, with Sugar Free Green, Rajdhani Besan, Cadbury Dairy Milk, Pour Homme, and ENVY joining as Co-Powered Sponsors. Vikram Tea, Colgate, Catch, and Giva have come on board as Special Partners, while Zouk adds to the strong roster as the Associate Partner. This impressive sponsor response underscores the strong market momentum and brand confidence surrounding the show.

*"COLORS is a non-fiction powerhouse, consistently delivering engaging home-grown non-fiction formats that strike a chord with viewers across the country. Our focus has always been on creating formats that bring families together and keep audiences engaged weekend after weekend. Pati Patni Aur Panga builds on this tradition with a unique blend of authenticity and entertainment. For brands, it offers family-inclusive weekend viewing, prime-time stickiness, and high-impact integrations across TV and digital. The perfect festive-season alignment, ensuring maximum recall and engagement with viewers across demographics,"* said Mahesh Shetty, Head of Revenue, Entertainment, JioStar.

Pati Patni Aur Panga brings together some of India's most loved celebrity couples with real drama, no script - including Hina Khan & Rocky Jaiswal, Swara Bhasker & Fahad Ahmad, Debina Bonnerjee & Gurmeet Choudhary, Rubina Dilaik & Abhinav Shukla, Avika Gor & Milind Chandwani, Sudesh Lehri & Mamta Lehri, and Geeta Phogat & Pawan Kumar. From raw emotions to hilarious couple challenges and unfiltered conversations, the show blends authentic chemistry with unpredictable fun, offering a front-row seat to the candid dynamics of modern relationships.

Set to air every Saturday and Sunday at 9:30 PM, Pati Patni Aur Panga brings together mass storytelling and premium production, giving brands the ability to tap into weekend viewing rituals with high-recall integrations.

**Pati Patni Aur Panga premieres on COLORS this Saturday, 2<sup>nd</sup> August, 2025!**

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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.