



## Star Utsav Reigns Supreme for 8 Straight Weeks

**Mumbai, 10 June 2025:** Star Utsav continues its streak as the number one Free-to-Air (FTA) Channel for eight consecutive weeks\*. Since its re-entry to the FTA universe, the channel has consistently held the leadership position, driven by a compelling mix of popular shows and culturally resonant storytelling.

Fueled by a slate of highly engaging and culturally rooted shows such as *Rabba Ve*, *Yeh Rishta Kya Kehlata Hai* and *Ghum Hai Kisikey Pyaar Meiin*, Star Utsav has not only led the FTA category but also emerged as one of the top channels overall in Hindi speaking markets\*\*.

*“The strong reception to Star Utsav’s return validates the power of compelling storytelling. Our curated content strategy focused on family-driven narratives has enabled the channel to swiftly reclaim leadership in the FTA space. We remain committed to delivering scale and value to both audiences and advertisers alike,” said a Star Utsav spokesperson.*

Star Utsav’s strength lies in its portrayal of strong, relatable women who echo the aspirations of today’s youth. Characters like Sai, Akshara, and Khushi resonate deeply with young female audiences, portraying courage, resilience, and emotional intelligence. These protagonists are not only central to their narratives but also reflect the evolving role and voice of women in contemporary India, making the channel a source of inspiration for a new generation of viewers.

Star Utsav’s programming continues to strike a chord with a wide range of audiences, particularly women, with the channel emerging as the top choice among female viewers aged 15 to 30. Prime Time viewership has been especially strong with flagship shows like *Yeh Rishta Kya Kehlata Hai* and *Ghum Hai Kisikey Ke Pyaar Meiin* consistently leading in their respective time slots.

Adding to its appeal, Star Utsav recently started airing the legendary show *Kyunki Saas Bhi Kabhi Bahu Thi* for the first time on the channel. Smriti Irani’s iconic role, Tulsi is rekindling fond memories for long-time fans and attracting a whole new generation of viewers with its enduring themes of family, love, and tradition.

With a compelling mix of romance, mythology, family drama and beloved classics, Star Utsav has reaffirmed its place in the hearts of Indian audiences by delivering stories that are rooted in Indian culture and universally loved.

\*Source: BARC, 15+,HSM U+R, Week 14-21’2025

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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.