



BIGG BOSS MARATHI SEASON 6 DELIVERS A STRONG OPENING ACROSS COLORS MARATHI AND JIOHOTSTAR

~Riteish Deshmukh's 'Laybhari' Swag Powers a Record-Breaking Grand Premiere~
~Bigg Boss Marathi Season 6 airs every night at 8:00 PM, only on Colors Marathi and JioHotstar~

Mumbai, January 22, 2026: “Hundreds of doors, many contestants... and only one Boss!” With this powerful promise, Bigg Boss Marathi Season 6 has stormed into Maharashtra’s living rooms, delivering a blockbuster start across television and digital platforms. Airing simultaneously on Colors Marathi and JioHotstar, the latest season has drawn strong viewership and engagement, reaffirming the franchise’s position as a leading non-fiction property in the Marathi entertainment.

On Colors Marathi, the Grand Premiere delivered a strong opening, attracting over **5 million viewers** in its first week and underscoring the show’s continued mass connect. On JioHotstar, the launch episode recorded a **2.2x reach** and **6.5x watch-time** over the Season 5 premiere. The show witnessed continued strong momentum in Week 1 on JioHotstar as well, recording a **1.8X higher video views** and **1.3x higher watch-time** than the previous season, underscoring deeper consumption and repeat viewership.

“Bigg Boss Marathi Season 6 reinforces the strength of the franchise as a scalable, multi-platform property. The show’s early performance across Colors Marathi and JioHotstar reflects the power of culturally relevant, locally rooted content in driving engagement. By bringing stories and conversations that mirror the sensibilities of Marathi viewers, the format has expanded its reach while strengthening viewer connect,” said **Sumanta Bose, Star Plus, Star Bharat and Star Utsav, East and West Cluster, JioStar.**

A major catalyst behind this success has been Maharashtra’s beloved superstar and host, Riteish Deshmukh. From the moment the promos dropped, his punchy dialogues and unmistakable Maharashtrian swagger sparked massive buzz across social media platforms. His now-viral line “The last season was a hit, but this one will be legendary... are you ready?” perfectly set the tone for what has become a historic launch.

On the night of the Grand Premiere, Riteish Deshmukh’s sharp hosting, authenticity, and larger-than-life energy elevated the show into a true event television moment. With 17 contestants making a grand entry, the first week has already delivered high-octane drama, fiery confrontations, and evolving relationships, keeping viewers hooked from the very start.

Bigg Boss Marathi Season 6 continues to strengthen its bond with audiences and brands through compelling storytelling that resonates across television and digital platforms, driving both reach and meaningful engagement. The season is supported by a strong lineup of sponsors, with Danube Properties, Santoor Soap, and Vithoba Premium Herbal Toothpaste coming on board as Co-Powered Partners, Dazzler as the Digital Co-Powered Partner, MYK Laticrete Tile Adhesive, Gemini Cooking Oil,



Cottonking, Tunwal E-Motors, P. N. Gadgil & Sons Ltd, and Pitambari Dishwash Gel as Special Partners, and Nirma Advance and Society Tea as Associate Sponsors on television.

This season's compelling theme, "The door will open, and destiny's game shall change," is no longer just a tagline it is unfolding with every task and twist inside the house. The eccentric mix of contestants, unpredictable dynamics, and surveillance of 100 cameras have quickly made Bigg Boss Marathi 6 the most talked-about show since its launch on January 11, 2026.

Don't miss Bigg Boss Marathi Season 6, every night at 8:00 PM, only on Colors Marathi and JioHotstar.
