

JioHotstar Introduces ‘Shop the Look’, a Seamless Product Experience Linking Content to Commerce

~ The in-stream commerce feature is live with NEWME as the first commerce partner for the latest season of MTV Splitsvilla ~

Mumbai, January 20th 2026: Imagine watching a show on your mobile phone and wanting to own a look that catches your eye on screen. **JioHotstar** brings that moment to life with **Shop the Look**, a first-of-its-kind contextual commerce experience available **exclusively on mobile**, designed to integrate discovery and purchase seamlessly into the viewing journey, allowing audiences to explore and shop what inspires them in real time - without disrupting playback or leaving the app. This marks a significant step in the evolution of streaming from attentive viewing to intent-led interaction.

Built as a native product capability within the JioHotstar platform, Shop the Look has gone live with **NEWME** as its first commerce partner, debuting with the latest season of **MTV Splitsvilla**, which premiered on January 9th. As episodes stream, looks featured on-screen surface contextually within a dedicated shopping layer, enabling viewers to browse curated or similar styles and complete purchases instantly. The entire flow – from discovery to payment and address confirmation – is completed within the JioHotstar ecosystem, ensuring a smooth, uninterrupted viewing experience.

While fashion is the first category to go live, Shop the Look has been engineered as a scalable, modular product, built to support additional adjacencies such as beauty, accessories, food and grocery, allowing JioHotstar to evolve this capability across diverse content environments as audience behaviour and use cases expand. By embedding commerce directly into premium content, the platform ensures that shopping remains intuitive and optional, activated only when viewers choose to engage, preserving the integrity of storytelling while enabling real-time interaction.

Commenting on the launch, Bharath Ram, Chief Product Officer - JioStar said, *“Shop the Look is a product innovation built around one clear principle: the viewing experience should always come first. Our teams focused on designing a system that feels effortless for viewers – where discovery, decision-making, and checkout happen naturally within the flow of content. While fashion is the starting point, the product has been architected to scale across categories, formats, and future use cases. This is a foundational step in how we imagine the possibilities of streaming, not just as a place to watch, but as a platform that responds intelligently to audience intent.”*

Speaking about the feature, Sumit Jasoria, Co-founder & CEO, NEWME, said, *“Shop the Look represents a meaningful shift in how content and commerce come together. What stands out is how seamlessly JioHotstar’s and NEWME’s product teams have embedded commerce into the viewing journey—meeting audiences at the exact moment inspiration strikes, without disrupting the experience. By removing friction through intelligent, in-stream discovery and native checkout, the platform turns relevance and timing into real outcomes. We are excited to be the first brand to partner with JioHotstar on a thoughtfully built, scalable feature that opens up powerful new ways to engage with our audience.”*

For brands, Shop the Look introduces a new way to participate in the viewing journey, as relevant extensions of what audiences are already engaged with. By connecting brands with viewers at moments of high intent, the feature enables more meaningful engagement while maintaining a seamless, uninterrupted content experience for audiences. With Shop the Look, JioHotstar continues to push the boundaries of product-led innovation, building a future-ready streaming platform where technology, content, and commerce work together to create intuitive, scalable and viewer-first interactions.

About JioHotstar

With 450 million monthly average users and a library of more than 300,000 hours of programming, JioHotstar is one of the largest streaming services in the world. Content is available in 19 languages - spanning movies, originals, live sports, live events, anime and kids' entertainment as well as TV shows from the over 100 channels in the JioStar network. JioHotstar is available to Android, iOS and web users on <https://www.hotstar.com/in>.