

JIOSTAR ANNOUNCES HYUNDAI MOTOR INDIA LIMITED AS CONNECTED TV CO-POWERED SPONSOR FOR ICC MEN'S T20 WORLD CUP 2026

Mumbai, 03 February 2026: Reinforcing its leadership in premium digital sports experiences, JioStar, the official broadcaster of the ICC Men's T20 World Cup 2026, has onboarded Hyundai Motor India Limited (HMIL) as the Connected TV (CTV) Co-powered Sponsor for the tournament on JioHotstar. The association underscores JioStar's growing role as a high-impact, outcomes-driven platform that enables brands to engage audiences at scale through innovation, data, and immersive large-screen experiences.

The partnership reflects JioStar's ability to attract international brands seeking to extend their presence into India's premium digital viewing ecosystem. The association builds on Hyundai Motor Company's (HMC) global partnership with the International Cricket Council (ICC), which spans both men's and women's tournaments across six major ICC events between 2026 and 2027 where the brand is a Premier partner. Hyundai Motor India Limited's collaboration with JioStar creates a powerful continuum from in-stadium moments to immersive, big-screen experiences in living rooms across the country.

This collaboration further underscores the growing strategic importance of Connected TV, which has emerged as one of the most powerful and effective mediums for sports consumption in India. With live sports driving shared, high-attention viewing in premium households, CTV combines the immersive impact of television with the precision, measurability, and targeting of digital. For brands, this unlocks a unique opportunity to drive measurable business outcomes, moving beyond visibility to deeper engagement, stronger recall and performance-led impact at scale.

"Premium sports properties like the ICC Men's T20 World Cup are powerful growth catalysts, and Connected TV is increasingly the screen where these moments are experienced most meaningfully," said **Anup Govindan, Head – Sports Sales, JioStar.** *"This partnership with Hyundai Motor India Limited reflects a clear shift toward platform-led, long-term collaborations that prioritise effectiveness and outcomes. JioStar's Connected TV ecosystem delivers unmatched scale across premium households, incremental digital reach, and a high-attention environment that allows brands to drive real business metrics across brand and performance objectives."*

Speaking on the partnership, **Mr. Tarun Garg, MD & CEO, Hyundai Motor India Limited,** said, "Cricket is woven into the cultural fabric of India, with marquee ICC events generating billions of minutes of cumulative viewership, making it one of the most powerful platforms for brand engagement in the country. Our partnership with JioStar for Connected TV advertising during the ICC Men's T20 World Cup 2026 enables us to connect with audiences where premium, live sports consumption is rapidly moving. With over 60 million Indian households accessing content via Connected TV, this medium offers the immersive impact of television combined with the precision of digital. This collaboration builds on Hyundai Motor Company's global association with the International Cricket Council and represents a natural partnership, bringing together HMIL's scale, innovation and deep consumer connect with JioStar's unmatched digital reach and leadership in premium sports streaming to deliver high-impact, future-ready brand storytelling."

JioStar's Connected TV ecosystem delivers a clear advantage by unlocking incremental reach across digital-first and large-screen audiences, allowing brands to access net-new viewers while enhancing frequency without duplication. Through the seamless integration of CTV with linear television and digital platforms, JioStar enables advertisers to reach premium households, cord-cutters and mass audiences through a unified, high-impact media strategy. Together with Hyundai Motor India Limited's focus on future-ready media platforms, the partnership sets a new benchmark for strategic brand collaborations in the sports ecosystem.