

## Star Jalsha Announces Bigg Boss Bangla at Eden Gardens; Sourav Ganguly to Lead the Season

**Mumbai, 9<sup>th</sup> March, 2026:** A landmark moment in reality entertainment unfolds as Star Jalsha announces the arrival of Bigg Boss Bangla, owned and produced by EndemolShine India, at the iconic Eden Gardens, heralding one of Bengal's most ambitious non-fiction launches. Adding unmatched stature to the format, Sourav Ganguly comes onboard as the host, bringing with him deep cultural resonance and an extraordinary connect with the audiences across the state. His association underscores the scale, credibility and conviction with which the show enters the Bengali entertainment landscape.

The announcement unfolded against the backdrop of a gala cricket match hosted by Sourav Ganguly, where leading advertisers and celebrated personalities came together on one iconic stage. The evening culminated in a grand logo reveal, elevated by an immersive light and sound spectacle. With cricket and entertainment, two of Bengal's greatest passions, converging in a historic setting, the event marked the arrival of one of India's most celebrated conversation-led non-fiction franchises from EndemolShine India.

Speaking on the announcement **Sumanta Bose, Star Plus, Star Bharat and Star Utsav, East and West Cluster, JioStar** said: *"The launch of Bigg Boss Bangla marks a significant expansion of one of India's most powerful entertainment franchises into a high-potential market. For Star Jalsha, this addition represents an important milestone in our leadership journey and reinforces our commitment to delivering differentiated, large-scale entertainment. The format has been thoughtfully reimaged to reflect Bengal's cultural ethos while retaining the scale and intensity that define Bigg Boss. We are thrilled to have the global icon Sourav Ganguly lead this new chapter; he brings unmatched credibility, leadership and a deep emotional connection with Bengal. With Sourav Ganguly at the helm, we are presenting the show with strong ambition, deep conviction, and a clear vision to build a high-impact non-fiction franchise."*

**Sourav Ganguly shared:** *"Bigg Boss is a format built on strong personalities, bold opinions, and compelling conversations, qualities that are deeply rooted in Bengal's cultural fabric. I am delighted to collaborate with Star Jalsha to bring Bigg Boss Bangla to audiences in a way that reflects the passion, emotion, and distinctive identity of our state. This is a show that will spark dialogue, celebrate individuality and keep viewers deeply engaged. I look forward to connecting with audiences across Bengal and being part of their journey as the season unfolds."*

**Deepak Dhar, Founder & Group CEO, Banijay Asia & EndemolShine India, said:** *"Bigg Boss has grown into one of the most powerful and enduring entertainment formats in the country, connecting with audiences across regions through its unique blend of personality, conflict and real human moments. Bringing the format to Bengal is an exciting step forward for us, as it allows us to celebrate the state's vibrant culture, strong voices and spirited conversations within the Bigg Boss universe. With the launch of Bigg Boss Bangla, the franchise now expands its footprint to seven languages across India, further cementing its position as a truly national entertainment phenomenon. With Star Jalsha as our partner and Sourav Ganguly leading the show, we are confident that Bigg Boss Bangla will resonate deeply with viewers and deliver the scale, energy and engagement that the franchise is known for."*

As Bengal's preferred entertainment channel, Star Jalsha has consistently delivered category-defining programming with deep penetration across both urban and rural markets. The launch of Bigg Boss Bangla, further strengthens its portfolio, by introducing one of India's most celebrated non-fiction franchises from EndemolShine India, to Bengali viewers in a culturally rooted, high-energy format.

Loved across the country for its drama, emotion and unforgettable moments, the Bigg Boss franchise now arrives in Bengal with exciting new energy. With Bigg Boss Bangla, Star Jalsha is poised to redefine the non-fiction landscape in the state, setting new benchmarks in impact, conversation and audience connect.

### **About Star Jalsha**

Launched on 8th September 2008, Star Jalsha is a household favorite amongst Bengali viewers. Staying true to its motto, 'Chalo Paltai', it champions bold and brave storytelling that inspires millions with progressive narratives and iconic characters.