



JioStar's Powerplay: A Blockbuster Sponsor Start for TATA IPL 2026

~ Spanning diverse categories from AI, Consumer Electronics, EV, FMCG and more, the TATA IPL 2026 sponsor line-up reflects the unmatched advertising power of India's largest unified sports platform ~

26th March 2026, Mumbai: JioStar, the official broadcaster and streaming partner for TATA IPL, today announced a robust roster of 27 sponsors for the 2026 season, underscoring the broadcaster's continued strength as India's most impactful platform for brands to engage with audiences at scale.

Leading the charge as Co-Presenting Sponsors are Google Search AI Mode marking a significant moment for AI as a category in Indian cricket advertising, Campa Energy, bringing a bold and refreshing edge to the sporting arena, Havells & Lloyd, one of India's most iconic consumer electrical and durables brand, and joining them at the Co-Powered tier are Birla Opus, Hero MotoCorp and Amazon.in. Together, these top-tier partnerships reflect a compelling mix of legacy Indian brands and new-age, technology-led platforms.

The breadth of participation is further reflected in a wide range of Associate Sponsors including AMFI, Asian Paints, Vimal Elaichi, SuperMoney, MRF, Flipkart Minutes, Gillette, Vida, Rupay, Mondelez, Mother Dairy, Groww, Rapido, Muthoot Finance, Sunfeast YiPPee!, Google Pay, TVS EV, Angel One, Campa Sure and Amul presenting the Cricket Live show and Google Search AI mode presenting the Match Centre Live show. Together, this mix of established and emerging brands highlights the growing importance of TATA IPL as a platform that delivers both national scale and category-wide relevance.

At the heart of this momentum is JioStar's comprehensive television and digital content ecosystem, which enables brands to engage audiences seamlessly across screens and geographies. From immersive viewing formats to more personalised and interactive features, the focus remains on making TATA IPL more accessible, engaging and inclusive for audiences across the country at a scale that could make this one of the biggest seasons yet.

*The strength and diversity of this year's sponsor line-up reflects the continued confidence advertisers place in JioStar. Following India's historic ICC T20 World Cup triumph and the emergence of a new galaxy of stars, fans will now see these heroes back in action across franchises, making the TATA IPL an incredibly compelling proposition — one that brands have been quick to recognise," said **Anup Govindan, Head of Sales – Sports, JioStar.** "What's particularly encouraging is that this confidence has held firm even against a challenging global macroeconomic backdrop, the commitment our partners have shown is a powerful testament to the unmatched value the TATA IPL on JioStar network delivers."*

As the tournament approaches, JioStar remains focused on delivering a seamless and high-impact experience for both viewers and advertisers, reinforcing its leadership in building a unified, cross-screen ecosystem for live entertainment and sports in India.



About JioStar

Perched firmly at the nucleus of spellbinding content and innovative technology, JioStar is a leading global media & entertainment company that is reimagining the way audiences consume entertainment and sports. Its television network and streaming service together reach more than 750 million viewers every week, igniting the dreams and aspirations of hundreds of millions of people across geographies.