

JioHotstar Launches Industry-First Commerce Signal-Led Advertising to Power Intent-Driven Engagement at Scale

~ Instamart becomes the first partner to leverage the platform's new offering, designed to connect brands with high-intent audiences across premium content~

National, 21st April 2026: JioHotstar today announced the launch of a first-of-its-kind, **Signal-led Commerce Advertising Capability**, bringing a new level of precision to how brands engage with audiences by enabling sharper audience identification at scale across its premium streaming ecosystem. Designed to move beyond traditional targeting into a more intelligent, intent-driven approach, the new capability transforms advertising from a one-way message into a more action-oriented experience, unlocking richer consumer moments at scale. The offering makes its debut in partnership with **Instamart**, which comes on board as the first partner, setting the stage for a new phase of data-led brand engagement.

Built to support a more integrated, full-funnel approach, this capability seamlessly connects discovery, engagement and action within a single viewing journey, enabling campaigns to move beyond awareness. Consumers can transition effortlessly from content consumption to product exploration through intuitive, integrated call-to-action formats within the broader digital ecosystem. At the same time, advertisers gain access to aggregated, down-funnel reporting across key metrics, bringing greater transparency and measurability to data-driven advertising.

The capability goes live during the high-octane cricket season, leveraging one of the largest and most engaged audience cohorts on JioHotstar.

The solution enables advertisers on JioHotstar to identify and connect with highly relevant audience cohorts using aggregated, privacy-safe insights. By leveraging real purchase intent signals, brands can move beyond broad demographic targeting to reach consumers already aligned with their category, delivering sharper audience precision and more meaningful engagement across live sports and entertainment.

Speaking about the new capability, Anup Govindan, Head - Sports Sales, JioStar, said, *"Signal-led advertising reflects our focus on creating value across the ecosystem, starting with consumers and extending to brands and advertisers. At its core, this is about identifying and understanding audiences through real purchase intent signals and going beyond what consumers watch to what they are likely to do next. We are enabling brands to engage audiences not just when*

they are watching, but when they are most receptive. This first-of-its-kind partnership brings that capability to life at scale on JioHotstar. During marquee events like the TATA IPL, brands can reach the right audience at the right moment making engagement more meaningful, measurable, and outcome-driven."

*"At Instamart, we constantly look for ways to bridge the gap between consumer inspiration and gratification. Our partnership with JioHotstar closes that loop for brands, turning high-intent discovery into a seamless decision. By aligning premium entertainment with the convenience of quick commerce, we are not just placing ads; we are creating a more relevant and frictionless shopping experience for millions of Indian households," said **Himavant Kurnala, SVP, Product, Instamart.***

JioHotstar is enabling more intelligent, outcome-driven experiences for brands to engage with their audiences in meaningful ways. In addition to solutions like Self-Serve Ads and Shop The Look, and now with signal-led advertising, JioHotstar is equipping brands to move beyond scale and deliver with far greater precision, relevance, and purpose.

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>.

About Instamart

Launched in August 2020, Instamart is India's pioneering quick commerce platform. Present in 131+ cities, Instamart uses superior technology and a dedicated delivery fleet to bring groceries and other daily essentials to the doorsteps of Indians.

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