

## JioHotstar x Swiggy Unlock Match-Time Commerce at Scale, Redefining Interactive Streaming

- **The first-of-its-kind experience brings real-time, contextual food ordering into live streaming across 690+ cities, enabling seamless in-app transactions without interrupting the viewing experience**
- **Over 37 million users have experienced the in-app ordering experience on JioHotstar since launch**

**Mumbai, 7th May 2026:** In a defining leap for the future of streaming, **JioHotstar**, in partnership with **Swiggy** (Swiggy Ltd, NSE: SWIGGY / BSE: 544285), introduced a **first-of-its-kind in-app food ordering experience** natively integrated within its platform. With over **37 million users** already experiencing the feature during the ongoing cricket season, the integration combines live sports, contextual triggers and seamless in-app checkout, a capability that moves beyond discovery to enable real-time transactions within the streaming environment.

Available across 690+ cities, the experience allows viewers to browse restaurants, unlock exclusive match-triggered and 'can't miss' offers, place orders, and track deliveries, all without leaving the live stream. Built **exclusively for mobile**, the feature enables a fully native and seamless journey from discovery to checkout within the JioHotstar platform, creating a more immersive, rewarding, and transaction-led match-time experience for fans through contextual engagement and exclusive moments designed specifically for live consumption.

As the experience has scaled, early signals are highlighting notable match-time ordering trends and how millions of users are actively engaging with the in-stream journey. **Burgers have overtaken biryani as the most popular dish** during live matches, signalling a shift in fan preferences, while impulse ordering continues to surge, with one user placing as many as **34 orders over the season**. In a standout moment, a single user ordered over **100 burgers in one transaction**, reflecting the scale of group consumption during key match moments.

Engagement remains high, with repeat visits to the in-app ordering section and high-value transactions, including a **single order worth ₹6,801**, and **savings of up to ₹12,947** unlocked by another user through match-time offers, alongside **deliveries completed in as little as 10 minutes and 42 seconds**.

The highest overall ordering volumes were observed during **Mumbai Indians matches**, while the **RCB vs Rajasthan Royals** game recorded the highest single-match ordering peak. Match dynamics are also influencing behaviour, with high-intensity games driving peak ordering activity, while cities such as **Hyderabad, Bengaluru and Delhi** lead overall trends, alongside strong participation from emerging markets like **Patna and Pune**.

Rooted in the strong consumer behaviour of "order while you watch," the collaboration brings together two category leaders to enable a more connected in-stream journey. It builds on JioHotstar's broader approach to elevating the match-time environment through AI-led discovery, interactive formats and real-time commerce, while reiterating Swiggy's focus on ensuring unparalleled convenience for its users.

**Speaking about the initiative, Ishan Chatterjee, CEO – Sports, JioStar** said, *"We are moving towards a world where the boundaries between content and commerce are becoming increasingly fluid. Streaming platforms will no longer operate in isolation, but as integrated environments that anticipate and enable what users want to do in the moment. Bringing together live sports and real-time commerce is an early expression of that future, one where engagement is not just about watching, but about acting in the moment."*

**Speaking about the partnership, Rohit Kapoor, CEO, Swiggy Food Marketplace**, said *"Live sports viewing has evolved into a highly interactive experience, where fans often multitask while staying deeply engaged with the action. Ordering food during a match is already second nature for many viewers, and our partnership with JioHotstar allows fans to enjoy their favourite food and the match at the same time, without missing out on either."*

The experience is amplified through a high-energy 'Match On, Munch On' campaign built around match-time spontaneity and fan behaviour, with the call to action: "Iss cricket season... JioHotstar pe 'Swiggy' karo. Tap. Order. Eat. Repeat. Match On. Munch On." Rolling out across digital, social, and the extensive JioStar television network, the campaign seamlessly integrates

on-air moments with in-app actions, showcasing how the platform is hyper-serving sports fans through contextual, real-time experiences that allow them to order food without interrupting their viewing journey.

The integration reflects JioHotstar's broader focus on building a more immersive and intuitive viewing ecosystem, where entertainment extends beyond passive consumption into more contextual and interactive experiences. From innovations such as Shop The Look and Conversational Voice Discovery to interactive viewing formats, commerce-led integrations, and personalised engagement journeys, the platform continues to evolve around how audiences discover, consume, and participate in entertainment today..

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#### **About JioHotstar**

With 500 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 Swiggy**

Swiggy is India's pioneering on-demand convenience platform, catering to millions of consumers each month. Founded in 2014, its mission is to elevate the quality of life for the urban consumer by offering unparalleled convenience, enabled by over 6.9 lakh delivery partners. With an extensive footprint in food delivery, Swiggy Food collaborates with over 2.6 lakh restaurants across 720+ cities. Instamart, its quick commerce platform operating in 128 cities, delivers groceries and other essentials across 20+ categories in 10 minutes. Fueled by a commitment to innovation, Swiggy continually incubates and integrates new services like Swiggy Dineout and Swiggy Scenes into its multi-service app as well as creating standalone offerings like Toing and Crew for opening up new market segments. Leveraging cutting-edge technology and Swiggy One, the country's only membership program offering benefits across food, quick commerce and dining out, Swiggy aims to provide a superior experience to its users. For more details, please visit our website: [www.swiggy.com/corporate/](http://www.swiggy.com/corporate/).