



BIGG BOSS MARATHI SEASON 6 FINALE CLOCKS STELLAR VIEWERSHIP ON COLORS MARATHI; EMERGES AS THE HIGHEST-RATED SHOW IN MARATHI REALITY GENRE

~ The grand finale drew 1.96 million viewers, while season 6 reached a total of 7.7 million viewers. ~

Mumbai, 7th May 2026: The Grand Finale of Bigg Boss Marathi Season 6, hosted by the charismatic Riteish Deshmukh has emerged as the highest-rated Marathi reality show on television, delivering peak ratings and category-leading engagement on Colors Marathi. The show has consistently driven widespread buzz across television and social media, cementing its status as a household name in Maharashtra and converting that momentum into powerful linear television performance.

Bigg Boss Marathi Season 6 reached 7.7 million viewers*, underscoring its strong appeal among audiences. The grand finale on 19th April 2026, was watched by 1.96 million viewers, reflecting sustained audience interest leading into the closing episode. The season concluded with Tanvi Kolte emerging as the winner, capping a run that consistently delivered strong viewership and engagement across the season.

Speaking on the performance, **Sumanta Bose, Head – Entertainment business, Star Plus, Star Bharat, Star Utsav, East & West Cluster, JioStar**, said, *“Bigg Boss Marathi is an integral part of Maharashtra’s cultural fabric, delivering engagement at scale through a powerful mix of storytelling and sustained viewer involvement. The finale’s performance on Colors Marathi reflects the format’s strength in driving both reach and depth of consumption in the regional market.”*

Season 6 of Bigg Boss Marathi witnessed a strong sponsorship line-up of nine leading brands, with Danube Properties and Santoor Soap as Co-Powered Partners, and MYK Laticrete Tile Adhesive, Pitambari Dishwash Gel, P. N. Gadgil & Sons Ltd., Cotton King, Tunwal E Motors, Arokya, and Sprite coming on board as Special Partners.

With its strong performance on Colors Marathi, Bigg Boss Marathi Season 6 further reinforces the franchise’s position as one of the most impactful non-fiction properties in regional entertainment.

**Source: BARC Mah Urban 15–50 ABC*

About Colors Marathi

Colors Marathi is one of the most loved and widely watched Marathi General Entertainment Channels, reflecting the rich cultural ethos and spirit of Maharashtra. A pioneer in the Marathi



television space, the channel has redefined family entertainment through a strong mix of differentiated fiction and path-breaking non-fiction content. Colors Marathi has been the first to introduce iconic formats such as Bigg Boss Marathi, Sur Nava Dhyas Nava, and Dholkichya Talawar, transforming the Marathi television landscape. On the fiction front, the channel has delivered several landmark shows including Tu Majha Saangati, Majhe Mann Tujhe Jhale, Ghadge & Suun, Sukhachya Sarini Hye Maan Baware, Balumamachya Navan Changbhala, Jay Jay Swami Samartha, Sundara ManaMadhye Bharali, and Raja Rani Chi Ga Jodi. With inspiring women-led narratives, engaging love stories, intense family dramas, and revered mythology, COLORS Marathi continues to be a trusted and endearing destination for Marathi audiences across Maharashtra.