



DHURANDHAR DELIVERS A BLOCKBUSTER TELEVISION PREMIERE ON THE JIOSTAR NETWORK, REACHING OVER 53 MILLION VIEWERS

Mumbai, 15th June 2026: The World Television Premiere of Jio Studios and B62 Studios' *Dhurandhar* on Star Gold, Star Gold 2, and Colors Cineplex set a new benchmark, reaching over 53 million* viewers and reinforcing the scale of television as a platform for blockbuster entertainment. The premiere also delivered the highest reach for a World Television Premiere in the last five years**. Further highlighting television's unmatched ability to amplify entertainment properties, the film's reach, achieved within a span of ~4 hours, was 1.4x higher than its cumulative theatrical footfall generated over a three-month cinema run, demonstrating the extraordinary scale television continues to deliver for India's biggest blockbusters.

Speaking on the film's television success, Alok Jain, Head - Hindi & English Entertainment Business (Streaming, TV & Studios), JioStar, said, *"The phenomenal response to Dhurandhar's world television premiere underscores the enduring power of great storytelling. Reaching over 53 million viewers is a remarkable milestone and reflects the scale and strength of our network. The film is a strong example of how audiences today engage with content across multiple screens, with each viewing experience extending its reach and impact. As the biggest Hindi film premiere on Indian television in 2026, we are proud to have brought Dhurandhar to millions of homes and remain committed to delivering compelling stories wherever audiences choose to watch them."*

Dhurandhar attracted a marquee advertiser line-up that reflects the confidence brands place in JioStar's movie network's ability to deliver scale and engagement. The world television premiere attracted 8 marquee sponsors with Thums Up (Coca-Cola India) as co-presenting sponsor and Sting (PepsiCo) and Wonder Cement as co-powered sponsors, Google Search joined as Special Partner, and Association of Mutual Funds in India (AMFI), Surf Excel (HUL), Cadbury Dairy Milk (Mondelez), and Blenders Pride Packaged Drinking Water (Pernod Ricard) rounding out the associate sponsor roster.

Dhurandhar stars Ranveer Singh, Akshaye Khanna, Sanjay Dutt, Arjun Rampal, R. Madhavan, and Sara Arjun. Presented by Jio Studios, a B62 Studios production, the film is written, directed, and co-produced by Aditya Dhar and produced by Jyoti Deshpande and Lokesh Dhar.

About JioStar Entertainment:

JioStar's Entertainment business offers India's finest storytelling across TV and Digital and is a dominant force in film entertainment. It is home to some of the most popular and iconic entertainment brands such as Star Plus, Colors, MTV, Nickelodeon, National Geographic, and more. With an impressive reach of over 800 million viewers weekly, it delivers unparalleled content that captivates audiences every day. JioStar's Entertainment portfolio includes high-impact dramas, disruptive reality formats, and blockbuster movie premieres in 10 languages, shaping cultural narratives on a grand scale. Spanning over 80 television channels and JioHotstar, JioStar's Entertainment business sets the standard across genres like general entertainment, youth, music, regional, infotainment, and kids' content.

***Source:** BARC; Market: All India, TG: NCCS 2+; Channels: Star Gold, Star Gold 2, Colors Cineplex (SD+HD); WTP; Date: May 30, 2026

****Source:** BARC, India Urban, Universe, TV+OOH*, SD+HD, WTP Hindi Movie Genre, Apr 2021–May 2026