

ELEVEN MARQUEE BRANDS JOIN JIOHOTSTAR FOR GRAND 'RAW & UNDEKHA' DIGITAL PREMIERE OF BLOCKBUSTER DHURANDHAR THE REVENGE ON JUNE 4

Mumbai, 03rd June 2026: The 'Raw & Undekha' version of the year's biggest blockbuster, Dhurandhar The Revenge, is set for a grand digital premiere tomorrow on JioHotstar, promising audiences an unprecedented cinematic experience at scale. 50 brand associations, headlined by eleven marquee sponsors, will be a part of this massive digital premiere. These include Pidilite Industries (Fevicol), Samsung (S26), and Vishnu Packaging (Vimal) as Co-Powered By sponsors; Pepsi (Sting), LG (LG Water Purifier), and Opella (Dulcoflex), as Special Partners; HDFC Bank (Sky Trading App), Association of Mutual Funds in India (AMFI), Reliance Digital, Swiggy (Instamart), and Align Tech (Invisalign) as Associate Partners.

For the first time in India, audiences will get access to the film's RAW & Undekha version bringing viewers the most immersive and uncompromised experience of the blockbuster yet. The film will stream in Hindi, Tamil, Telugu, Malayalam, and Kannada, further expanding its reach across audiences nationwide. Ahead of the film premiere, audiences will also get exclusive access to a specially curated 30-minute pre-show packed with candid cast conversations, behind-the-scenes moments, untold stories from the sets and insights into the making of the film, making the premiere truly special.

Speaking on the scale of this premiere, **Bhaskar Ramesh, Head - Entertainment Sales, Digital, JioStar**, said: *"Dhurandhar The Revenge has transcended box office success to become a massive cultural phenomenon. With 500 million monthly active users on JioHotstar, we aren't just streaming a movie premiere, we are engineering a shared national moment at an unprecedented scale. For our 11 sponsors and all the 50 brand partners this premiere offers a rare convergence of massive reach and deep, high-intent engagement. We are incredibly excited to bring the 'Raw & Undekha' version along with a specially curated pre-show, we have created a premium, eventized environment that allows brands to embed themselves directly into the year's biggest entertainment narrative"*

Highlighting the synergy behind the partnership, **Swati Jha, GM, Marketing Services, Pidilite Industries Ltd**, commented: *"Fevicol has long been an integral part of India's pop culture, while cinema continues to be a powerful thread that connects millions across the country. Dhurandhar The Revenge has emerged as a record-breaking blockbuster, setting new benchmarks and capturing the nation's imagination. Partnering with JioHotstar for this mega blockbuster's release created a tremendous opportunity for Fevicol to strengthen its bond with consumers across India. As India celebrated a cinematic phenomenon, Fevicol reinforced the bond that truly lasts."*

Sharing perspective on the collaboration, **Puneeth Bekal, EVP & CMO, HDFC Securities**, added *"In a spy action-thriller like Dhurandhar The Revenge, every strategic move matters, just like in the markets. HDFC SKY's association with the film on JioHotstar helps us engage digital audiences with a seamless investment experience. By combining our all-in-one platform, a flat Rs. 20 brokerage, and free researched picks, we empower investors to cut the drama and trade with confidence."*

Elaborating on the brand's association, **Joban Singh, Sr. Director - Consumer Marketing and Professional Communications APAC, Invisalign**, stated: *"Just like the precision of a mission in Dhurandhar The Revenge, your smile deserves the same level of accuracy. Redefine your transformation and face the world with the relentless confidence of a true Dhurandhar- with Invisalign."*

Emphasizing the strategic importance of the platform, **Nupur Gurbaxani, Director - Brand & Innovation, Opella Healthcare, shared:** *“Partnering with JioHotstar for the exclusive premiere of Dhurandhar The Revenge is a strategic opportunity for Dulcoflex to engage audiences at scale during a marquee entertainment moment. This collaboration reinforces our commitment to leverage unique content environments to enhance brand visibility and connect with consumers in meaningful ways to drive measurable business impact.”*

Following the phenomenal success of Dhurandhar on JioHotstar which continues to trend and remains a massive fan favourite, this digital premiere marks an even greater milestone. The overwhelming response to the first instalment has paved the way for this high-octane premiere, demonstrating the massive appetite for engaging content and signalling a new benchmark for digital blockbuster releases on the platform.

Built as a large-scale digital event experience, the grand premiere is designed to bring millions of viewers together simultaneously, making Dhurandhar The Revenge one of the country’s biggest shared streaming moments, uniting fandom, conversation, and blockbuster entertainment in real time.

The adrenaline-fueled spy-action thriller is written, directed, and produced by Aditya Dhar and produced by Jyoti Deshpande and Lokesh Dhar and will premiere **on JioHotstar on June 4, 2026**, followed by platform-wide access **from June 5.**
