

Khatron Ke Khiladi 15 Secures Eleven Sponsors Ahead of Premiere, Marking the Franchise's Strongest Pre-Launch Sponsor Lineup

Mumbai, 16th June 2026: COLORS' marquee action-reality franchise *Fear Factor: Khatron Ke Khiladi* returns for its 15th season with *Darr Ka Naya Daur*, a bold new chapter where fear is not just physical, but psychological too. Ahead of its premiere on COLORS and JioHotstar, the new season has secured the **highest-ever pre-sponsor lineup in the history of the franchise**, with eleven brands already on board making it one of the strongest commercial launches for a non-fiction property this year.

Leading the lineup is **Maruti Suzuki** as the **Presenting Sponsor**, with **Hero Xtreme**, **Thums Up** and **JK Super Cement** joining as **Co-Powered By** sponsors. **Special Partners** roster includes **Nirma Advance**, **NIVEA Roll On**, **Jeena Sikho Lifecare**, **ONN Premium Wear**, while **SNICKERS** comes on board as the **Hunger Partner**, **Sanghvi Foods' Silver Coin Atta** as **Food Partner** and **Woodland** as the **Outdoor Gear Partner**.

The season has attracted a diverse mix of advertisers whose brand propositions align closely with the core essence of the franchise --- power, strength, resilience and adventure. This strong thematic fit underscore the enduring appeal of the show. Equally notable, is the **return of Woodland after a seven-year hiatus** and re-entry of the **Two-Wheeler category for the first time in nearly a decade**, with Hero Xtreme leading the charge. Together, these developments reinforce the franchise's continued ability to attract brands that see a natural fit with its high-adrenaline, action-driven narrative.

"Khatron Ke Khiladi occupies a unique space in India's entertainment landscape, combining the scale of a marquee reality franchise with the intensity of true appointment viewing. The fact that eleven brands have come on board ahead of launch, representing a diverse mix of categories, is a strong endorsement of the franchise's continued relevance and ability to deliver meaningful impact for advertisers. As audience consumption continues to evolve, Khatron Ke Khiladi remains one of the strongest examples of the enduring power of premium non-fiction entertainment, bringing together scale, engagement and cultural conversation across television and streaming," said **Mahesh Shetty, Head - Entertainment Sales, TV, JioStar**.

Speaking about the association, **Aashish Midha, Head of Marketing, Hero MotoCorp**, said: *"Khatron Ke Khiladi mirrors the spirit of Hero Xtreme riders: fearless, driven, and always ready to push further. This partnership is for people who thrive beyond comfort zones and choose to #LiveXtreme every day."*

Reflecting on the brand fit, **Shashank Shivakumar, Head - Branding, JK Super Cement**, said: *"Our association with Khatron Ke Khiladi reflects the spirit of resilience and strength that defines our brand. We remain committed to helping millions of families build strong, safe, and long-lasting dream homes."*

Commenting on the sponsorship, **Acharya Manish, Founder, Jeena Sikho Lifecare**, said: *"As Special Sponsor of Khatron Ke Khiladi 15, Jeena Sikho Lifecare brings the transformative power of Ayurveda to India's most fearless stage - championing recovery, vitality, and the relentless pursuit of a life truly, fully lived."*

Sharing his thoughts on the partnership, **Manan Soni, Director, Purnima Advertising**, said: *"For decades, Nirma has lived in the hearts of Indian families, building a legacy of trust across generations. Today, the brand is embracing a fresh and contemporary voice that reflects the mindset of a new India - fearless, energetic, progressive and constantly evolving. Our latest communication marks this shift in approach while staying rooted in the values that made Nirma a household name. Khatron Ke Khiladi,*

with its high-energy storytelling, mass connect and spirit of confidence and resilience, becomes a natural platform for this new chapter of the brand. The association represents not just visibility, but a powerful alignment between Nirma's evolving identity and the aspirations of modern Indian consumers."

Speaking on the collaboration, **Mr. Saket Todi, Executive Director, ONN Premium Wear**, said: *"Khatron Ke Khiladi celebrates boldness, grit, and confidence, values that are central to ONN. This partnership brings our commitment to premium comfort and style to a platform millions already love."*

Expressing enthusiasm about the association, **Vivek Sabharwal, Head - Marketing & PR, Woodland (Aero Club) Pvt. Ltd.**, said: *"For Woodland, Khatron Ke Khiladi represents the pursuit of exploration and performance. Together, we create unforgettable brand experiences that inspire courage, reward resilience, and encourage audiences to explore more."*

Emphasising on the collaboration, **Himanshu Gupta, Category Head - Chocolates, Mars Snacking**, said: *"Fearless stunts need fuel. Khatron Ke Khiladi is a natural fit - both built for those who refuse to back down. We're thrilled to connect with millions of viewers on a platform that lives and breathes adventure."*

Sharing his views on the association, **Mr. Rahul Sanghvi, Executive Director, Silver Coin Atta**, said: *"Silver Coin Atta: Nourishing generations with wholesome goodness. Partnering with Khatron Ke Khiladi, we celebrate the strength and resilience of those who face challenges head-on, fueled by the nutrition of our atta."*

Hosted by **Rohit Shetty**, *Fear Factor: Khatron Ke Khiladi 15, Darr Ka Naya Daur* will bring together a fresh ensemble of celebrity contestants taking on pulse-pounding stunts against spectacular international locations. The new season pushes beyond physical adrenaline into the psychological realm of fear, promising bigger thrills, sharper drama and the signature Rohit Shetty action that has defined the franchise across its previous outings.

For brands, the show delivers high-impact integrations across primetime television on Colors and JioHotstar, a proven recipe for recall and engagement across demographics.

Fear Factor: Khatron Ke Khiladi 15, Darr Ka Naya Daur Coming Soon, on COLORS and JioHotstar

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