

TADKA on JioHotstar Hits 100 Million Users, Establishes Itself as the Top Destination for Micro Content Storytelling

Daily watch time per viewer surged 5X over the course of the launch phase, showing sustained engagement with the format

Mumbai, June 11th, 2026: In a defining moment for India's streaming industry, TADKA on JioHotstar has crossed the landmark milestone of **100 million users**, establishing premium micro-content as a mainstream entertainment category. This achievement reflects a broader transformation of how audiences consume stories; embracing mobile-native, short-format experiences alongside traditional long-form viewing. Since its launch, daily watch time per viewer on **TADKA has grown 5X**, underscoring sustained engagement and demonstrating rapid adoption across age groups and geographies.

The appeal of TADKA is being felt across a broad spectrum of audiences. More than 42% of its viewership comes from consumers under the age of 24, while audiences in metros and Tier 2 cities each contribute nearly 40% of the overall watch time. This reflects a growing appetite for premium, mobile-first storytelling that fits seamlessly into everyday entertainment habits.

The shift is also shaping how and where stories are being created. As demand for micro-content grows, production has expanded beyond traditional entertainment centres, with creators and production teams shooting across cities such as Mumbai, Delhi, Lucknow, Indore, Hyderabad, Bengaluru and Chennai. The result is a richer mix of stories, voices and perspectives, helping build a more diverse and geographically distributed creative ecosystem.

Launched within the JioHotstar streaming platform, with over 100 original titles, TADKA was built to serve audiences across multiple moments of the day. Featuring vertical, episodic stories ranging from 30 to 60 seconds, the offering is purpose-built for mobile-first consumption, with narratives rooted in everyday emotions, relationships, aspirations and contemporary Indian culture. The slate spans romance, drama, thrillers, comedy, sports and youth-led stories across multiple languages including Hindi, Tamil, Telugu and more.

Commenting on the milestone, **Ambuj Kashyap - Executive Vice President for Micro Content at JioStar**, said, *"Crossing 100 million users is not just a milestone for TADKA; it represents a larger inflection point in the evolution of streaming. Consumer behaviour is expanding beyond traditional viewing formats, creating new opportunities for storytelling to fit naturally into more moments throughout the day. What we are witnessing is the emergence of premium micro-content as a meaningful new entertainment category. The scale and engagement we have seen reinforce our belief that this format can unlock new creative possibilities, new audiences and new growth opportunities for the industry. We remain focused on building the category through compelling storytelling, product innovation and a rapidly evolving creator ecosystem."*

TADKA forms part of JioHotstar's broader vision of building entertainment experiences around evolving consumer behaviour. As audiences engage with content across formats, devices and contexts, the platform continues to innovate through product-led experiences that make discovery and engagement more intuitive and immersive. From interactive commerce and second-screen experiences to premium micro-content, JioHotstar is expanding the way audiences connect with stories and is shaping the next chapter of entertainment in India.

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 across 19 languages and spans movies, originals, live sports, live events, anime and kids' entertainment as well as TV shows from the more than 100 channels in the JioStar network. JioHotstar is available to Android, iOS and web users on <https://www.hotstar.com/in>