JIOSTAR MAKES THIS FESTIVE SEASON BIGG, BRINGING TOGETHER SIX BIGG BOSS EDITIONS ACROSS INDIA; UNVEILS INDIA'S BIGG REALITY COFFEE TABLE BOOK

~New seasons of Hindi, Tamil, Telugu, Kannada, Malayalam and Bangla editions of Bigg Boss to be launched this festive season starting September~

~Trusted by 625+ brands across 46 categories including 49 debutants, Bigg Boss continues to be India's most influential marketing platform, delivering 500 million+ reach and 438 billion+ viewing minutes across languages in 2025~

Mumbai, 20 July 2026: As India gears up for the festive season, JioStar is set to launch six editions of Bigg Boss across Hindi, Tamil, Telugu, Kannada, Malayalam and Bangla, creating an unprecedented celebration of the country's biggest reality entertainment franchise. For the first time, audiences across India will experience the excitement, drama and fandom of Bigg Boss simultaneously, making this a landmark moment for reality entertainment in India. The six editions will be released pan-India starting September 2026 on the JioStar television network and JioHotstar. Adding to the scale of this celebration is the franchise's iconic line-up of hosts – Salman Khan, Vijay Sethupati, Nagarjuna, Kichcha Sudeepa, Mohanlal - who have become synonymous with Bigg Boss in their respective markets. This year, Nation's Dada and the pride of Bengal Sourav Ganguly, joins the franchise strengthening its star-studded appeal. To commemorate this milestone, JioStar has unveiled **India's Bigg Reality**, a first-of-its-kind, data-rich coffee table book that chronicles the franchise's remarkable journey, cultural influence and enduring legacy.

Drawing on two decades of Bigg Boss, India's Bigg Reality showcases how one of India's biggest entertainment franchises has become a proven growth platform for brands. In 2025 alone, the franchise recorded a reach of over 500 million, generated 438 billion+ viewing minutes and witnessed 47% y-o-y growth in engagement across six language editions. More than 625 brands have leveraged this scale to launch products, build awareness and create lasting consumer connections across national and regional markets. On JioHotstar, 6 in every 10 viewers watch the Bigg Boss 24x7 live feed, underscoring its ability to foster deep audience engagement, enabling brands such as Tide and Silver Coin Atta to extend sponsorship beyond episodes with always-on branding that keeps their message visible throughout the viewer journey.

The book offers a comprehensive view of how Bigg Boss makes brands come alive within the show, moving beyond traditional placements to create deeper, more engaging interactions. Through innovative integrations like the Snack and Snack drone delivery, specialized tasks highlighting Vaseline products, the dynamic presence of the elevator, or the interactive Spy Kuttan robot, brands achieve sharper audience targeting and deeper participation. This measurable brand impact makes Bigg Boss an indispensable strategic resource for companies looking to build meaningful connections with consumers across the country.

"Over the last two decades, Bigg Boss has consistently reinvented itself, growing in scale, engagement and cultural relevance with every season. This festive season marks our biggest milestone yet as six editions come together across languages, making it the biggest-ever celebration of the show. The enduring strength of Bigg Boss lies in its ability to drive sustained audience participation and create shared cultural moments that translate into measurable business outcomes for brands. India's Bigg Reality captures this journey through data and insights, offering marketers a strategic overview of how the format became a cultural phenomenon. At JioStar, we believe shows like Bigg Boss deserve to be documented, not just celebrated; and, this coffee table book spotlights these defining moments in the evolution of India's entertainment ecosystem," said **Mahesh Shetty, Head – Entertainment Sales, TV, JioStar.**

"In a landscape of fragmented audience attention specifically during festive season, Bigg Boss acts as a powerful magnet, delivering unified attention at scale for three most important sale months of the year. Driven by a 47% year-on-year growth in engagement—fuelled by 24/7 live feeds, billions of votes, and live chats—the show transforms passive viewers into active participants. For brands, this deep, measurable engagement offers an unparalleled opportunity to break through the clutter, moving beyond standard media tactics to innovate where content, culture, and commerce converge," said **Bhaskar Ramesh, Head – Entertainment Sales, Digital, JioStar**.

The coffee table book also reveals why Bigg Boss is far more than a viewing experience.

Audiences actively participate in shaping the franchise, with more than 9.32 billion votes cast and 43 million live chats recorded on JioHotstar. Nearly 3 in every 4 viewers engage with the show beyond passive consumption, reinforcing Bigg Boss as one of India's most interactive entertainment ecosystems.

Bigg Boss drives massive internet obsession, generating over 1.7 billion social engagements and 30 million user-generated memes in 2025 alone. This always-on engagement extends the life of brand campaigns far beyond on-air integrations, creating multiple opportunities for marketers to participate in culture, spark conversations and build meaningful consumer connections.

India's Bigg Reality highlights the show's deep regional penetration and cultural resonance. Bigg Boss reaches more than 200 million viewers across Hindi-speaking markets and over 300 million viewers in Southern India, where 8 in every 10 television viewers engage with the show. Its reach is 3.5 times higher than every other reality show in the region combined, underscoring the strength of its multilingual footprint.

For brands, this scale translates into measurable business outcomes. The 2025 season alone saw over 625 advertisers across 46 categories, including 49 debutants, benefiting from average uplifts of 1.33 times in awareness, 1.26 times in consideration, and 1.25 times in purchase intent. This impact is vividly illustrated through successful collaborations such as Mamaearth's deep integration with specialized tasks and their co-founder's guest appearance, VZY's strategic market penetration as a co-powered sponsor for both Hindi and Kannada editions, and Jar App's targeted user acquisition in Bigg Boss Kannada for its micro-investment product.

India's Bigg Reality brings together audience intelligence, participation metrics and commercial impact to offer a comprehensive view of one of India's most influential reality entertainment shows. The coffee table book also highlights how Bigg Boss can serve as a platform for lasting audience participation, cultural relevance, and immersive brand engagement.

Check out **India's Bigg Reality** coffee table book here: https://ads.jiostar.com/biggboss/

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About JioStar

Perched firmly at the nucleus of spellbinding content and innovative technology, JioStar is a leading global media & entertainment company that is reimagining the way audiences consume entertainment and sports. Its television network and streaming service together reach more than 800 million viewers every week, igniting the dreams and aspirations of hundreds of millions of people across geographies.