

JioHotstar Strikes Gold as Pritam & Pedro Becomes Its Most-Watched Show Ever Delivers the Biggest Opening Ever for a Scripted Show and Sets Trends Across Six Languages

Mumbai, July 08, 2026: When one of India's most celebrated storytellers joins hands with the country's leading streaming platforms, the result is a story that resonates across audiences. Rajkumar Hirani's much-awaited OTT debut, *Pritam & Pedro*, has emerged as a breakout success for JioHotstar, becoming the **most-watched show ever on the platform**, while also delivering the **Biggest Opening of the Year**. The series has further cemented its nationwide appeal by trending **across six languages apart from Hindi** - Tamil, Telugu, Malayalam, Bengali, Marathi, Kannada underscoring its ability to connect with audiences well beyond its original language.

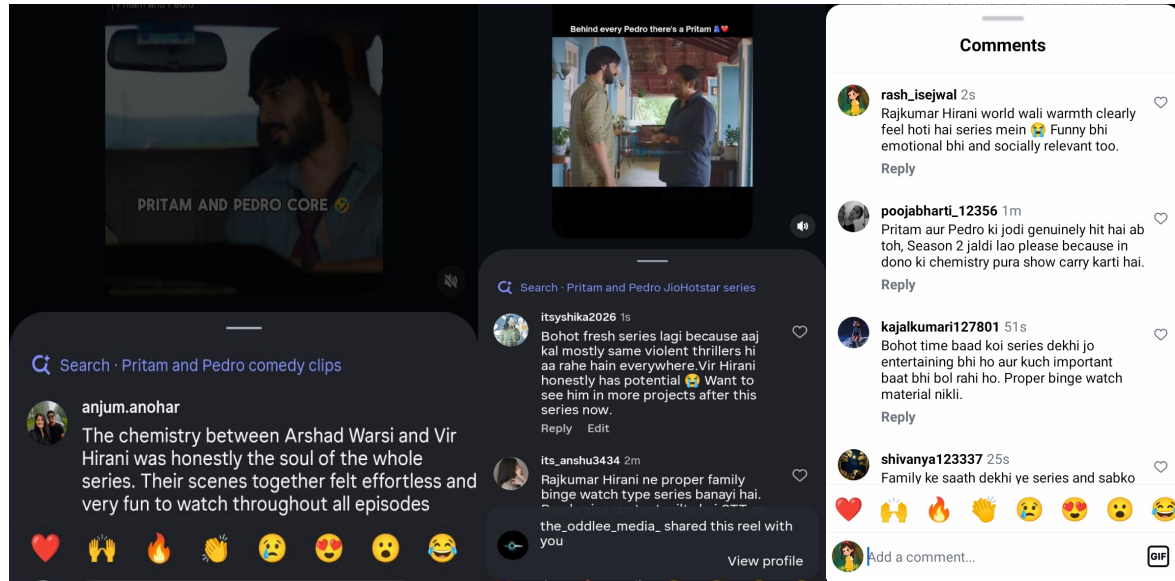
Beyond its record-breaking viewership, *Pritam & Pedro* has struck a chord with audiences for its refreshing blend of humour, heart and social relevance. Viewers have particularly appreciated Rajkumar Hirani's signature storytelling, the chemistry between Arshad Warsi and Vir and the show's relatable take on cyber frauds and online safety. The series has also become a popular family watch, with social media buzzing over its ability to entertain while sparking real conversations around digital awareness.

The response to *Pritam & Pedro* reinforces JioHotstar's commitment to championing stories that break away from formulaic storytelling. Whether it's bringing the poignant world of *Chiraiya* to audiences, making a simple, heartfelt love story like *Thukra Ke Mera Pyaar* resonate across the country, or presenting cybercrime through Hirani's distinctive lens of humour and hope in *Pritam & Pedro*, the platform continues to back stories that are rooted in authenticity, rich in emotion and capable of creating lasting cultural conversations

Commenting on the success, **Alok Jain, Head - Hindi & English Entertainment Business (Streaming, TV & Studios)**, said: *"At JioHotstar, we've always believed that audiences don't come for a genre, they come for great stories. Over the past year, we've consciously built a diverse entertainment slate, from romance and slice-of-life dramas to thrillers and socially relevant stories, partnering with both emerging voices and some of India's finest storytellers. The love for shows like Thukra Ke Mera Pyaar and Chiraiya, and now the phenomenal response to Pritam & Pedro, reaffirms that belief. Rajkumar Hirani's storytelling has a rare ability to entertain while saying something meaningful, and we're delighted to see audiences across six languages embrace the series with such enthusiasm. It inspires us to continue bringing viewers stories that are distinctive, culturally relevant and truly unforgettable."*

Rajkumar Hirani added, "The audience has voted with their time. The binge-watching, the repeat viewing and the overwhelming response to *Pritam & Pedro* have been truly humbling. It's heartening to see these characters become a part of conversations across the country. We were often told that only dark, gritty stories work on OTT, but I think this acceptance is a reminder that audiences don't binge genres, they binge stories that make them laugh, touch their hearts and stay with them long after the credits roll. The fact that the series has travelled across languages is another reminder that emotions truly have no barriers. My sincere thanks to JioHotstar for believing in this story and helping it reach millions of viewers across India."

Pritam & Pedro is now streaming on JioHotstar.



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About JioHotstar

JioHotstar is one of India's leading streaming platforms, formed through the coming together of JioCinema and Disney+ Hotstar. With an unparalleled content catalogue, innovative technology, and a commitment to accessibility, JioHotstar aims to redefine entertainment for everyone across India.

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