

JIOSTAR ENTERTAINMENT RELEASES EPISODE 4 OF THE COLLECTIVE – DECODING THE ENDURING LEGACY OF BIGG BOSS

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Mumbai, 14th July 2026: JioStar Entertainment unveils Episode 4 of The Collective, taking a deep dive into what has made Bigg Boss India's most enduring entertainment phenomenon over the last two decades. More than a reality show, Bigg Boss has evolved into a fandom that audiences don't just watch, they live. It sparks conversations, creates unforgettable moments, shapes pop culture, and leaves viewers counting down to the next season the moment one ends.

Bringing together leaders from marketing, media, and entertainment, the episode answers these questions through diverse industry perspectives. Ajay Gupta, Founder - Capital Foods, describes Bigg Boss as a property that gives brands "a seat inside the house," enabling them to become part of the narrative. Vijay Vikram Singh reflects on how Bigg Boss is much more than a television show, "it mirrors life itself", making audiences emotionally invested in every relationship, conflict, and triumph. Shailesh Kapoor, Founder & CEO - Ormax Media, explains how the show's "deeply localised approach has made every regional edition the biggest entertainment property in its market", while Shishir Mishra, Seasoned Automotive Leader, highlights how today's audiences no longer want to be passive viewers; "they want to participate, engage, debate, and influence the content they consume, something Bigg Boss has consistently enabled."

The discussion also highlights how these attributes translate into meaningful business outcomes for brands. Beyond delivering scale, Bigg Boss creates sustained engagement over months, fosters deep audience affinity, and keeps brands at the centre of conversations that extend well beyond the screen. Bigg Boss has become a habit for its audiences, and habits are how brands are built. As viewers invest in the journey and feel the void when a season ends, the property continues to demonstrate why it remains one of the most effective properties for building long-term brand relevance.

The Collective is JioStar Entertainment's flagship thought leadership platform, bringing together some of the industry's most influential voices across marketing, media, advertising, and entertainment. Through insight-led conversations, it aims to shape industry perspectives, challenge conventional thinking, and explore the evolving role of premium entertainment in driving meaningful business impact.

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.

