

JIOSTAR BRINGS BACK THE ICONIC STAR BRAND ACROSS THE UK AND EUROPE

13th August 2026: JioStar UK Ltd. today announced the return of its iconic **Star** brand identity, bringing back the much-loved **Star Plus**, **Star Gold** and **Star Bharat** names to UK & Europe audiences.

In November 2024, JioStar marked a new era in entertainment by bringing together two of India's most recognised media brands, Star India and Viacom18. As part of this evolution, the UK portfolio will transition from **Utsav** back to the globally recognised Star brand, reconnecting audiences with the name that has been synonymous with premium Indian entertainment for decades.

For more than 25 years, Star has been at the heart of South Asian entertainment across UK & Europe, bringing audiences memorable stories, iconic characters and quality programming. For generations of families, Star has been more than just a TV channel, it has been a part of their daily lives and culture. The return of the Star brand name celebrates this special connection and reaffirms the network's commitment to premium, world-class entertainment.

Speaking about the brand transition, Amit Malhotra, Head of International Business, JioStar, said: *"Star has always been close to the hearts of UK audiences and this legacy is something we deeply cherish. The return of the brand marks a new chapter for our viewers across the UK & Europe and we look forward to entertaining them with the same commitment that has defined Star for generations. We remain dedicated to delivering the best entertainment through iconic stories, characters and experiences that connect generations."*

From unforgettable family dramas and iconic characters on Star Plus to the magic of cinema on Star Gold and distinctive stories on Star Bharat, the Star portfolio will continue to create moments of entertainment that bring families and communities together.

Effective from 13th August 2026, the UK channel portfolio will transition as follows:

- **Star Plus** – previously Utsav Plus
- **Star Gold** – previously Utsav Gold
- **Star Bharat** – previously Utsav Bharat

The channels will remain available across leading UK & European platforms, ensuring audiences can continue to enjoy their favourite entertainment.

A dedicated marketing campaign will be rolled out this week across Star channels and multiple platforms to mark the return of the Star brand. As part of the rebrand initiative, Star is proud to partner with Top-Op Foods and Pari Foods as Channel Partners on this momentous occasion. JioStar's TV network is a market leader, offering brands high reach alongside premium, targeted access to the affluent South Asian demographic across the UK & Europe. Top-Op Foods have been serving the

Asian community across UK & Europe with a diverse portfolio of quality food products since 1974. Pari Foods is a globally recognized premium rice brand and returning to the UK market in a brand new avatar.

Speaking about the partnership BJM Shah, Managing Director , Top-Op Foods said:
"We are delighted to celebrate STAR's 25-year journey in the UK. STAR has long been a pioneer in South Asian entertainment, and it's a milestone that resonates deeply with us — since 1974, Top-Op Foods has been on a similar journey, bringing authentic world food into homes across the country. We're honoured to mark this occasion together across the UK."

Mr. Vaneet Sachdeva & Mr. Varun Sachdeva from Pari Foods said:

"We are proud to partner with Star as they celebrate 25 remarkable years in the U.K. This milestone also marks the much-awaited relaunch of Pari Basmati Rice in the U.K. — the return of a true legacy brand that has been known and trusted by generations of South Asian families.

For many consumers, Pari represents the old-world standard of great Basmati — authentic quality, traditional values, distinctive aroma, and the unmistakable taste of rice made the way it should be. Now, Pari returns in a new avatar, carrying forward the same trusted heritage and uncompromising quality for today's generation.

Together, we celebrate two trusted brands that have earned a special place in South Asian households across the U.K."

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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 million people across geographies.

About Top-Op Foods:

Since 1974, Top-Op Foods has grown into a trusted London-based world food supplier and distributor, serving wholesale, retail and HORECA customers across the UK and Europe. The company remains committed to high-quality products, dependable service and a broad range of world food essentials.

About Pari Foods:

Originating in the fertile plains of Punjab, Pari Rice has grown from a humble family rice business into a globally recognized premium Basmati brand.

Pari has long been a legacy name in the U.K. market, remembered for its exceptional quality and traditional, old-world approach to Basmati rice. Built on generations of expertise, the brand has always stood for authenticity, superior grain, rich aroma, distinctive taste, and consistency.

Today, Pari returns to the U.K. in a new avatar — refreshed for a new generation, while remaining true to the quality and heritage that made it loved in the first place.

For over 250 years, our passion has been to bring the finest rice to every table. We are proud to celebrate the traditions, flavours, and family moments that make every meal special.