

ASIANET UNVEILS 'OG ONAM' – A 10 DAY CELEBRATION OF ORIGINAL FESTIVE ENTERTAINMENT

Mumbai, 14th August 2026: This Onam, Asianet is set to bring alive the festival exactly as Kerala has always known and loved it, with the launch of its landmark campaign 'OG Onam'. Inspired by the timeless traditions that define the original Onam, right from the first Pookkalam to Mahabali's homecoming, from the Onasadya shared with loved ones to families gathering around the television, Asianet will unfold a spectacular 10-day celebration, with each day dedicated to a distinct theme that captures the authentic spirit, warmth and grandeur of Kerala's biggest festival.

True to its promise of celebrating Onam with 100% original traditions, 'OG Onam' promises audiences an unmissable festive lineup spanning blockbuster world television premieres, marquee non-fiction properties, star-studded events and special episodes of the channel's most cherished shows.

Leading the celebrations is a powerhouse slate of world television premieres. The line up opens with **Prathichaya**, followed by **Mollywood Times** --- Kerala's most anticipating coming-of-age story of 2026. Audiences can also look forward to **Vazha 2**, a highly relatable and emotionally grounded comedy drama and **Mohiniyattam**, the comedy sequel the whole of Kerala couldn't stop laughing at. Crowning the premiere lineup is the much-awaited **Drishyam 3**.

The festive momentum continues with Asianet's marquee non-fiction offerings. The high-voltage **Bigg Boss Agnipareeksha** will keep viewers hooked through the season, while **Onaruchimelam** and **Onakalavara** will serve up the beloved culinary staples of the festival, capturing the authentic flavours of Onam and sustaining the excitement of Keralites in the lead-up to the main festive days.

Adding to the celebrations are special festive episodes across Asianet's most-loved fiction and non-fiction properties, alongside the Grand Finale of Star Singer Season 10, set to take place on 30th August. The lineup will also feature a special chat show with Prithviraj and the team of Khalifa alongside Chef Pillai, bringing together popular film personalities and culinary entertainment, along with special episodes of Chempaneerpoovu, Patharamattu and Mazhathorum Munpe.

Speaking about the campaign, Krishnan Kutty, Head - Entertainment Business, South Cluster - JioStar, said, *"For generations, Onam and Asianet have been inseparable in Malayali homes. This year, we're honouring that legacy with the launch of 'OG Onam'. In an increasingly fragmented media landscape, festivals are among the rare occasions that bring families together around shared entertainment, and that's what makes Onam truly special for us. It is an opportunity to celebrate Kerala's original traditions through stories, experiences and cultural*

moments that feel authentic and true to their roots, while giving advertisers a stage that offers both unmatched scale and deep emotional resonance."

With *OG Onam*, Asianet once again invites audiences across Kerala and the Malayali diaspora to celebrate the festival the way it has always been celebrated through shared moments, timeless traditions and unforgettable entertainment.
