

BIGG BOSS BANGLA SET TO PREMIERE ON 30 AUGUST ON STAR JALSHA AND JIOHOTSTAR

~Sourav Ganguly takes charge as host as Bengal gets ready for a battle where victory is never easy~

~Anchored in the proposition 'Durgo Joy Shohoj Noy', the Bangla Edition of Bigg Boss will bring together strategy, shifting alliances, emotional conflicts and an unpredictable race for the crown~

Kolkata, 7th August 2026: The countdown has officially begun. One of India's most celebrated reality entertainment franchises is ready to open its doors in Bengal this month. **Bigg Boss Bangla** premieres on **30 August**, exclusively on **Star Jalsha** and **JioHotstar**, with **Sourav Ganguly** taking charge as host. Bringing the celebrated reality entertainment franchise to Bengali audiences, Bigg Boss Bangla combines the format's signature mix of compelling personalities, evolving relationships, emotional conflicts and unpredictable gameplay with the wit, resilience and spirit that define Bengal. Bigg Boss is owned and produced by Banijay Asia & EndemolShine India.

Anchored on the theme '*Durgo Joy Shohoj Noy*', the upcoming season will remind contestants that conquering the fort is never easy. Inside the Bigg Boss Bangla house, resilience alone will not be enough. Every decision carries consequences, every alliance is temporary and every moment has the potential to change the game.

Speaking about stepping into the Bigg Boss Bangla house as its host, **Sourav Ganguly** said, "*The biggest battles are never just about winning; they're about how you respond when the pressure keeps changing around you. That's exactly what makes Bigg Boss such a fascinating format. Every day brings new situations, new equations and new decisions, where staying calm and thinking ahead become just as important as speaking your mind. 'Durgo Joy Shohoj Noy' reflects that journey perfectly. Nothing inside this house comes easy, and I'm looking forward to seeing how the contestants navigate the game while taking viewers across Bengal on every twist and turn.*"

Sumanta Bose, Head, Entertainment Business, Hindi and Regional (East & West), JioStar, said, "*Bigg Boss has consistently demonstrated the power of reality entertainment to spark conversations and build deep audience engagement across markets. With Bigg Boss Bangla, we are bringing one of the country's most iconic entertainment formats to Bengal through a distinctly local lens one that reflects the region's culture, emotions and spirit. With Sourav Ganguly leading the show and the season anchored in the thought 'Durgo Joy Shohoj Noy', audiences can expect a game where resilience, strategy and adaptability matter just as much as personality.*"

'Durgo Joy Shohoj Noy' embodies the Bigg Boss DNA, where friendships turn into rivalries, trusted allies become competitors and those who appear to be leading the game suddenly find themselves at a disadvantage. New challenges and shifting rules will keep contestants guessing, and no contestant will be able to take either their position or their relationships for granted.

Reflecting strong advertiser confidence ahead of the launch, the inaugural season has already attracted a marquee lineup of sponsors. Asian Paints comes on board as the Co-Title Sponsor,

Everyuth Naturals and Britannia Marie Gold join as Co-Presenting Sponsors. Fortune Refined Soyabean Oil and Comfort come on board as Co-Powered By Sponsors, with Oshea Herbals and Dazzler Eterna as Special Partners, and Godrej Consumer Products as the Associate Partner.

With shifting alliances, unexpected twists and constantly changing equations, Bigg Boss Bangla promises a season where no contestant can afford to let their guard down. Because entering the Bigg Boss Bangla house may be easy, but conquering the fort will not.

Bigg Boss Bangla premieres on 30 August, exclusively on Star Jalsha and JioHotstar.
