

JIOHOTSTAR'S TAMIL ORIGINAL RESORT CROSSES 100 MILLION WATCH HOURS, SETS NEW PLATFORM BENCHMARK

~Nearly half of the Tamil original's watch time came from Hindi, Telugu, Malayalam and Kannada audiences~

Mumbai, 17, August, 2026: JioHotstar's long-running Tamil original **Resort** has crossed **100 million watch hours***, becoming the platform's first fiction original to achieve this milestone. Since its premiere, **Resort** has steadily built a loyal fan base with relatable characters, emotionally engaging narrative, and consistent weekly storytelling format.

Beyond its success in Tamil, **Resort** has also resonated strongly with audiences across multiple languages, reaffirming that authentic, regional stories with universal emotional themes can travel beyond their home markets. Tamil audiences accounted for **53%** of the show's watch time, with the remaining 47% coming from outside the state: **22%** from Hindi viewers, **15%** from Telugu audiences and **10%** from viewers across **Malayalam and Kannada** combined.

The milestone also reflects the success of JioHotstar's strategic investment in **Long Running Shows**—a differentiated storytelling format designed to build sustained viewing habits through multiple weekly episode drops. Over the past year, JioHotstar has been steadily expanding its slate of long running shows across South India, creating a new model for audience engagement that goes beyond event-led consumption and fosters deeper, long-term viewer affinity.

Commenting on the milestone, Krishnan Kutty, Head, Entertainment Business, South Cluster, JioStar, said: *"Resort crossing 100 million watch hours is a significant milestone for JioHotstar and a strong validation of our Long Running Shows strategy. Over the past year, we have been investing in long-running originals with the belief that consistent, culturally rooted stories can build deeper audience affinity and sustained engagement over time. Resort has demonstrated the power of this approach through relatable characters, emotionally authentic storytelling and sustained viewer engagement."*

He further added, *"Equally encouraging is the fact that nearly half of the show's watch time has come from audiences outside Tamil, reaffirming our belief that authentic storytelling can transcend languages and resonate with audiences across the country. As we continue to expand our slate of Long Running Shows across the South, we remain committed to creating originals that combine strong local relevance with national appeal."*

Resort is presented by TTK Prestige as the Co-Presenting Sponsor, with Lalithaa Jewellery Mart, Kaleesuwari Refinery and Prabas Vcare Health Clinic joining as Special Partners. The association brings together leading brands across categories, further strengthening the show's milestone season and its connection with audiences across markets.

Directed by **Praveen Bennet** and headlined by **Vijay Kumar Rajendran** alongside **Thalaivasal Vijay**, **Resort** follows Vetri, a housekeeping employee who dreams of becoming a chef while navigating the ambitions, relationships, and challenges behind the scenes of the fictional RR Resort. Resort is presented by Prestige and VCare Hair & Skin Clinic as special partner.

Resort is available to stream exclusively on **JioHotstar** in **Tamil, Telugu, Hindi, Malayalam, and Kannada**.

**Source: JioHotstar Internal Data.*

About JioHotstar

With 500 million+ monthly average users and a library of more than 300,000 hours of programming, JioHotstar is one of the largest streaming services in the world. Content is available in 19 languages - spanning movies, originals, live sports, live events, anime and kids' entertainment as well as TV shows from the over 100 channels in the JioStar network. JioHotstar is available to Android, iOS and web users on <https://www.hotstar.com/in>.