

BIGG BOSS BANGLA CREATES A NEW ENTERTAINMENT BENCHMARK, EMERGES AS BENGAL'S BIGGEST SHOW ON JIOHOTSTAR

~Sourav Ganguly-hosted Bigg Boss Bangla delivers 3x unique viewers of the top Bengali shows on the streaming service~*

Mumbai, 18 September 2026: Bigg Boss Bangla has made a powerful debut on JioHotstar. Since its premiere, the Sourav Ganguly-hosted franchise has gone on to become the biggest show in Bengal on JioHotstar, delivering 3x unique viewers of the top Bengali shows on the platform* - thereby reflecting the scale of the format and the growing appetite for premium Bengali entertainment on streaming. Launched on August 30, the show rapidly gained momentum in week 2, with cumulative watch time jumping to 2.7x its week 1 levels*. Produced by Banijay Asia and Endemol Shine India, the show has quickly established itself as a daily entertainment destination for audiences across Bengal and Bengali viewers.

Anchored in the theme '**Durgo Joy Shohoj Noy**', the season has kept viewers hooked with changing alliances, tough tasks and sudden twists. Fans have been following every turn of the show on JioHotstar; the season is also attracting a younger and more affluent audience, further strengthening the proposition for brands looking to engage with Bengal's evolving consumer base.

Sumanta Bose, Head, Entertainment Business, Hindi and Regional (East & West), JioStar, said, *"Bigg Boss has consistently demonstrated its ability to become more than a show. It becomes an entertainment event that audiences actively participate in for over 3 months. With Bigg Boss Bangla, we wanted to bring that scale to Bengal in a format that feels deeply rooted in the culture and sensibilities of the market. Having Sourav Ganguly lead the season has added a distinct sense of familiarity and connection for audiences across Bengal, while bringing his own personality and perspective to the format. Its emergence as Bengal's biggest show on JioHotstar is a strong validation of that vision."*

Sourav Ganguly said, *"Bengal has always had a strong point of view, and Bigg Boss Bangla has given that spirit a house of its own. Seeing audiences embrace the show with such energy from the very beginning is incredibly special and I'm excited to see where this journey takes us."*

Reflecting strong advertiser confidence, Bigg Boss Bangla is backed by a strong line-up of brands across categories. Asian Paints as the Title Sponsor. Everyuth Tan, Hero Xoom, Britannia Marie Gold and Colgate Strong as the Co-Presenting Sponsors. Fortune Soya, Comfort, Dollar, Ai+ Nova Smartphone, Maruti Suzuki India Limited, Kamla Pasand Pan Masala and Mankind as the Co-Powered By Sponsors. Dulcoflex, Oshea Herbal, Dazler Eterna, Head & Shoulders, Denver and Prabhuji are the Special Partners, while Godrej AER Matic and Star Health are the Associate Partners.

With the season underway, Bigg Boss Bangla continues to bring together the family entertainment, conversation and audience participation, strengthening its position as a defining new property in Bengali entertainment.

Stream Bigg Boss Bangla 24x7 live on JioHotstar, and watch the show on Star Jalsha.

*Internal JioHotstar Analytics - Tracked over the first 2 weeks from launch date


