



Biggest Reality show launch Ever - Bigg Boss Hindi Season 20*

****Bigg Boss Hindi Season 20 Scores a Blockbuster Opening, Delivering the Biggest Premiere Episode Ever for a Reality Show on JioHotstar***

Mumbai, September 7th 2026: Bigg Boss Hindi Season 20 has made a blockbuster start, delivering the **biggest opening day ever for a reality show on JioHotstar** and setting a new benchmark for the genre. The landmark 20th season, hosted by Salman Khan, has turned the return of India's most iconic reality franchise into a massive audience event, reaffirming the enduring scale, relevance and cultural impact of Bigg Boss. Following its September 6 premiere on JioHotstar and COLORS, the season opened to an unprecedented response, with the new 'Tathas-Two' theme, Extra Jeevan Daan and a brand-new house adding to the anticipation around the milestone season.

The grand premiere brought the spectacle of Bigg Boss back to screens with Salman Khan setting the tone for the season with his trademark charm and energy, while introducing the 'Tathas-Two' theme. High-energy dance and musical performances added to the launch-night spectacle, as contestants stepped into the house and the first glimpses of the season's drama, rivalries and unpredictable dynamics began to unfold. This season brings together a diverse mix of personalities from across industries, who are already making their presence felt both inside the house and across social media, sparking conversations and fuelling excitement among audiences and fans.

Alok Jain, Head Hindi & English Entertainment Business, JioStar (Streaming, TV & Studios) said, "Bigg Boss continues to set new benchmarks for reality entertainment. Delivering the biggest launch ever for Bigg Boss Hindi is a phenomenal milestone and a testament to the franchise's enduring connection with the audiences over two decades. The extraordinary fandom and attention the show commands is a strong reflection of its scale and relevance, season after season".

Speaking about the record-breaking opening, **Salman Khan said,** "*Bigg Boss has been a very special journey for me. Having hosted the show for 16 seasons and now seeing it reach its 20th season with this kind of love is truly overwhelming. In fact to see Bigg Boss Hindi Season 20 become the biggest reality show launch ever is overwhelming and a proud milestone for all of us. Every season brings something new, but the audience is what makes this journey so special. This year, we have a new set of contestants, a new game and a whole lot of surprises, and I'm excited to see how their journeys unfold. The response to the opening has been incredible, and I'm grateful to everyone who has been part of this journey with us.*"

Deepak Dhar, Founder and Group CEO of Banijay Asia and Endemol Shine India, said, "Bigg Boss has never been a show that plays it safe. It's about scale, yes — but it's the surprise that keeps the audience hooked. You can keep making things bigger, but the real thrill is making them unpredictable. Season 20 is

designed to do exactly that. So come in expecting Bigg Boss, but don't come in expecting to know what happens next. This season, be prepared to be surprised."

Adding to the scale of the milestone season has a strong sponsor line-up with Vaseline and The Peacock Hub on JioHotstar as Co-Presenting Partners, with Ai+ Nova Smartphone, Bajaj Mixer Grinders, Danube Properties Dubai, Rajshree Flavoured Elaichi and Flipkart as Co-Powered By Partners. Dulcoflex Liquid, The Derma Co, Swiss Beauty, ORN.com, Snabbit, Gillette Venus, Proease XXL (RSPL) and Godrej AER Matic join as Special Partners, while Lakmé Peach Milk, SKORE, Haier Appliances (I) Pvt Ltd, Close-Up, Hindware Italian Collection and Supersox come on board as Associate Partners.

Catch all the drama, fun and unexpected conversations on JioHotstar at 9PM and every night on ColorsTV at 10.30PM

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>.

About 'COLORS':

COLORS is a prominent Hindi general entertainment channel within the JioStar network. Launched on July 21, 2008, the channel offers a rich blend of emotions and variety, delivering content that resonates deeply with its viewers. From fiction and format-based shows to reality TV and blockbuster movies – the channel offers varied 'Jazbaat Ke Rang'. COLORS is dedicated to promoting cohesive viewing, through shows such as Parineeti, Shiv Shakti – Tap Tyag Tandav, Meri Bhavya Life, Noyontara, Dhaakad Beera, Mangal Lakshmi, Mannat Har Khushi Paane Ki, Pati Patni aur Panga-Jodiyon Ka Reality Check, Laughter Chefs Unlimited Entertainment, Bigg Boss, and Khatron Ke Khiladi amongst others.