

GOOGLE INDIA AND JIOSTAR SET A NEW CULTURAL BLUEPRINT, BRINGING AI-POWERED SEARCH TO MILLIONS OF INDIAN LIVING ROOMS

~The association will bring alive special vignettes and in-show integrations across JioStar's flagship Hindi fiction shows 'Anupama' and 'Yeh Rishta Kya Kehlata Hai' with the aim to demonstrate how AI features in Google Search can serve as an intuitive daily helper for everyday tasks~

MUMBAI, 15th September 2026: In an exciting collaboration bridging premier storytelling and digital innovation, JioStar has announced a comprehensive, multi-platform association with Google India. The initiative leverages the wide reach and national popularity of the lead characters of *Anupama* and *Yeh Rishta Kya Kehlata Hai*, demonstrating how conversational AI features in Google Search can help find useful information, empower decision-making, and unlock new possibilities for everyday life in India. The campaign is themed around **"Google Search ka naya AI Mode. Jo samjhe, samjhaye, raah dikhaye."**

From managing budgets to aiding career decisions, and assisting with children's education, everyday life in India presents a variety of questions and challenges. By connecting with the trust and emotional equity of JioStar's beloved protagonists, the campaign encourages viewers to use AI features in Google Search to get helpful, conversational, and actionable answers in real time.

Speaking on the partnership, **Mahesh Shetty, Head – Entertainment Sales, TV at JioStar** says, *"We have always believed in the unmatched power of emotive storytelling to shape culture, build trust, and drive meaningful consumer behaviour. Our characters are more than just on-screen personas; they are trusted family members in millions of households across the nation. We are thrilled to collaborate with Google India on an initiative that brings technology closer to mainstream India. By embedding Google Search's conversational AI capabilities into the authentic, relatable storylines of marquee shows, we are demonstrating the technology's simple utility and true human value."*

Kanika Kalra, Director, Platforms & Ecosystems, Consumer Marketing, India at Google shares, *"AI Mode represents a fundamental shift in how people experience Google Search, bringing the benefits of advanced thinking, reasoning, and personalisation to everyone. Through our collaboration with JioStar, we're aiming to showcase the power of AI search through relatable stories - demonstrating real-world utility that helps millions across India simplify daily tasks and unlock their full potential."*

Widely celebrated as a symbol of resilience, lifelong learning, and entrepreneurial spirit, *Anupama* embodies the modern homemaker with genuine aspirations. Through customised narrative integrations and dedicated vignettes, viewers witness how *Anupama* (played by Rupali Ganguly) is utilising AI in Google Search to research solutions and articulate queries in natural language; inspiring women and homemakers to embrace technology with confidence.

The brand film portrays *Anupama* struggling to know what's the first step for building their new house. *Kinjal* (played by Milloni Kapadia) quickly steps in to aid *Anupama* and nudges her to use the **AI Mode in Google Search**. *Anupama* is impressed with this technology-first intervention, as Google Search instantaneously shares AI-powered personalised answers for her query. Conceptualised by JioStar CreativeWorks, the campaign reinforces JioStar's commitment to delivering customised, content-first solutions that connect brands meaningfully with their audiences.

The integrated multi-week campaign by JioStar and Google India pairs Star Plus and JioHotstar with extensive Digital Out-of-Home (DOOH), delivering contextually driven creatives, marrying high-impact physical visibility with broadcast reach to set a new standard for media brand integrations.

About JioStar

Perched firmly at the nucleus of spellbinding content and innovative technology, JioStar is a leading global media & entertainment company that is reimagining the way audiences consume entertainment and sports. Its television network and streaming service together reach more than 800 million viewers every week, igniting the dreams and aspirations of hundreds of millions of people across geographies.