

JIOSTAR'S 'INDIA KE TOP 1%' STRIKES BIG, ONBOARDS SEVEN SPONSORS AHEAD OF PREMIERE

MUMBAI, 18th September 2026: Setting the stage for a new chapter in India's non-fiction entertainment landscape, JioStar has announced a powerhouse roster of sponsors for their upcoming marquee property, **India Ke Top 1%**. The innovative format has secured seven premier sponsors ahead of its premiere, reflecting strong commercial confidence and widespread advertiser enthusiasm.

Google Search AI headlines the lineup as the Co-Presented By sponsor, followed by **Shree Cement**, **CoinSwitch**, **Birla Opus**, and **ORN.com** as Co-Powered By partners. Additionally, **Denver Perfumes** joins as the Fragrance Partner and **Avaada** as the Clean Energy Partner, creating a balanced alliance of category leaders across traditional industries and modern consumer sectors.

The new show marks a fundamental evolution in how quiz entertainment is conceived and delivered in India. While conventional quiz shows historically relied on textbook trivia, historical dates and specialised academic knowledge, **India Ke Top 1%** levels this playing field. The game tests how contestants observe, adapt and solve every day intuitive problems rather than what they have memorised over the years. Because logic, common sense, and lateral thinking replace rote recall, the show breaks down standard demographic barriers. A ten-year-old child and a sixty-year-old grandparent can sit together and compete on completely equal footing, making the show a multi-generational co-viewing event for Indian households.

Commenting on the show, **Mahesh Shetty, Head – Entertainment Sales, TV at JioStar**, said, *"India Ke Top 1% arrives at a time when audiences are looking for entertainment that is both intellectually stimulating and universally accessible. Today, marketers recognize that simple visibility is no longer sufficient to build enduring brand affinity. The inherent novelty of India Ke Top 1% enables us to design rich brand extensions and contextual integrations that go far beyond conventional spot advertising. We are offering our partners an environment where their brand message forms an organic part of the viewing journey, creating lasting recall and measurable business impact."*

The commercial momentum behind **India Ke Top 1%** also reflects a structural shift in advertising priorities, beyond integrations and awareness. JioStar's non-fiction slate delivers a complete full-funnel strategy, guiding engaged viewers seamlessly from awareness to action.

Since the format is built around problem-solving and organic curiosity, it creates natural opportunities for brand extensions and in-show integrations that feel authentic to viewers. With its combination of universal accessibility, dynamic family co-viewing, and cutting-edge digital participation, **India Ke Top 1%** is positioned to set a new benchmark for prime-time non-fiction entertainment in India.

India Ke Top 1% will premiere on Star Plus and JioHotstar, 19th September onwards.

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.