

JIOSTAR SECURES 15 BRANDS ACROSS 8 CATEGORIES AS FESTIVE SEASON KICKSOFF WITH WEST INDIES TOUR OF INDIA

~ The series marks the start of India's bilateral cricket season, and a platform for brands seeking sustained visibility through the country's peak festive-season window ~

Mumbai, 25 September 2026: As international cricket returns to India for the festive season, JioStar, the official broadcaster and streaming partner for India's home matches, has secured a diverse sponsor line-up for the West Indies Tour of India 2026. The roster cuts across categories as varied as artificial intelligence, BFSI, paints, consumer electronics, travel, wellness and automotive brought together through Co-Presenting and Associate Live partnerships across television and digital.

The line-up for the three ODIs and five T20Is brings together Havells, OpenAI, Google Search, Berger Paints, Herbalife, PhonePe and Ultravolt as Co-Presenting partners, alongside Asian Paints, Tata Capital, Tata AIG, Britannia, TVS, Vimal Pan Masala, ExxonMobil and Airbnb as Associate partners. For JioStar, the roster underscores bilateral cricket's pull as a platform for brands chasing sustained visibility during India's peak festive-season window, when audience attention and spending is at its highest.

Anup Govindan, Head – Sports Sales, JioStar, said: *“The West Indies tour of India marks the beginning of sustained, uninterrupted international cricket on JioStar at a particularly important time for advertisers. What we are seeing is strong participation from brands across categories, reflecting the enduring ability of live cricket to bring audiences together at scale while delivering meaningful opportunities for targeted and contextual engagement. The series gives advertisers the opportunity to build consistency and compound impact rather than rely on a single sporting moment. As we enter an extended festive-season cricket calendar, JioStar is creating a platform where scale, continuity and innovation come together to drive stronger outcomes for brands.”*

The West Indies series opens JioStar's festive-season cricket calendar, which runs across six months and four touring sides, including Sri Lanka, Zimbabwe and Australia, across ODIs, T20Is and Tests. For advertisers, the cricket calendar also gives an opportunity to build a sustained presence across multiple properties, allowing them to stay connected with audiences through the season and build stronger recall over time

The West Indies Tour of India 2026 begins September 27 in Trivandrum, with the three-match ODI series followed by a five-match T20I series starting October 6.