



JioStar Marks the Beginning of The Great Indian Cricket Festival as Team India Takes on West Indies, Sri Lanka, Zimbabwe and Australia

~ Four bilateral series across formats to span Navaratri to Holi on JioHotstar and Star Sports Network ~

~ ODIs will serve as vital preparation grounds for the ICC Men's Cricket World Cup 2027 ~

~ The Border-Gavaskar Trophy will be a high-stakes contest for India to secure a spot in the ICC World Test Championship Final ~

Mumbai, 25th August 2026: JioStar today announced 'The Great Indian Cricket Festival,' marking the return of Team India's home season featuring four bilateral series against West Indies, Sri Lanka, Zimbabwe and Australia. Beginning 27th September and running through 3rd March 2027, the season brings together live action from 22 matches across ODIs, T20Is and Tests, on JioHotstar and the Star Sports Network.

The bilateral season carries immense context for India as the ODI fixtures against West Indies, Sri Lanka, and Zimbabwe will serve as vital preparation grounds for the ICC Men's Cricket World Cup 2027. Additionally, the five-match Border-Gavaskar Trophy series against Australia from 21st January 2027 to 3rd March 2027, will be crucial for the ICC World Test Championship (WTC 2025–27) cycle, where every Test match directly impacts India's campaign to secure a place in the WTC Final.

Speaking on the commencement of The Great Indian Cricket Festival, **Anup Govindan, Head of Sales – Sports, JioStar**, said: *"The festive season is when India comes together to celebrate, and cricket has always been at the heart of that celebration. With four series and five months of continuous action, this season gives brands an unmatched window to be part of the biggest moments in the country's calendar, not just once, but consistently, across every format and every festival. We are building this season to help our partners convert that presence into measurable outcomes for their business."*

By anchoring marquee star power with high-stakes pathways, JioStar elevates bilateral cricket into high-octane narrative drama, establishing the true importance of bilateral series while making it a must-watch sports spectacle for fans nationwide and consistently delivering significant uplift in brand awareness, favourability, and purchase intent for advertising partners.

INDIA'S HOME SEASON SCHEDULE

Series	Dates	Format
India vs West Indies	27 September – 17 October	3 ODIs 5 T20Is
India vs Sri Lanka	13 December – 27 December	3 ODIs 3 T20Is
India vs Zimbabwe	3 January 2027 – 9 January 2027	3 ODIs
India vs Australia	21 January – 3 March	5 Tests

Brands advertising with JioStar this season will also have access to a refreshed suite of ad-tech tools, including sharper audience targeting, brand solutions tailored to specific objectives, and an upgraded version of *Jeeto Dhan Dhana Dhan* designed for deeper fan engagement during live matches.

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.