

JIOSTAR'S BIGG BOSS FRANCHISE POWERS INTO THE FESTIVE SEASON WITH OVER 95 MARQUEE SPONSORS ACROSS SIX LANGUAGES

Mumbai, September 04, 2026: Bigg Boss enters its 2026 season as the country's largest entertainment franchise, spanning six editions across six languages on the JioStar Network and JioHotstar, with over 95 sponsors on board across consumer durables, jewellery, automobiles, fintech, personal care, food and beverages, retail, e-commerce, real estate and lifestyle. The six editions are led by some of the biggest names in Indian entertainment - Salman Khan in Hindi, Sourav Ganguly in Bangla, Vijay Sethupathi in Tamil, Nagarjuna in Telugu, Kiccha Sudeep in Kannada and Mohanlal in Malayalam, bringing six distinct host-audience equations to the franchise. For the first time in the history of Bigg Boss, six editions will be coming together across India, creating an unprecedented celebration of the country's biggest reality entertainment franchise.

With six Bigg Boss editions lighting up screens in the festive window, brands are seizing the opportunity to think national and act local, using the franchise's multi-language footprint to build a presence across markets while staying relevant to individual audiences. The excitement around this season is evident in the number of brands choosing to extend their Bigg Boss associations across multiple editions, enabling them to maximise the franchise's scale while creating tailored brand experiences for audiences in each market.

The sponsor mix spans national brands such as HUL, Britannia, Asian Paints, Maruti Suzuki India Limited, Godrej Consumer Products Limited, Hero MotoCorp and Mondelez, which are present across multiple editions. Ai+ Nova Smartphone, Star Health Insurance, Arvind Labs, Danube Properties, Haier, Opella Healthcare, ORN.com and Kamla Pasand Pan Masala are also leveraging Bigg Boss across markets, underscoring the franchise's ability to deliver national scale while retaining strong local relevance. The breadth of these associations reflects how brands are looking to make the most of Bigg Boss' unique ability to combine national scale with market-level cultural relevance. The season is also seeing a notable influx of first-time advertisers. Across the Southern markets, over 50% of advertiser participation comes from new advertisers, with approximately 30% of spends driven by local advertisers. 70% of Hindi advertisers are first-time associations. Together, the mix highlights the growing appeal of the multi-language Bigg Boss strategy, giving national brands the opportunity to amplify their presence across India, while enabling regional brands to connect more deeply with audiences in their own markets.

Mahesh Shetty, Head - Entertainment Sales TV, JioStar, said, *"Bigg Boss has become the rare franchise that can bring together the scale of a national platform with the cultural relevance and emotional connect of each market it enters. This festive season, bringing together six editions across Hindi, Bangla, Tamil, Telugu, Kannada and Malayalam further strengthens that proposition, giving audiences across the country multiple Bigg Boss experiences to connect with. In 2025 alone, the franchise recorded a reach of over 500 million, generated 438 billion+ viewing minutes and witnessed 47% y-o-y growth in engagement across six language editions. That strength is further reflected in advertiser trust, with close to 100 sponsors coming on board across the six editions, including long-standing partners deepening their commitment and new brands using Bigg Boss to build relevance across markets. It is this combination of scale, engagement and cultural relevance that makes Bigg Boss such a powerful platform for brands this festive season."*

Bhaskar Ramesh, Head - Entertainment Sales, Digital, JioStar *"Streaming has added a new dimension to entertainment, transforming it into a shared experience which is the ultimate currency*

for brand relevance. Audiences no longer just watch Bigg Boss; they follow it, debate it, vote and actively contribute to its cultural momentum. For brands, that emotional investment creates a powerful opportunity to become part of everyday fandom, not just deliver impressions. The exceptional advertiser response this season, with over 95 sponsors across six editions, is a testament to that. With Bigg Boss bringing together six languages and markets this festive season, the franchise offers brands national scale with deep, hyper-local cultural resonance.”

This year, the excitement around Bigg Boss across markets began well ahead of the main season, with brands coming on board with much fanfare for the franchise’s pre-shows -- Common Man in Tamil, Agnipareeksha in Malayalam, and Agnipariksha in Telugu and Agniparikshe in Kannada. With Bigg Boss Bangla having launched on 30th August, followed by Bigg Boss Hindi Season 20 and the four South editions premiering on **September 6**, the franchise heads into the festive season with its widest footprint yet: six editions, six languages and over 95 sponsors across JioStar Network and JioHotstar. Together the editions create a powerful intersection of entertainment, audience engagement and brand building, offering advertisers the opportunity to be part of one of the most culturally resonant entertainment franchises in the country. Bigg Boss is owned and produced by Banijay Asia & EndemolShine India.

Bigg Boss Sponsors across markets:

Season	Title / Joint Title	Co-Presenting	Co-Powered	Special	Associate
Bigg Boss Hindi S20	NA	Vaseline	Ai+ Nova Smartphone; Bajaj Mixer Grinder; Danube Properties; Rajshree Flavoured Elaichi; Flipkart	Dulcoflex Liquid; The Derma Co; Swiss Beauty; ORN.com; Snabbit; Gillette Venus; Proease XXL (RSPL); Godrej AER Matic	Lakmé Peach Milk; SKORE; Haier Appliances (I) Pvt Ltd; Close-Up; Hindware Italian Collection; Supersox
Bigg Boss Bangla S1	Asian Paints	Everyuth Tan; Hero Xoom; Britannia Marie Gold; Colgate Strong	Fortune Soya; Comfort; Dollar; Ai+ Nova Smartphone; Maruti Suzuki India Limited; Kamla Pasand Pan Masala; Mankind	Dulcoflex; Oshea Herbal; Dazller Eterna	Godrej AER Matic; Star Health

Bigg Boss Tamil S10	Darling Digital	Asian Paints; Rin; Pears; 5 Star; Britannia Milk Bikis; Ai+ Nova Smartphone; Colgate; Maruti Suzuki India Limited	Jos Alukkas; TTK Prestige; Max Gold; Kajaria Ceramics	Continental Coffee; 1 to 3 Noodles; Milky Mist Asal; Bakers Masala; Anil Foods; CP Plus; Ramraj Textiles; Ashwin Sweets; MYK Laticrete; Opella Healthcare; Dazzler Cosmetics	Aroma Ghee; Haier; India Gate Basmati Rice; Denver; Star Health Insurance; Simta Astrix Doors & Windows
Bigg Boss Telugu S10	White Gold; Maruti Suzuki India Limited	Asian Paints; Amazon.in; PhonePe; Danube Properties; Coca-Cola India Pvt. Ltd.; Colgate; Vijay Sales	Gold Drop Refined Sunflower Oil; Ai+ Nova Smartphone; Kamla Pasand Pan Masala	TDH Foods; Sastry Balm; Walkaroo; ORN.com; Ramraj Mrithu Towels; Dazler; Kajaria	Nilkamal Sleep; Haier India; Star Health Insurance; Dulcoflex Liquid; Cadbury 5Star
Bigg Boss Kannada S13	Ashwasurya Realities; White Gold; Nivea Soft Gel	Asian Paints; Gold On PhonePe; Hero Xoom	Continental Xtra Instant South Blend; Maruti Suzuki India Limited; EcoPlanet Elevators; Ramesh Textiles; Walkmate; Sudarshan Silks; IHP Iyengar; 1 to 3 Noodles; Sparsh Masala; KT Special Tea; Shree Sai Gold Palace; Sunpure; FirstClub; Ai+ Nova Smartphone; Kamla Pasand Pan Masala; Jeeni Slim	Dazler; Ramraj Mrithu Towels; Dulcoflex Liquid; ORN.com	Vijay Sales; Cera Sanitaryware Limited; Amrutanjan; Simta Astrix; Star Health Insurance

Bigg Boss Malayalam S8	MyG; White Gold; Maruti Suzuki India Limited	Danube Properties; Asian Paints; Manash Lifestyle (Purple); Exo; Regal Jewellers	MYK Laticrete; Avaada Solar	Dazller; CP Plus; Dulcoflex Liquid; K P Namboodiri	Cera
Bigg Boss Agnipariksha – Telugu	—	White Gold; PhonePe; Danube Properties	Gold Drop Refined Sunflower Oil; GV Mall	TDH Foods; Dazzler; Sastry Balm; Lays	—
Bigg Boss Agnipariksha – Kannada	Ashwasurya Realities; White Gold	PhonePe; Minister White	EcoPlanet Elevators; Continental Xtra Instant South Blend; Ramesh Textiles; Sparsh Masala; GRS Fantasy Park; Shashi Soaps; Sunpure; Walkmate; 1 to 3 Noodles	Dazller; Lays	—
Bigg Boss Common Man – Tamil	Darling Digital	—	—	Dazller; Continental Xtra Instant South Blend; 1 to 3 Noodles; Bakers Masala	—
Bigg Boss Agnipareeksha – Malayalam	MyG; White Gold	Danube Properties	—	Dazller; Classic Legend	Regal Jewellers; Harpic; Pothys; Kerala Matrimony; CP Plus

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.