

BETHLEHEM KUDUMBA UNIT RECORDS BIGGEST DAY 1 PERFORMANCE ON JIOHOTSTAR

~ The blockbuster starring Nivin Pauly and Mamitha Baiju premiered on JioHotstar in five languages ~

Mumbai, 09th October 2026: Bethlehem Kudumba Unit clocked the highest watch-time for a movie on its first day on JioHotstar, marking a new benchmark for film launches on the platform. Premiered on 2nd October 2026 in **Malayalam, Tamil, Telugu, Kannada and Hindi**, the film has seen strong audience engagement across languages following its theatrical release.

Commenting on the milestone, Krishnan Kutty, Head, Entertainment Business, South Cluster, JioStar, said: *"The response to Bethlehem Kudumba Unit is a great example of how a strong story can travel seamlessly across languages and markets. Its day one performance on JioHotstar reflects the growing appetite for South Indian stories among audiences across the country. The strong response from both viewers and brands further demonstrates the opportunity that compelling regional content can create at scale."*

Reflecting on the film's record-breaking performance and the love from audiences, Nivin Pauly, Indian actor, said, *"As an actor, there's no greater joy than seeing your film connect with audiences. The love Bethlehem Kudumba Unit has received on JioHotstar has been truly overwhelming. What makes it even more special is how the film has travelled beyond Malayalam, finding love and acceptance across languages, regions and cultures. It's a beautiful reminder that good stories have no boundaries. My heartfelt thanks to everyone who has watched, embraced and celebrated our film. This love means the world to us!"*

Adding to the film's momentum, Bethlehem Kudumba Unit has also attracted 30+ brand partners across different states. Sathya Agencies has come on board as the Co-Powered By Partner, while Jos Alukkas and MyG have joined as Special Partners, reflecting strong advertiser interest around the film and its multi-language audience footprint.

Directed by **Girish A.D.**, **Bethlehem Kudumba Unit** stars **Nivin Pauly** and **Mamitha Baiju**. The romantic comedy-drama follows Justin, a bachelor whose routine changes when Ashley and her family move in next door.

Bethlehem Kudumba Unit is now streaming exclusively on **JioHotstar** in **Malayalam, Tamil, Telugu, Kannada and Hindi**.

About JioHotstar

With 500 million+ monthly average users and a library of more than 300,000 hours of programming, JioHotstar is one of the largest streaming services in the world. Content is available in 19 languages - spanning movies, originals, live sports, live events, anime and kids' entertainment as well as TV shows

from the over 100 channels in the JioStar network. JioHotstar is available to Android, iOS and web users on <https://www.hotstar.com/in>