



THE PEACOCK HUB JOINS JIOHOTSTAR ON INDIA'S MOST FAMOUS COUCH FOR THE FINAL SEASON OF KOFFEE WITH KARAN, MARKING ITS FIRST-EVER INDIAN COLLABORATION!

~Koffee With Karan Season 9 premieres 14 October 2026, marking a milestone moment for The Peacock Hub and for global-local content partnerships~

Mumbai, India — 14 October 2026 — JioHotstar today announced a collaboration with The Peacock Hub on the ninth and final season of Koffee With Karan, which premieres on 14 October 2026. This partnership marks the first time NBCUniversal and JioHotstar have partnered to support a homegrown show.

NBCUniversal and JioHotstar (erstwhile JioCinema) launched The Peacock Hub in India in 2023, and since its inception, the platform has steadily built one of the most globally stacked content libraries on JioHotstar, featuring Peacock Originals such as All Her Fault, PONIES, The Copenhagen Test and The Five Star Weekend, alongside a vast catalogue spanning titles from Universal Studio Group, DreamWorks Animation, Universal Pictures, Focus Features, Sky, and Bravo. Until now, that presence has been built entirely on content distribution and acquisition. This collaboration changes that. For the first time, The Peacock Hub goes beyond being a destination for global content in India to support a locally produced Indian original.

Speaking about the collaboration, **Alok Jain, Head - Hindi & English Entertainment Business (Streaming, TV & Studios), JioStar, said**, "This is a significant moment in how we see the future of Indian IP. Koffee With Karan has always been one of our most valuable properties, but this is the first time a global studio has chosen to partner with us around a show, not just its distribution. The Peacock Hub choosing Koffee With Karan for that first such collaboration validates something we've believed for years: that Indian IP, built with the right ambition, can compete and collaborate on a global stage. At JioStar, we aim to co-create exciting formats that don't just travel across markets, but have the potential to be built, shaped and celebrated globally."

"I started this show wanting nothing more than coffee, honest conversation, and a little indiscretion with people I love. That instinct hasn't changed in twenty years. What has changed is who's paying attention. Having The Peacock Hub choose to collaborate with us for the first time in India is humbling, and honestly, this show has always belonged to the people who watch it as much as the people who sit on that couch. And we are so proud that it now belongs to the bigger world too," said **Host Karan Johar**.

"We're delighted to partner with JioHotstar on Koffee With Karan, one of India's most celebrated entertainment properties, for its landmark final season," said **Chris Taylor, Managing Director, APAC, NBCUniversal Global TV Distribution and International Networks & DTC**. "Building on The Peacock Hub's exceptional offering of U.S. and U.K. film and television content, this collaboration represents an exciting expansion into locally produced programming. With its distinctive format and unique perspective on the entertainment industry, we couldn't think of a more fitting show for this first collaboration."

The collaboration also reflects a broader shift in how global studios are approaching India. Rather than simply localising existing formats for Indian audiences, The Peacock Hub's move signals an appetite to go the other way: supporting a show built in India, for India.

The choice of Koffee with Karan is deliberate. It doesn't need to be adapted for global audiences, it already travels on its own terms, in its own language, with its format fully intact. Its conversations dominate entertainment news cycles, its clips circulate globally within minutes of airing, and its cultural footprint has made it one of the most



recognisable Indian entertainment exports of recent years. For a global studio placing its first bet on an Indian original, coming on board with Koffee With Karan for its landmark final season is the perfect entry point into the Indian market.

Season 9 of Koffee With Karan, hosted by Karan Johar, will premiere 14 October 2026 on The Peacock Hub on JioHotstar, with a refreshed format and a guest lineup already generating significant buzz. This marks the grand finale of one of India's most iconic reality shows and bringing the curtain down on a remarkable 22-year run.
