

KOFFEE WITH KARAN SEASON 9 ONLY ON THE PEACOCK HUB ON JIOHOTSTAR ATTRACTS EIGHT MARQUEE BRAND PARTNERS ACROSS CATEGORIES

~Final season of the iconic chat show draws brands across payments, travel, home and consumer goods categories~

Mumbai, 13th October 2026: After more than two decades of conversations that have become part of India's pop culture, Koffee With Karan returns for its final season, streaming on The Peacock Hub on JioHotstar and marquee brands coming on board to be part of the moment. Ahead of its October 14 premiere, the ninth season has secured eight brand partners across payments, travel, home, food and consumer categories. Jaquar Bath + Light and Visa join as Co-Presenting Partners, Cadbury Bournville as Co-Powered By Partner; Airbnb, FabriCare by D'decor, Parle Hide & Seek Caffe Mocha Cookies and Tata Coffee Gold as Special Partners, and Pantaloons as Associate Sponsor.

Speaking about the advertiser response, Bhaskar Ramesh, Head – Entertainment Sales, Digital, JioStar, said, *"Koffee With Karan isn't just an iconic entertainment property, it is a shared cultural event for Indian viewers. As Karan takes the couch for the final season, the exceptional lineup of marquee brands joining us speaks to the enduring pull of high-engagement premium storytelling. On JioHotstar, we are combining that unmatched cultural resonance with seamless, modern brand integrations that deliver real enterprise value across diverse categories."*

Hosted and created by Karan Johar, *Koffee With Karan* first premiered in 2004 and has gone on to span eight seasons and 161 episodes, becoming known for its candid conversations, rapid-fire rounds and moments that have consistently found their way into the national conversation. As the show raises its mug for the final time, its strong advertiser response reflects the continued relevance of marquee entertainment properties that command attention and cultural conversation.

The season's brand mix spans a range of categories, bringing together brands looking to engage audiences around one of India's most recognisable entertainment properties. The association also adds to the anticipation around the final season, which will see Karan Johar return to the couch for one last round of conversations, celebrity revelations and the moments that have made Koffee With Karan a part of popular culture.

Koffee With Karan Season 9 premieres 14th October, only on The Peacock Hub on JioHotstar. ONE LAST CUP. ONE LAST TIME.

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>.