

BIGG BOSS

Bigger. Bolder. Unmissable

19 Years On. Unmatched Reach. Unrivalled Relevance.

More Than a Show. A Cultural Constant.

**Present across screens, conversations, and
communities across India**

200 Mn+

Total Viewers

~120 Bn

Mins of Content consumed

Went from Bigg. To Gigantic.

Hindustan Times

Bigg Boss 19 shatters records with the biggest OTT launch in India on JioHotstar | Hindustan Times

Bigg Boss Season 19 has achieved a historic debut on JioHotstar, outperforming previous seasons with record engagement.



The Economic Times

Salman Khan hosted-Bigg Boss Season 19 creates record, becomes biggest season across JioHotstar and Colors

Bigg Boss Season 19 shattered viewership records, achieving a 30% higher digital reach and 65% growth in watch-time on JioHotstar.



Bollywood Life

Bigg Boss 19 Viewership: Salman Khan's show emerges as ratings POWERHOUSE on...; BREAKS digital records with.

Bigg Boss 19 Viewership: Bigg Boss Season 19 has proved the franchise's never-ending charm by setting a new standard with JioHotstar and...



Hindustan Times

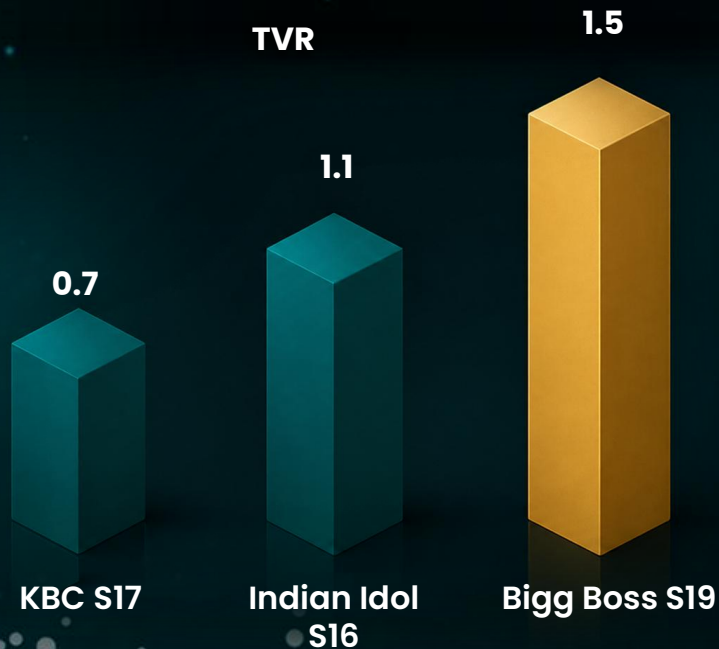
Bigg Boss 19 will break BB 13's records, say fans after this wholesome moment in Salman Khan's show. Watch | Hindustan Times



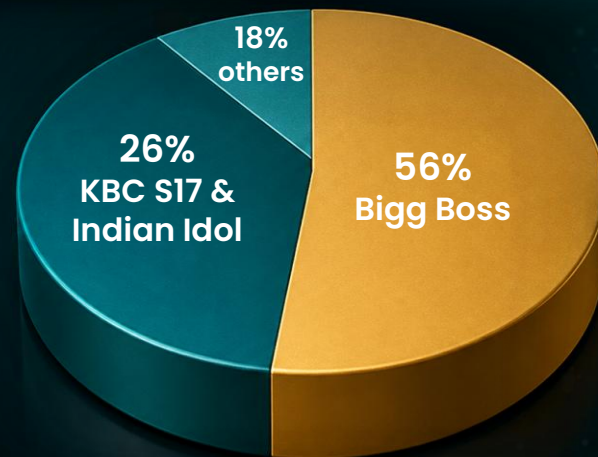


Built on TV...

All Eyes on Bigg Boss. Every Season.



Share of Total Viewing Mins in S18



Turbocharged by Digital.

All Screens. All the Time.



3Bn+

Video Views

64%

Higher Watchtime Vs S18

From the House to National Icons

350+

Participants



Where New Stars Rise and Light Up the Nation



Ayesha Khan
S17 stand out to
Dhurandhar



Shehnaaz Gill
From S13 breakout to sharing
screen with
Salman Khan



Farrhana Bhatt
700% surge in
fanbase surge



Elvish Yadav
First wildcard winner, redefining
creator-to-TV stardom with a
massive cult following

14X[↑]

Average Uplift in
Contestant Mentions*

24%

Higher Time spent on
BB vs IPL
per user per day



EVERY
NIGHT

A MATCH.

EVERY
WEEKEND

A PLAYOFF.

EVERY
MOMENT

A HIGHLIGHT.



India Doesn't Wait For

BIGG BOSS

It Counts Down To It!





Bigg Boss season 20th will start from this date... #biggboss20 ...

Instagram · aradhana sharma ·
2 weeks ago

IT Bombay Times

'Bigg Boss 20' Start Date 2026 and Contestants List: Everything To Know About The New Season

Salman Khan hosted show Bigg Boss is gearing up for season 20. As the rumour mills have started to churn out whos going to be there as ...
5 days ago



The Siasat Daily

Inside scoop: Bigg Boss 20 set to arrive in June this year?

Mumbai: Buzz around reality TV is at an all-time high, with fans closely tracking updates on shows like Lock Up 2, Khatron Ke Khiladi 15, and The ...
4 hours ago



Bollywood Life

Bigg Boss 20 CONFIRMED? Salman Khan HINTS AT his...

Salman Khan's famous reality TV show, Bigg Boss, is known for its drama and controversy. The 19th season of the show had its grand finale on...

9 Dec 2025



Bigg Boss 20 will start from this date, premiere date revealed

YouTube · Desi pataka ·
2 weeks ago

News18

Bigg Boss 20: Who Is Redheemaa? Know All About The Rumoured Contestant Of Salman Khan's Show

On February 17, TV actress Redheemaa hosted an 'Ask Me Anything' session on her Instagram story and her response started speculations around...

17 Feb 2026



The Times of India

Bigg Boss 20: Is Redheemaa the first finalised contestant of Salman Khan hosted show?

One of the most controversial reality shows on Indian television, Bigg Boss is expected to return with a new season in September 2026.

17 Feb 2026



Months before launch, Bigg Boss 20 is already dominating conversations

and the Hype only **Gets Bigger.**



~4X

Search index Vs.
All 3 competitors
combined



Audiences don't just watch
They Decide.

7 Bn+
Votes Casted

**~1B
n**

Live Chat Interactions
(3.5x vs S18)

3Mn+

Jeeto Participants
(2x vs S18)

Unseen Scale. Unmatched Engagement.



Driving Trends. **Owning Conversations.**

650 Mn+

Total Engagement



And where audiences are this engaged, Brands show up at scale.



300+

Brands Associated
in past 3 seasons

Bigg Boss powers Big Outcomes Across the Spectrum

1 Winning India @Scale

DANUBE
PROPERTIES

2 High-Impact Launches



3 Festive Amplification



4 Market Penetration & Offtake



mamaearth™

5 Portfolio Play

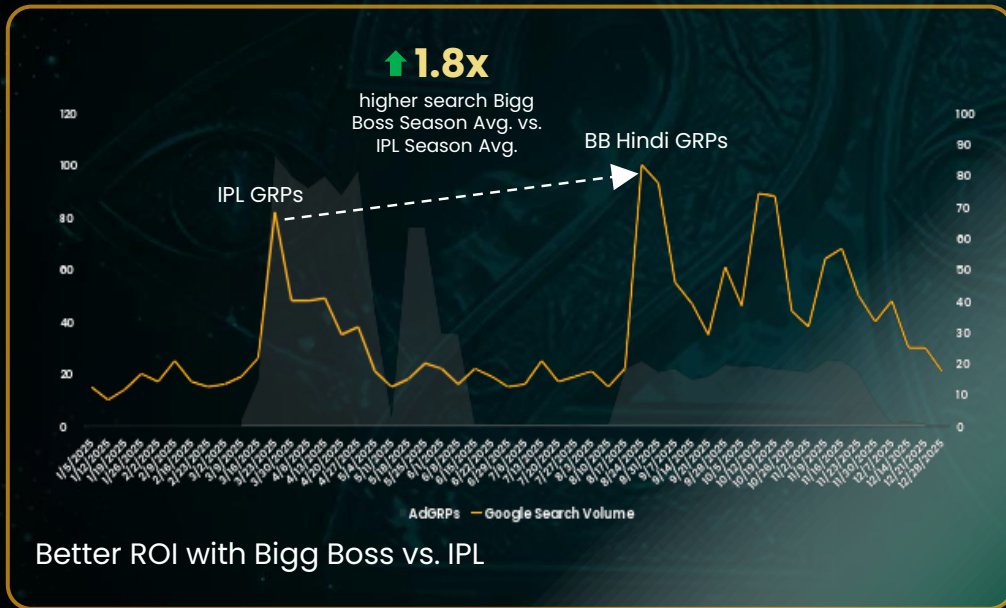


6 Accelerate Sales Momentum

Haier

Bigg Boss association amplified attention attention into demand

DANUBE
PROPERTIES



We're confident this new season will draw an even larger worldwide audience, giving us exceptional opportunities to connect with an evolving and diverse target market.

Rizwan Sajjan,
Founder and Chairman



Bigg Boss association amplified attention **attention into demand**

DANUBE
PROPERTIES



Deep integration across the season



Branded Zones -
Sustained Visibility



Branded Task -
Amplified Brand Impact



Contextual Graphical
Integrations (Aston Bands)

High-Impact Launches That Deliver Nationwide Scale through Bigg Boss



Integrated into Tasks & Key Moments



Contestant Entry
- Showcasing Product Features



Gratification for Product Launch



Graphical Integrations
for sustained impact (Aston Bands)



High-Impact Launches That Deliver Nationwide Scale through Bigg Boss



This partnership is not just about visibility, it's about engaging with India in its own rhythm, and embedding Citroën into the everyday lives of people and rapidly expand sales and service network across Tier I to Tier IV cities.

Shailesh Hazela
CEO & MD of Stellantis India



Driving Festive Impact Through Marquee Moments



Celebrity-led Product Launched



Contest announcement during
Weekend Ka Vaar by Salman



Graphical Integrations
for sustained impact
(Aston Bands)

Driving Festive Impact Through Marquee Moments



// *With the launch of VZY, we aim to transform how families enjoy entertainment at home. This partnership allows us to showcase VZY as the smart TV of choice for today's entertainment-first consumers and strengthens our connection with Indian households across both urban and regional markets.* //

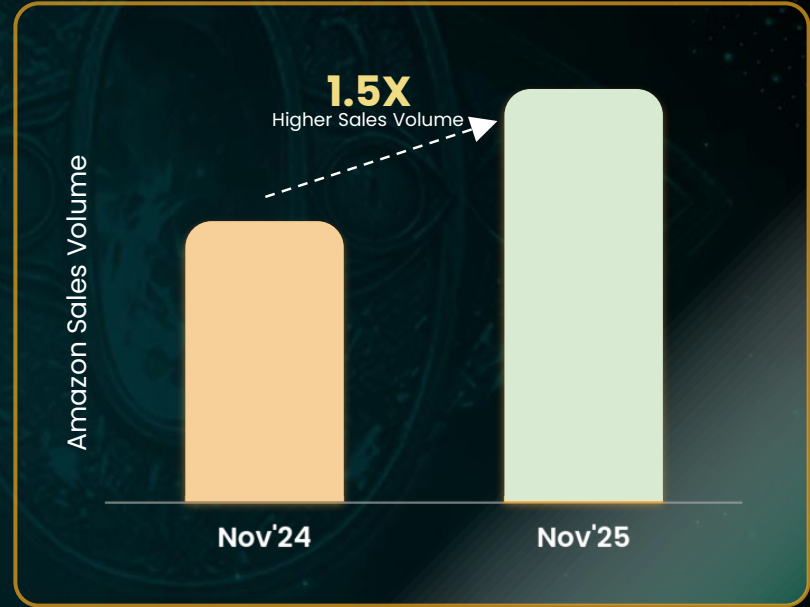
Sukhpreet Singh,
CRO at Dish TV India

2.7X↑

eCommerce Sales Enquiries
during BB vs Launch Month

Founder led storytelling woven into Bigg Boss seamlessly

mamaearth™



Converting Always-On Presence into Sales Impact

Haier



"This association aligns with Haier's vision of enabling smart, connected living through innovative, premium appliances that integrate seamlessly into daily life.. Our presence on Bigg Boss Hindi ensures strong visibility and brand recall during a key buying period."

Mr. NS Satish,
President, Haier Appliances India

1.6X↑

Spike in Amazon Sales
Leads vs Pre-BB

Converting Always-On Presence into Sales Impact

Haier



Sponsor through the Season



10+ Creatives to enable higher brand recall



2 Active integrations featuring Haier TV & Fridge

From high-voltage drama to delight, **Driving consumption for Chings**



38%↑

More Buyers across SKUs
for exposed vs unexposed audiences

Elevated Flipkart as the Fashion Destination via Innovative In-Show Visibility

Flipkart



Flipkart is committed to making the latest fashion accessible to all Indians by offering the most diverse range of styles. Given its broad appeal across India, Bigg Boss was a natural fit to **position Flipkart as the fashion destination for all Indians**

Pratik Shetty,
VP - Growth & Marketing, FlipKart



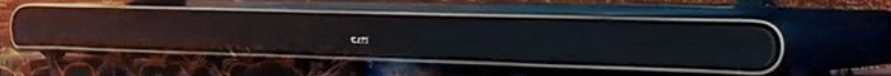
A Legacy Habit ,

Now

SEASON



History in the Making



The Biggest Just Got Bigger

~ 250 Mn

Targeted Viewers Across Screens

107+ Episodes

15 Weeks

Launching **Sep'26**

The Next Evolution:

Content That Converts on App

2
SHOP THE LOOK



Match On, Munch On with Bigg Boss



Not just seen. Experienced. Acted upon.

Turning Passive Moments Into Active Shoppable Outcomes

New Innovations



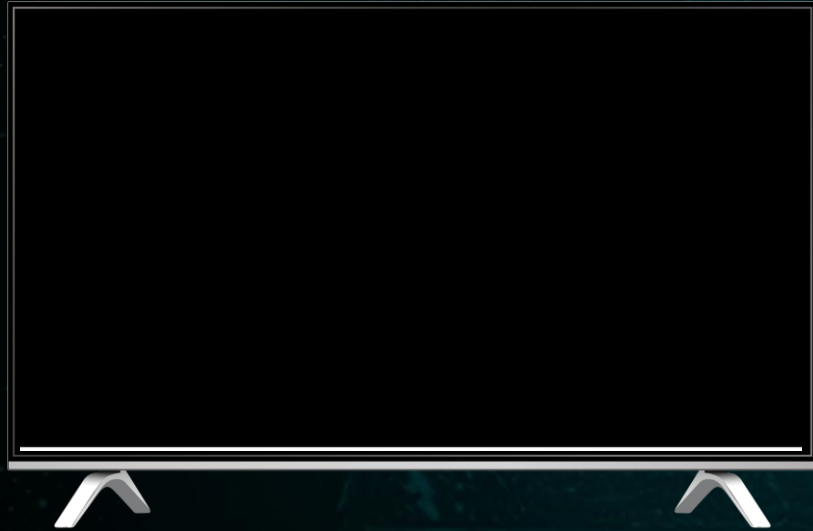
Shoppable
Beacons



*Product development in progress. TBD. Final offering subject to approvals, to be discussed on a case to case basis

Bigg Boss brings Interactivity to the **most premium screen in the house**

New Innovations



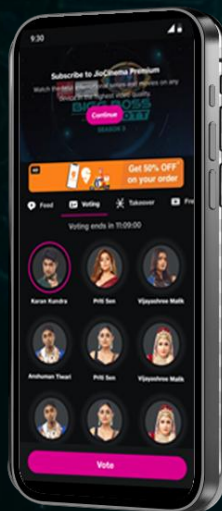
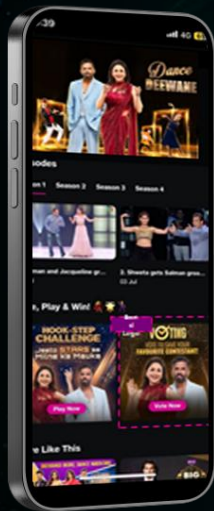
Scan. Engage.
Act.

*Product development in progress. TBD. Final offering subject to approvals, to be discussed on a case to case basis

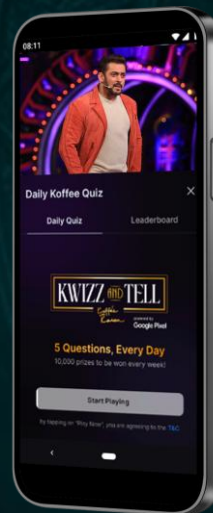
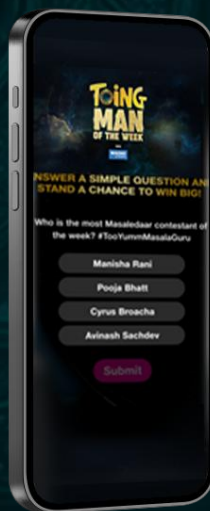
Bigg Boss brings Interactivity to the **most premium screen in the house**

Interactivity

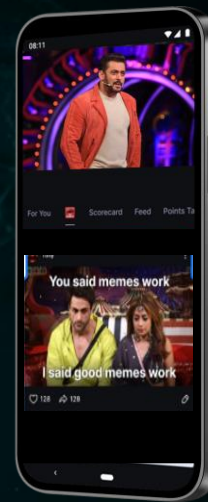
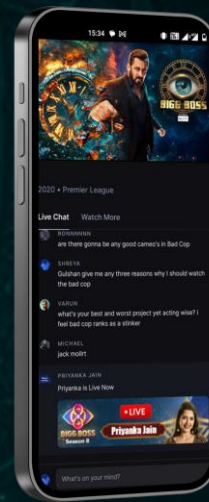
Votings & Polls



JDDD & Quizzes



Social Feed & Meme the Moment



Co-Presenting Sponsor – 45 Cr



425 Mn

On Show

JioHotstar

Epi Live +24*7+ VOD

8500 Secs

On Show

Colors

Weekday +Weekends +Finale
(SD/HD/Repeat)

**Branded Tasks/Branded
Instances**

**Meet & Greet with
Host – Offline**

**Passive / Product
Placement**

Brand Reel

**Custom Deep-
Integrations**

**Tech Based
Interactivity Element**

Entry / Exit Interviews

Anchor Mentions

Branded Tray

Branded Zone

**Brand Personality
presence – In-show**

In-show ILU Presence

Astons/ Promo Tags

Co-Powered By Sponsor – 30 Cr



340 Mn

On Show

JioHotstar

Epi Live +24*7+ VOD

5300 Secs

On Show

Colors

Weekday +Weekends +Finale
(SD/HD/Repeat)

**Branded Tasks/Branded
Instances**

**Tech Based
Interactivity Element**

**Meet & Greet with
Host – Offline**

Passive / Product
Placement

In-show ILU Presence

Anchor Mentions

Brand Reel

Astons/ Promo Tags

Branded Window

NOTE: This is just a snapshot of the offerings. Please refer to Packages for detailed information.

Special Partner Sponsor – 18 Cr



245 Mn

On Show Ad inventory
JioHotstar across
Epi Live +24*7+ VOD

3180 Secs

On Show
Colors
Weekday +Weekends +Finale
(SD/HD/Repeat)

Brand Reel

**Passive / Product
Placement**

**In-show Sponsor
Slate Presence**

**Astons/ Promo
Tags**

Brandslates

Branded Window

Associate Sponsor – 9.5 Cr



125 Mn

On Show Ad inventory
JioHotstar across
Epi Live +24*7+ VOD

2650 Secs

On Show
Colors
Weekday +Weekends +Finale
(SD/HD/Repeat)

Astons/ Promo
Tags

In-show Sponsor
Slate Presence

Brand Reel

Brandslates

Branded Window

The Biggest

SEASON



Just Got Bigger

