



INDIA'S BIGG REALITY



BIGG BOSS



THE REAL BOSS



Kevin Vaz
CEO - Entertainment, JioStar

We are living through a defining shift in the entertainment landscape, where content is abundant but sustained audience attention has become increasingly difficult to command. Viewers today consume at speed, watching, discussing, and moving on within rapidly evolving cycles of engagement. In such an environment, very few entertainment properties succeed in creating enduring cultural relevance. Bigg Boss continues to stand apart as one of India's most significant exceptions.

Bigg Boss is not merely a reality show or a seasonal entertainment property. It has evolved into a recurring cultural ritual that audiences across the country return to with remarkable consistency. For more than 100 days every season, it occupies a unique position within India's entertainment ecosystem, unfolding simultaneously across television, OTT, and social conversations.

What distinguishes Bigg Boss is not only the magnitude of its reach, but the depth of its engagement. At the centre of the format is a continuously evolving narrative shaped by unscripted human dynamics unfolding in real time. Audiences engage not as passive viewers, but as active participants in an ongoing cultural conversation that extends far beyond episodic viewing into debates, fandoms, memes, and everyday discourse. This continuous cycle of participation ensures that the property remains relevant throughout its lifecycle, not merely during isolated moments of peak visibility.

Equally important is the converged media ecosystem through which this engagement is amplified. Television continues to deliver unmatched scale and shared viewing experiences, while OTT deepens accessibility, continuity, and interactivity. Together, they reflect the realities of India's increasingly integrated consumption behaviour, where audiences move fluidly between linear and digital platforms within the same viewing journey. The result is a unified ecosystem that combines scale with sustained engagement.

For brands, this creates a far more meaningful opportunity. In a fragmented media environment where visibility is abundant but attention remains scarce, Bigg Boss offers a context where audience investment is both structured and sustained. It enables brands to integrate within narratives that audiences are already deeply engaged with, creating associations that extend beyond exposure into relevance, recall, and participation.

This playbook, India's BIGG Reality, seeks to articulate the dimensions of that ecosystem. It brings together the scale, engagement, and platform convergence that continue to define Bigg Boss as one of India's most enduring entertainment franchises, while outlining the opportunities this creates for partners seeking measurable impact in a rapidly evolving media landscape.

As the industry continues to redefine how audiences are reached and retained, the focus will increasingly shift towards what can sustain attention and inspire participation over time. Bigg Boss continues to demonstrate the effectiveness of that model consistently and at scale.



NOTE FROM THE PRODUCER'S DESK

BY DEEPAK DHAR,

Founder and Group CEO of Banijay Asia and EndemolShine India

When *Bigg Boss* first came to India in 2006, it was far from what was then considered a conventional television proposition.

At a time when scripted dramas dominated Indian television, the idea of placing strangers inside a house and allowing their lives to unfold under constant observation felt disruptive, unpredictable, and, to many, far too risky. The original *Big Brother* format was already a global phenomenon, but in India it felt completely anti-TV.

That was precisely what made it exciting.

At its core, *Bigg Boss* has always been built on a simple truth: people are fascinated by people. Human emotions, relationships, conflicts, ambitions, and transformations drove stories audiences connected with instinctively. Over time, viewers became active participants in the journey. Over the last two decades, *Bigg Boss* has evolved from a television format into one of India's most influential entertainment franchises. It has continually adapted to changing audience behaviours, media habits and cultural conversations while remaining true to its core identity. As entertainment expanded beyond television into streaming, social media and creator ecosystems, *Bigg Boss* evolved alongside it, becoming a multi-platform experience. Most shows struggle to survive change. *Bigg Boss* has always fed on it.

Today, *Bigg Boss* is more than an entertainment property. It is a cultural phenomenon that drives conversations and shapes internet culture. Few franchises have remained so relevant, engaging and deeply woven into popular culture for such a sustained period. This journey would not have been possible without the hosts, partners and teams who have shaped the franchise over the years. We have been fortunate to work with extraordinary personalities who became inseparable from the show's identity. Nor would it have been possible without the audiences whose passion, participation and loyalty continue to redefine what this show can become.

Today, we produce close to 800 days of *Bigg Boss* content every year across India. Every time I mention that number, somebody assumes it is a typo. It isn't. Globally, that number sounds slightly unbelievable. But that is the point. As *Bigg Boss* completes twenty years, this milestone is not simply a celebration of longevity. It is a reminder that while platforms, technologies and viewing habits continue to evolve, our fascination with human stories remains unchanged.

And that has been the secret all along.



20 YEARS

1 Introduction

2 BIGG Reality

BIGG Legacy
BIGG Scale
BIGG Appeal
BIGG Interactivity
BIGG Footprint

3 BIGG Real-Tea

BIGG Fandom
BIGG Virality

4 BIGG Realty

BIGG Partnerships
BIGG Brandtainment
BIGG Impact
BIGG Brand Speak

5 BIGG Announcement

6 About Us

INTRODUCTION



100+ DAYS of a Nation's Attention.
100+ DAYS that Bring a Nation Inside One House.

There are shows that entertain. There are shows that trend.
And then there is BIGG Boss – a phenomenon that defines India's BIGG Reality.

A platform of unmatched scale and influence, built on BIGG Reach, BIGG Fandom, and BIGG Impact. Season after season, Bigg Boss commands one of the largest and most consistent audiences in the country. Spanning television, OTT, and social ecosystems, it delivers unmatched reach and sustained attention, making it one of India's most powerful and enduring entertainment franchises.

But its magnitude is not just numerical. It is cultural. Its strength lies in its ability to scale nationally while resonating deeply at a regional level. Across languages and markets, each edition is anchored by some of the biggest names in Indian entertainment – from the commanding presence of **Salman Khan** in Hindi, to the charismatic gravitas of **Vijay Sethupathi** in Tamil, the mass appeal of **Akkineni Nagarjuna** in Telugu, the cultural connect of **Mohanlal** in Malayalam, the larger-than-life energy of **Kihcha Sudeepa** in Kannada, and the powerful regional resonance of **Riteish Deshmukh** in Marathi, along with the upcoming Bengali edition hosted by the region's beloved 'Dada', **Sourav Ganguly**.

They don't just host the show; they shape its voice, its emotion, and its cultural relevance.

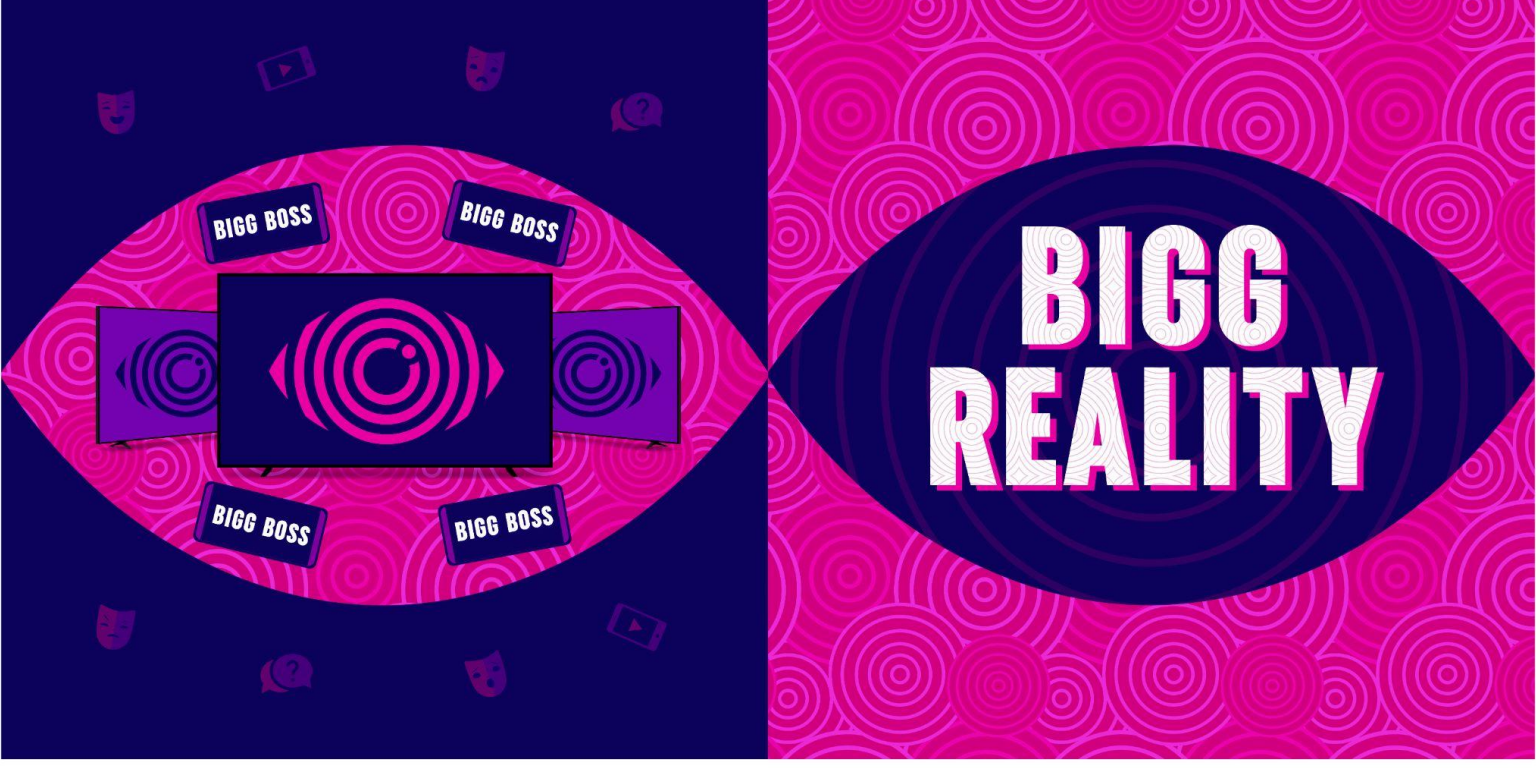
And the audience?

They return, season after season. Inside the house, real emotions unfold. Outside, millions engage, react, and participate. Every single day.

Because BIGG Boss is where conversations begin and never quite end. Where moments inside the house spill into everyday life, into living rooms, workplaces, and social feeds. Where contestants enter as individuals and emerge as cultural icons. For 100+ days, one house captures the attention of an entire nation.

This is India's BIGG Reality.

A reality colossus that doesn't just entertain, but influences culture, sparks participation, and creates impact at a scale few platforms can match.



BIGG BOSS

BIGG BOSS

BIGG BOSS

BIGG BOSS

**BIGG
REALITY**

BIGG LEGACY

Defining Reality Entertainment
Since 2006

2

Decades of
Bigg Boss

19

Years.
Entered 20

7

Languages

65+

Seasons

ONE BIGG

Phenomenon

BIGG SCALE

A Multi-Region, Multi-Screen Powerhouse



Total Reach

500
MILLION+



Total Viewing Minutes

438
BILLION

If Bigg Boss viewers
formed a country,
it would be the world's
third-largest nation.

Enough time for
the Earth to orbit
the Sun nearly
1,000,000 times.



Bigg Boss isn't just
a Reality Show – It's
"THE GENRE"

Bigger than all other Reality TV Shows
put together.

1.5X

**Higher Watchtime
on JioHotstar**

Higher than the Top 10 Non-Fiction
shows combined.

BIGG APPEAL

The Unfiltered 24x7 Feed on JioHotstar

Bigg Boss runs 24 hours a day, 7 days a week, for over 100 days.
That's 2,400+ hours of non-stop content in just one season.



Total Reach

60
MILLION

Equivalent to filling over
530 stadiums
(~100K capacity each)
with fans, all watching LIVE.



Total Viewing Minutes

19
BILLION

That's equal to over
28,000 years of
continuous viewing.

Source: Internal JioHotstar Analytics



**6 IN EVERY 10
BIGG BOSS VIEWERS
WATCH 24x7**

BIGG INTERACTIVITY

Audiences Show Up!



Total Votes

9.32
BILLION

That's more votes
than there are people
in the world.



Live Chat on JioHotstar App

43
MILLION

That's like
the entire population
of Australia in one
big group chat.



Watch & Play

40Mn+
Participants



User-Generated
memes

30Mn
Memes Created



Interactivity
Play-Along

12Mn+
Participants

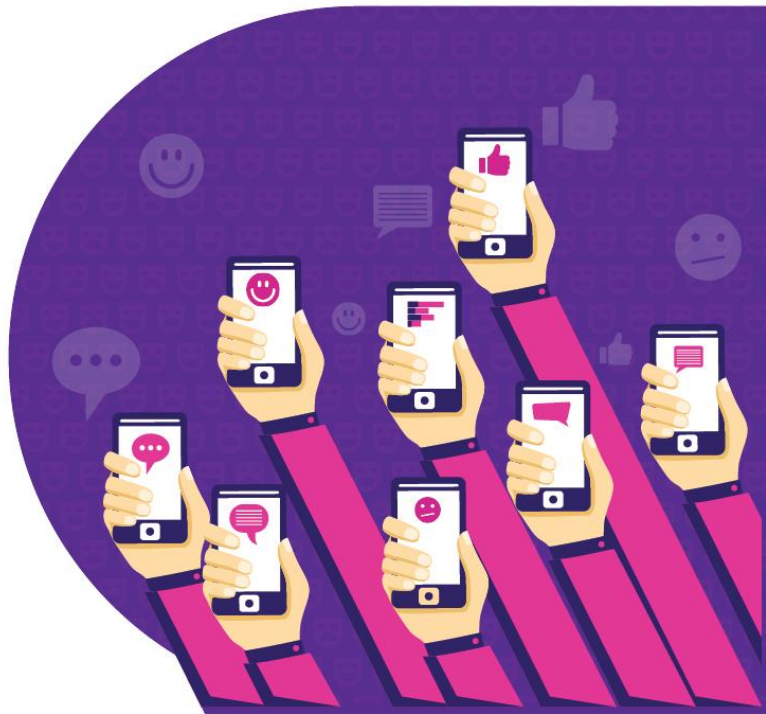


3

OUT OF
EVERY 4
BIGG
BOSS
VIEWERS

ACTIVELY INTERACTED
WITH THE SHOW
ON JIOHOTSTAR.

Source: Internal JioHotstar Analytics



BIGG FOOTPRINT

Hindi-Speaking Market Hooks On!

From bustling metros to the rural heartland, Bigg Boss transcends geographies and demographics, creating a strong cultural connection across Hindi-Speaking Market.



Total Reach

200
MILLION+



Total Viewing Minutes

122
BILLION

~50%

MONTHLY WATCHTIME

**55% OF BIGG BOSS
VIEWERS ON
JIOHOTSTAR SPEND
OVER HALF OF THEIR
WATCH TIME ON
BIGG BOSS HINDI
ALONE.**

30%

HIGHER TIME SPENT

**VIEWERS IN HSM
SPEND MORE
TIME WATCHING
BIGG BOSS ON TV
THAN ALL OTHER
NON-FICTION
SHOWS COMBINED.**





The Wild House of Power & Perspectives

Inspired by the spirit of the wild, the Bigg Boss Hindi S19 house blends rustic charm with the energy of diverse opinions. Anchored by symbolic guardians – the antlered bird in the living room and the lion in the garden reflects authority, vigilance, and accountability. At its heart lies the all-new Assembly Room, the nucleus of the house where every voice matters, every decision is debated, and every move is noticed.



OUT OF EVERY 3
INTERNET USERS IN INDIA
ENGAGED WITH
BIGG BOSS
MARKETING
CAMPAIGNS.



BIGG FOOTPRINT

The Southern Heartthrob

Bigg Boss is the undisputed king of the South, penetrating deep into linguistic strongholds across Tamil Nadu, Andhra Pradesh and Telangana, Karnataka, and Kerala.



Total Reach

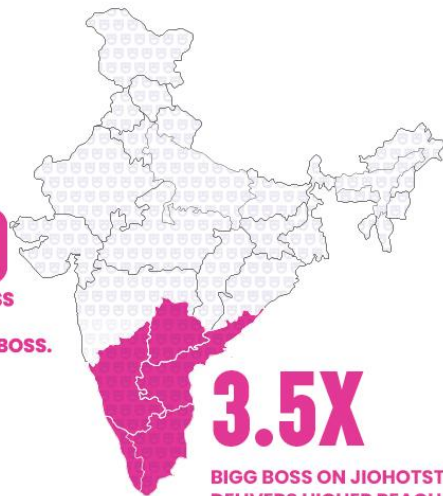
300
MILLION+



Total Viewing Minutes

270
BILLION

8 OUT OF **10**
TV VIEWERS ACROSS
SOUTH INDIA ARE
IMMERSED IN BIGG BOSS.
NO OTHER SHOW
COMES CLOSE.



3.5X

**BIGG BOSS ON JIOHOTSTAR
DELIVERS HIGHER REACH
THAN ALL OTHER REALITY
SHOWS IN THE
SOUTH COMBINED.**

9 BIGG BOSS

Kingdom of Survival

Inspired by the grandeur of Ancient Egypt, the Bigg Boss Tamil S9 house became a battleground. Divided between luxury and survival, it challenged contestants to navigate shifting alliances, emotions and hierarchies in the pursuit of victory.



#BIGGFAAAQS

Bigg Boss

The Reality Show at the Heart of
Young & Affluent India

1 in 2 viewers are Under 40

Young India's favourite
reality show.



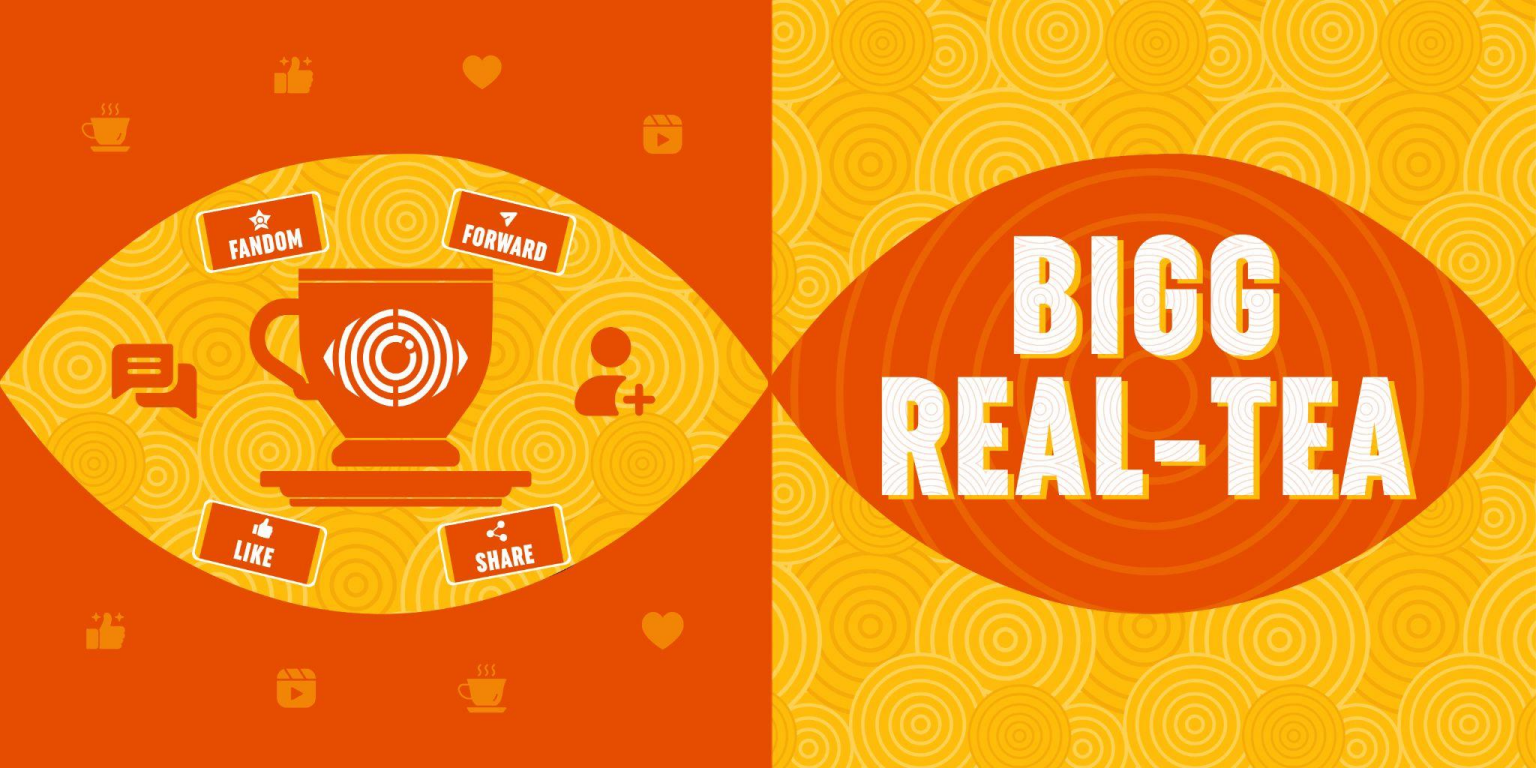
13% Growth in Gen Z Audience on TV

Increase in viewership
from the age group of 22-30 years
in Bigg Boss Hindi.

40% Affluent Audience

Winning the attention
of premium,
high-spending India.





FANDOM

FORWARD

LIKE

SHARE

BIGG
REAL-TEA

BIGG FANDOM

Beyond the TV channels and OTT that stream Bigg Boss, the franchise has grown into a social-first cultural force. Across 100+ days each season, every fight, friendship, twist, and eviction sparks hashtags, memes, fan edits, and viral clips, keeping the show alive far beyond the episode window.

The scale and speed of this digital chatter make social media a natural extension of the Bigg Boss experience, amplifying storylines, fueling fandoms, and turning contestants into internet sensations - all in real time.

47%

Group of people icon

Higher Engagement vs last season

Source: Public Social Media Conversations.

Unique Users



Growth vs last season



BIGG WINNERS

Bigg Boss 2025: Winners Who Captured The Nation's Attention.

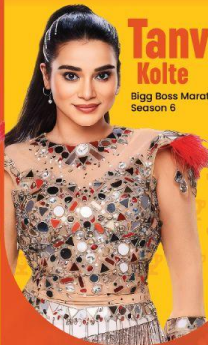
**Gaurav
Khanna**

Bigg Boss Hindi
Season 19



**Tanvi
Kolte**

Bigg Boss Marathi
Season 6



**Gilli
Nata**

Bigg Boss Kannada
Season 12



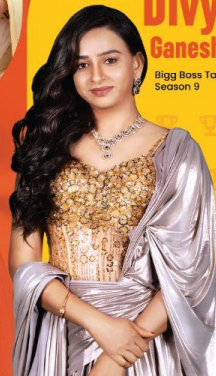
**Anumol
Anukutty**

Bigg Boss Malayalam
Season 7



**Divya
Ganesh**

Bigg Boss Tamil
Season 9



**Kalyan
Padala**

Bigg Boss Telugu
Season 9



BIGG VIRALITY

A Cup of Chai Becomes an Internet Culture!

What starts inside the Bigg Boss house rarely stays there. In an episode of Bigg Boss Hindi S19, Awez Darbar and Neelam Giri's "Chai Bana" moment became a viral internet trend, spawning memes, recreations, reels, and fan conversations across platforms.

500,000+

Reels



Created using
the audio

10
MILLION+

Views



On the reunion
recreation with
Karan Veer Mehra

Trended **#1**
for 48 hours
post-telecast



Reach

86

MILLION+



Views

183

MILLION+

Awez
Darbar



Neelam
Giri

BIGG POPULARITY

House Personalities that Became Social Media's Obsession

TANYA MITTAL



#BaklavaGirl

Trended for 2 Weeks

A true digital phenomenon. Tanya Mittal's larger-than-life personality dominated headlines, making her the most talked-about contestant of Bigg Boss Hindi S19.

Follower Growth

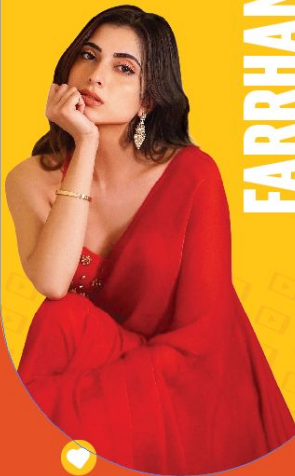
From **2Mn**  **4.4Mn** Followers
120% Growth

300%

more comments than neutral content.

Source: Social Media Platform Insights

FARRHANA BHATT



The ultimate comeback story: from an early eviction scare and dramatic re-entry to taking on the entire house, Farrhana Bhatt won viewers over to emerge as Bigg Boss Hindi S19 First Runner-Up.

Follower Growth

From **47K**  **2.4Mn** Followers
4,800% Growth

100K

followers jump in a single day following a high-drama episode.

BIGG MOMENT

A Moment Turned into a Nationwide Conversation

One intense moment. A historic double eviction. What began as a highly competitive task on an episode of Bigg Boss Tamil S9, became one of the season's biggest talking points, as rising tensions led to an unprecedented double Red Card for **VJ Paaru** and **Kamrudin**. Host Vijay Sethupathi's intervention sparked massive digital engagement, with the duo's return during the Grand Finale becoming one of the show's most watched moments.

10
MILLION+
Views



Across clips on social media
within 48 Hours

3.5
MILLION+
Views



Remixes, Memes, and
Discussion Threads Created



BIGG REACTION

A Fanbase Reacting in Real-Time!

One reaction. A million views! In an episode of Bigg Boss Telugu S9, what started as a nomination discussion between **Emmanuel and Harish** quickly became one of the season's most talked-about moments. The exchange sparked intense audience reactions online, with fans dissecting every line, gesture, and comeback across reels, memes, and discussion threads.

Nomination Reaction

Emmanuel

Harish

VS



2 MILLION+

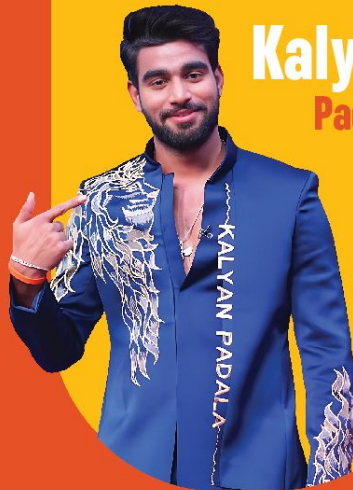
Views Within 48 Hours



150,000+

Remixes/ Memes Created

Source: Meta Business Suite Analytics | Social Media Analytics



Kalyan
Padala

#CommonerWinner

The First Youngest Contestant to
Win Bigg Boss Telugu



Kalyan Padala delivered a historic breakthrough. After entering through **Bigg Boss Agnipariksha S1 (Telugu)** as the season's **first commoner contestant**, his authentic and composed gameplay won over viewers, making him the **youngest and first-ever commoner winner** in the show's history.



Followers

447K

Commoner to celebrity



Public Vote

65%

A landslide win over first
runner-up

BIGG BUZZ

A Spontaneous Interaction that Created Endless Buzz

On **Bigg Boss Malayalam S7**, a casual, light-hearted rendition of the classic track "**Kannamthumbi Poramo**" inside the house escaped the episode and quickly transformed into a **viral audio sensation across social media**. What began as a playful, signature interaction among housemates caught the attention of superstar **host Mohanlal**, who recreated the moment during the weekend episode. The resulting audio track took on a viral life of its own, driving massive multi-platform engagement.

10
MILLION+
Views



Across user-generated short-form clips within 72 Hours

2.5
MILLION+
Independent Reels and Audio-Remixes Created



Independent Reels and Audio-Remixes Created



BIGG TREND

A Catchphrase that Turned into a Social Media Anthem

What started as a spontaneous, playful folk line hummed by contestant **Gilli Nataraj** inside the **Bigg Boss Kannada S12** house quickly transcended screens. The catchphrase "**Doddavva Doddavva Dose Kodu**" was rapidly transformed by creators and audio mixers into high-energy street-rap and DJ remixes. The resulting audio trend turned everyday viewers into active participants, sparking a massive wave of organic, user-generated dance content across social media feeds.

5
MILLION+
Views



Across trending DJ remixes within
the release week

50,000+
Reels



User-generated dance reels
and independent audio
shorts created

GILLI NATARAJ - EINSTON FERNANDES

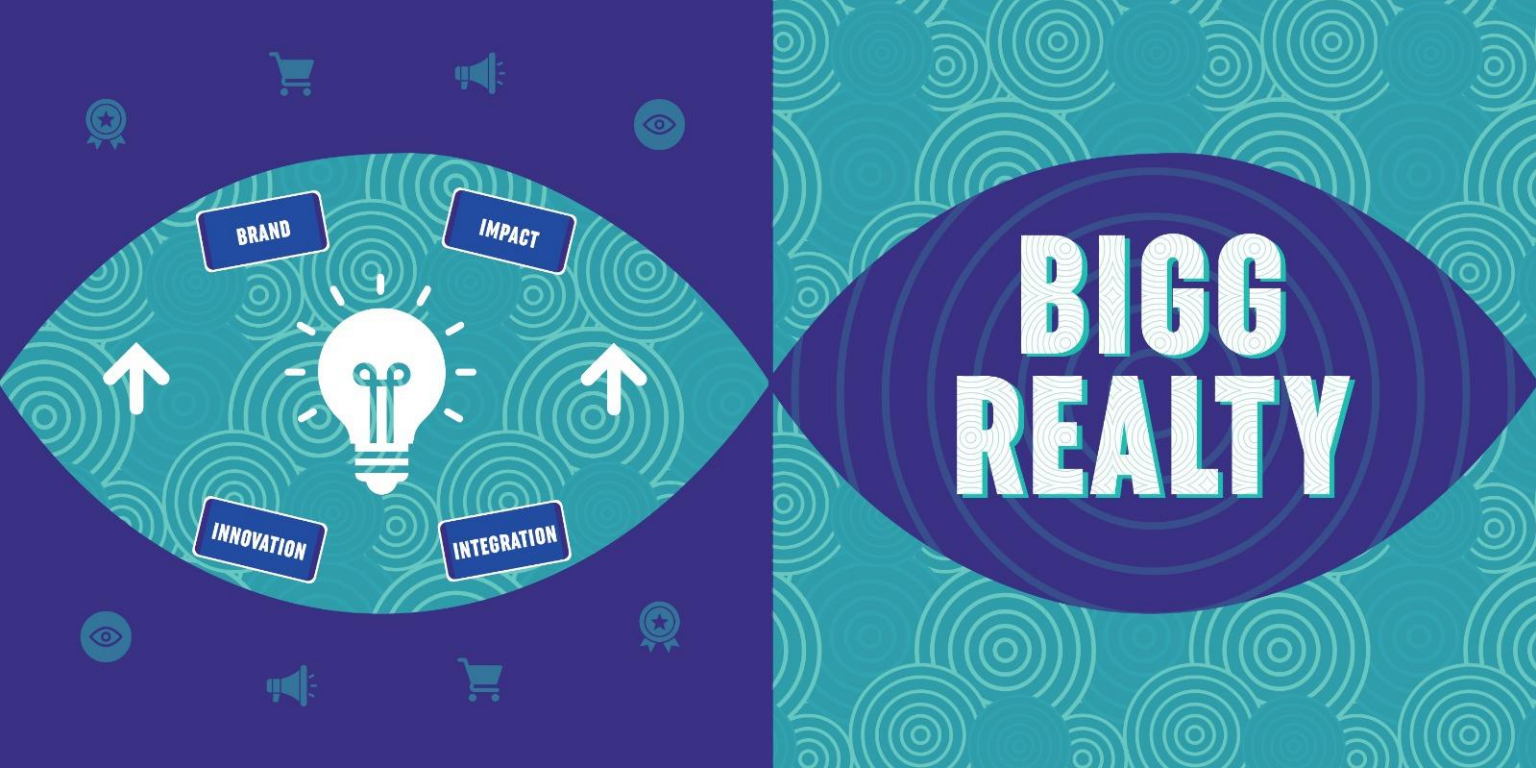


दर उघडणार, नशिबाचा गेम पालटणार!

Doors to Destiny

Designed around the idea of endless possibilities, the Bigg Boss Marathi S6 house featured multiple doors, each capable of unlocking a new chapter in the game. With every door came a twist, a surprise, a moment that could change a contestant's destiny.





BRAND

IMPACT

INNOVATION

INTEGRATION

BIGG
REALTY

BIGG PARTNERSHIPS

India's Biggest Reality Show Housed 2025's
Biggest Brand Partnerships

Advertisers

625+

Unique Categories

46

Debutants

49

BRANDVERSE



And More



BIG BRANDTAINMENT

Driving Brand Recall Through Blockbuster Dual Power

Bigg Boss Hindi S19

The Power of the Perfect Combination



Vaseline.

Vaseline seamlessly brought its core product proposition to life within the competitive yet collaborative world of the **Bigg Boss Hindi S19** through the **Vaseline Blockbuster Jodi** task. Inspired by the powerful combination of **Ceramide and Hyaluron Moisture Fillers** in the new **Vaseline Deep Moisture Body Lotion**, the challenge celebrated the strength of the perfect partnership. Through an engaging race and puzzle challenge, contestants mirrored the product's dual-action benefits, transforming product efficacy into an entertaining and memorable in-show experience. By naturally integrating its message into the show's narrative, **Vaseline reinforced its promise of deep, long-lasting moisturisation** while creating a high-impact brand moment for millions of viewers.

Built To Entertain. Designed To Engage

Bigg Boss Hindi S19

The House's Ultimate Luxury Escape



**DANUBE
PROPERTIES**



Within the dynamic, emotionally charged environment of the Bigg Boss house, **the Danube Luxury Room emerged as a refined symbol of aspiration, elegance, and elevated living.** Designed as a premium retreat for contestants, the space seamlessly brought Danube's luxury lifestyle proposition into the heart of the show, transforming the brand into an integral and aspirational part of the viewer experience.



Flippin Fashion Into Every Moment

Biss Boss Hindi S19

Unlocking The House's Style Code

STYLE
STUDIO



Flipkart 

Unlimited Possibilities. Experiential Branding. Contextual Placement.

Flipkart 

Within the dynamic world of Bigg Boss S19, Flipkart Fashion emerged as the driving force behind the season's style narrative. Through the Flipkart Style Studio, trend-led wardrobe transformations, and engaging weekly fashion challenges, the brand seamlessly integrated fashion into the everyday lives of contestants. By making style an organic and recurring part of the show's journey, **Flipkart transformed its fashion proposition into an aspirational experience** that resonated both within the house and among millions of viewers.



Driving The Show's Most Anticipated Moments

Bigg Boss Telugu S9

 **MARUTI SUZUKI**

Driving Suspense Into The Heart of The Game



Premium Visibility. Experiential Branding. Brand Innovation. Unlimited Possibilities. Contextual Placement.

 **MARUTI SUZUKI**

Maruti Suzuki Victoris transformed the most emotional moment of the Bigg Boss Telugu S9 journey – the eviction into a high-impact brand experience. As the bottom two contestants were escorted into separate vehicles, the car became central to a suspense-filled narrative that kept both housemates and viewers on edge. The dramatic departure and anticipated return of one vehicle elevated the tension, turning the brand into an integral part of one of the show's most memorable and emotionally charged moments. By seamlessly embedding itself into a key format element, Maruti Suzuki Victoris drove visibility, relevance, and recall at the heart of the Bigg Boss experience.



A First-Of-Its-Kind Innovation Checked Into The House

Bigg Boss Malayalam S7

The Robotic Dog That Made Bigg Boss History



Consumer Electronics Retail



myG
FUTURE

Bigg Boss Malayalam S7 pushed the boundaries of innovation with myG introducing Spykuttan, the first-ever robotic dog to feature across the global Bigg Boss franchise. Unveiled by host Mohanlal as the season's 'watchdog', the four-legged robotic companion instantly became a standout attraction, captivating both housemates and viewers alike. Through interactive demonstrations, playful tricks, and seamless integration into the show environment, Spykuttan showcased how technology and entertainment can come together to create unforgettable audience moments.

The Biggest Stage For New Launches

Bigg Boss Tamil S9

A Launch
Designed For
Attention

Snack n Snack

Snack N Snack transformed a product showcase into a full-scale entertainment spectacle inside the Bigg Boss Tamil S9 house.

The integration came alive through a dramatic drone-led reveal, where a satin cover was lifted mid-air to unveil the brand's product line-up in front of the contestants. Elevated further with pyro effects, live contestant reactions, and immersive product interactions, the moment seamlessly blended spectacle, engagement, and brand discovery into the show's experience.



Turning Everyday Utility Into Brand Visibility

Bigg Boss Kannada S12

Elevating Brand Presence Inside The House



Eco Planet Elevator marked multiple firsts for Bigg Boss Kannada S12. For the first time, an elevator brand associated with the show, and **for the first time, a fully functional elevator was seamlessly integrated into the Bigg Boss house.** Rather than serving as a static brand placement, the elevator became a natural part of the contestants' and host's daily interactions, driving organic visibility throughout the season. By transforming a functional utility into a meaningful brand touchpoint, the integration demonstrated how innovation can be woven directly into the fabric of the Bigg Boss experience.



The main image shows the entrance to the Bigg Boss Malayalam S7 house. It features a large, stylized archway with the words "BIGG BOSS" in white letters on a blue background. The archway is decorated with green foliage and a large, glowing number "7". The entrance is set against a backdrop of a green wall with a large, stylized tree trunk. The floor is covered in green artificial grass, and there is a patterned path leading to the entrance. The overall theme is vibrant and modern.

BIGG BOSS

The Ultimate Test of Survival

Bigg Boss Malayalam S7 raised the stakes with a format where rewards had to be earned, rules had to be respected, and consequences became central to the house dynamics.



BIGG IMPACT

Where Brand Love Meets Brand Impact

Overview Of Brand Performance



1.33X↑

Awareness
Uplift



1.26X↑

Consideration
Uplift



1.25X↑

Purchase
Intent Uplift

Source: Unimetric | HiiKumio | Google Adwords | SensorTower | WorldPanel by Numerator

BIGG BUSINESS OUTCOMES ACROSS CATEGORIES



Electric Scooter

4X↑

E-com Searches



Consumer Electronics

2.6X↑

E-Com Searches



Construction

1.6X↑

Search Uplifts



Home Care - FMCG

1.47X↑

Household Sales



Personal Care

2X↑

Volume Sales Uplift



F&B - FMCG

1.4X↑

Volume Sales Uplift

VZY x BIGG BOSS HINDI

Brand Objective: To Drive Awareness and Establish the Launch of VZY Smart TV Through High-Reach, Multi-Regional Associations.

2.04X ↑

Awareness

1.79X ↑

Consideration

1.57X ↑

Purchase Intent



"The association between Bigg Boss Hindi S19, Bigg Boss Kannada S12, and VZY SMART TV provided the perfect platform to introduce our integrated entertainment brand to audiences. At Dish TV India, our vision for VZY SMART TV is to transform the way families experience entertainment at home. Bigg Boss, with its unmatched reach and deep audience connection, provided the ideal stage to bring that vision to life."

Sukhpreet Singh,
Chief Revenue Officer, VZY

Source: Unomax



JAR x BIGG BOSS TELUGU

Brand Objective: To Drive Trust and Brand Salience Through Deep Cultural Integration Across South India to Accelerate Consideration for Digital Gold Savings.

1.52X ↑

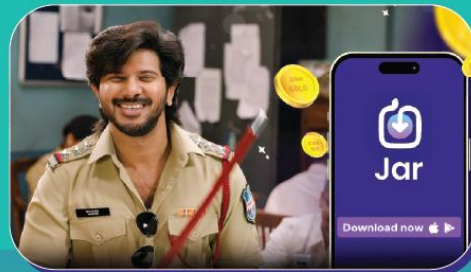
Awareness

1.06X ↑

Consideration

1.25X ↑

Purchase Intent



"Language, stories, and culture form the core of Jar App's communication. Our integrations have always been designed around these pillars, embedding ourselves in culturally relevant moments to make digital gold savings simple, familiar, and easy to adopt. Bigg Boss Telugu offered us a powerful platform to bring this to life at scale, enabling deep, contextual engagement with audiences in a highly immersive environment. Extending this across the Kannada and Tamil markets through the wider Bigg Boss franchise further amplified our reach and recall, creating a strong multiplier effect across the South."

Akashdeep Singal,
VP Marketing, Jar



Source: Unomax

MAMAEARTH x BIGG BOSS HINDI

Brand Objective: To Build Stronger Consumer Connections and Brand Recall Through High-Impact Storytelling

1.8X↑

Awareness

1.7X↑

Message Association

5X↑

Purchase Intent



Bigg Boss Hindi S19 offered Mamearth a compelling platform to connect with audiences across Hindi-speaking markets at scale. As a Special Partner, the association enabled multiple brands within our portfolio to engage through authentic storytelling, driving stronger visibility, deeper consumer engagement, and lasting brand recall. The partnership perfectly blended scale, cultural relevance, and immersive integration, creating meaningful impact across the portfolio overall.

Syed Sibtain Imam,
Head of Media, Honasa Consumer Ltd. (Mamearth)

Source: Unimr

REGAL JEWELLERS x BIGG BOSS MALAYALAM

Brand Objective: To Maximize Brand Visibility and Recall by Embedding the Brand Within High-Engagement Entertainment Moments.

1.80X↑

Awareness

1.28X↑

Consideration

1.24X↑

Purchase Intent



"Bigg Boss Malayalam S7 offered Regal Jewellers, a compelling platform to connect with audiences across Kerala at scale. The association as co-presenting partner enabled seamless brand integration within the show's narrative, elevating visibility in a highly engaging environment. This translated into a strong impact on awareness metrics among Bigg Boss Malayalam viewers, reinforcing the brand's presence and recall in a meaningful way."

Vibin Shivdas,
MD & CEO Marketing, Regal Jewellers

Source: Unimr

1 TO 3 NOODLES x BIGG BOSS KANNADA

Brand Objective: Moving Consumers from Awareness to Action Through Narrative-Led Brand Experiences

1.40X ↑

Awareness

1.18X ↑

Consideration

1.20X ↑

Purchase Intent



"Bigg Boss Kannada Season S12 emerged as a powerful platform for 1 to 3 Noodles to build meaningful connections with households across Karnataka. By seamlessly weaving the brand into the narrative, the association brought alive our core promise through contextual storytelling. The impact was evident—delivering strong lifts across key brand metrics and driving growth over the category, translating into both heightened affinity and measurable business outcomes."

Mathi Vanan,
Founder, 1 to 3 Noodles

Source: Unomr



JEYACHANDRAN TEXTILES x BIGG BOSS TAMIL

Brand Objective: To Build Stronger Brand Affinity and Audience Engagement Through Seamless Integrations Woven Naturally into the Show's Storytelling.

1.68X ↑

Awareness

1.14X ↑

Consideration

1.36X ↑

Purchase Intent



"Bigg Boss Tamil S9 provided Jeyachandran Textiles with a powerful platform to connect with audiences across Tamil Nadu at scale. Through a blend of branded assets and seamless in-show integrations including a memorable ramp walk task featuring our outfits, We brought the brand into the heart of the entertainment experience. The partnership delivered strong visibility, recall, and meaningful consumer connect."

Spokesperson
Jeyachandran Textiles



Source: Unomr

GOLD DROP OIL x BIGG BOSS TELUGU

Brand Objective: To Strengthen Brand Salience Through Meaningful Integrations into Daily Cooking Experiences and Household Routines.

1.35X ↑

Awareness

1.67X ↑

Consideration

1.21X ↑

Purchase Intent



"Bigg Boss Telugu S9 provided the perfect platform for Gold Drop to connect with millions of households in Andhra Pradesh and Telangana in a deeply meaningful way. The association enabled us to integrate our communication seamlessly, reinforcing our core promise through contextual storytelling. Partnering with one of the biggest shows has translated into strong brand uplift and deeper consumer affinity."

Mr. Mahaveer Lohiya,
Managing Director, Gold Drop

Source: Unimr

CHING'S x BIGG BOSS HINDI

Brand Objective: To Drive Meaningful Everyday, Every Moment Associations with Ching's Bold and Fiery Brand Personality.

1.11X ↑

Awareness

1.06X ↑

Consideration

1.08X ↑

Purchase Intent



"The partnership between Bigg Boss Hindi S19 and Ching's Secret Schezwan Chutney was a natural blend of bold flavours, high energy, and entertainment. Through the 'Ching's Aag Laga Denge' task, we seamlessly integrated the brand into the show's narrative, creating a memorable connection with audiences. The collaboration reinforced the power of immersive storytelling in driving brand visibility, recall, and deeper consumer engagement."

Veeraraghavan Sundararajan,
Head of Media, Ching's

Source: Unimr



BIGG BOSS

The House of Contrasts

Rich in character and artistic expression, the Bigg Boss Telugu S9 house draws from the free-spirited essence of Bohemian design. Its dual-house format introduces two different worlds, creating a dynamic backdrop where every interaction carries greater meaning.

BIGG BRAND SPEAK

"Partnering with Bigg Boss Hindi S19 has been a strategic milestone for us at Danube Properties. The show's national scale created the ideal environment to build both visibility and credibility."

As a Co-Powered by Partner, we focused on integrations that felt both natural and impactful. The in-show task marked a step up in how we chose to portray the brand, bringing our proposition to life within the narrative in a more immersive and engaging manner.

The results have been compelling, with strong recall and brand attribution among viewers. Bigg Boss continues to be a powerful cultural platform, enabling us to connect with a diverse, global audience while driving meaningful and long-term brand impact."

Mr. Rizwan Sajjan,
Founder & Chairman – Danube Group,
Dubai – UAE



"Bigg Boss Telugu S9 provided a powerful platform to connect with audiences across regional markets in a contextual and impactful manner. By seamlessly integrating into everyday moments inside the house, the brand gained consistent visibility. Our association across Bigg Boss Telugu and Malayalam further enhanced recall, visibility and consumer connect across key southern markets."

Ms. Deepshikha Khaitan,
Vice Chairperson and Joint Managing
Director, Cera Sanitaryware Limited



"Bigg Boss Marathi S6 on JioStar provided Gemini Oil a powerful platform to deepen consumer connect and strengthen brand presence across Maharashtra. Through branded integrations and Special Partner Sponsorship across TV and digital, the campaign delivered strong gains in aided awareness, ad recall, message association, and purchase intent. The partnership ensured consistent visibility, keeping Gemini Oil top-of-mind throughout the season."

Shailesh Khurana,
Senior Director,
GTM Retail Cargill Foods India



"As Title Sponsor, Bigg Boss Malayalam S7 enabled myG to move beyond traditional visibility and become an integral part of the house experience through seamless brand integration across key living spaces. The show's always-on engagement delivered consistent exposure, driving strong recall and reinforcing myG's position as a trusted consumer electronics destination while ensuring the brand was experienced, not just seen."

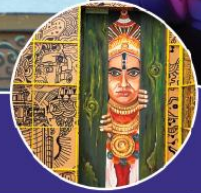
A K Shaji,
Chairman,
myG India Private Limited



"Bigg Boss Tamil S9 provided Haier with a powerful cultural platform to connect with deeply engaged audiences across Tamil Nadu. The partnership went beyond visibility, driving meaningful consumer interest and intent through authentic brand integration. As part of our broader Bigg Boss association, the collaboration reinforced our belief that culturally relevant, high-engagement content creates impact that extends far beyond reach."

Mr. NS Satish,
CEO,
Haier Appliances India





Rooted in Karnataka

The Bigg Boss Kannada Season S12 house combined contemporary aesthetics with regional influences, creating a space that celebrated Karnataka's culture, character and vibrancy.

BIGG ANNOUNCEMENT



**NATION'S
DADA,**
KOLKATA'S PRINCE
**NOW THE
BOSS OF
BIGG BOSS BANGLA**



**A New Era of
Entertainment Begins**

BIGG BOSS
বাংলা

For years, Bigg Boss has shaped popular culture across India, turning contestants into stars and moments into conversations. In 2026, that **phenomenon arrives in Bengal for the very first time on Star Jalsa.**

Launching on Star Jalsha and hosted by Bengal's beloved icon **Sourav Ganguly**, Bigg Boss Bangla marks the arrival of one of the world's most celebrated reality formats on Bengal's biggest entertainment stage.

As the 7th regional edition of the Bigg Boss franchise, the show brings together the scale of a global phenomenon and the spirit of Bengal. And there is no bigger platform for this landmark launch than Star Jalsha where 9 in 10 TV homes across West Bengal tune in every month, creating unmatched reach and deep audience engagement.

This is more than the launch of a new show. It's the beginning of a cultural phenomenon that will captivate Bengal, spark conversations across the state, and redefine reality entertainment for a new generation of viewers.

ABOUT US

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 across geographies.

