



**Marathi Roots.
Pan India Style.
Timeless Authority.**



Teaser Video

खेळ सुरु होतोय...

करंडपती





The Television and Reality Begins



The Weekend Prime-Time Anchor Madhuri Dixit has become a definitive pillar of weekend family programming on Hindi General Entertainment Channels (GEC). By consistently judging top-tier reality programs like Jhalak Dikhhla Jaa and Dance Deewane, she maintains active, weekly engagement with millions of households across the Hindi-speaking belt, cementing her contemporary relevance.

A GLOBAL PHENOMENON. AN INDIAN RELIGION.



The Benefit: Inherit two decades of established credibility and premium brand-safety.

86
Nights of
Dedicated
Viewing



100%
Culturally
Localized

The Anchor: Transform global format mechanics into deep, localized emotional resonance.

FROM GLOBAL FORMAT TO MAHARASHTRA'S HEARTBEAT

KHC has transformed from a localized adaptation to Maharashtra's emotional and cultural anchor. This is the platform where real-life achievers give brands a noble, heroic aura.

**The Global
Engine**

World's most trusted
knowledge mechanics.

**The Regional
Identity**

Rooted deeply in
Maharashtrian
aspiration and culture.

**The 2026
Phenomenon**

KHC

THE PRIME DECISION MAKER: FEMALE 31+

* Source – Maharashtra State Economic Survey 2025-26 presented in state Assembly Budget

4.45 Cr*

Working-age women in Maharashtra

7–10 PM

Her prime TV window

89.8%

Purchase decisions influenced by her

Tertiary (Service) Sector accounts for 67% of the 50 Lakh formally employed urban women

Education & Teaching (22%) School teachers, EdTech, professors.	Healthcare & Social Work (18%) Nurses, doctors, ASHA, wellness.	IT & Business Services / BPM (15%) Software engineers, data analysts.	
Retail & Trade (14%) Shop owners, e-commerce.	Manufacturing & Textiles (12%) Apparel, food processing.	Financial Services (10%) Tellers, insurance agents.	Other / Creative (9%) Lawyers, media.

The Career 2.0 U-Curve



THE PRIME DECISION MAKER: MALE 31+

* Source – Maharashtra State Economic Survey 2025-26 presented in state Assembly Budget

4.9 Cr *

Working Male in Maharashtra

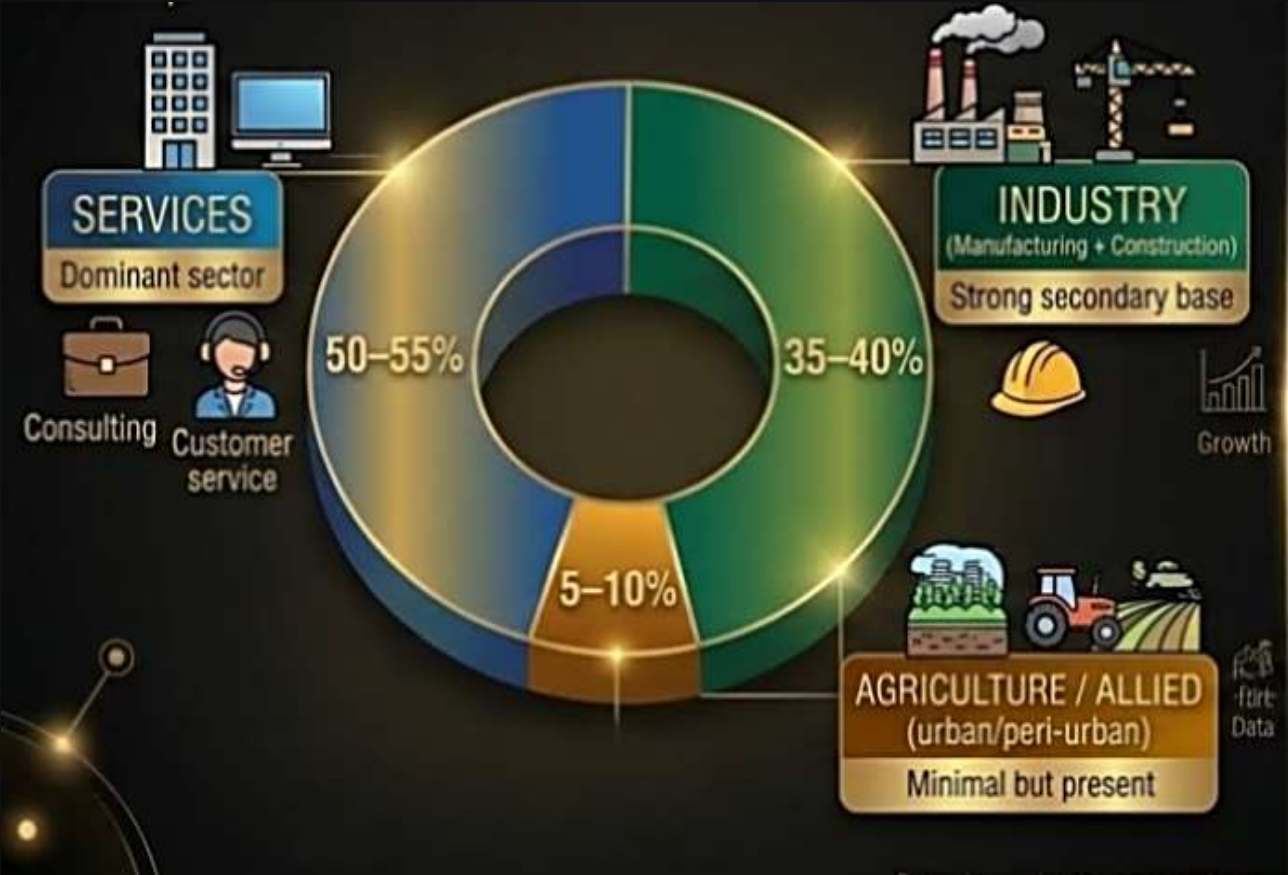
9 -11 PM

His Prime TV Window

78%

Purchase decisions influence by him

👤 Urban Male 31+ Sectoral Employment Mix



Sector	Share (Urban Male 31+)	Reality
SERVICES	50-55%	Dominant sector
INDUSTRY (Manufacturing + Construction)	35-40%	Strong secondary base
AGRICULTURE / ALLIED (urban/peri-urban)	5-10%	Minimal but present

Detailed Sector Breakdown (Urban Male 31+) Tertiary (Service) Sector Accounts

Sub-sector	Approx Share	Typical Profiles
Trade & Retail	12-15%	Shop owners, sales
Transport & Logistics	10-12%	Drivers, delivery, fleet
Finance / Real Estate	8-10%	Agents, brokers
IT / Corporate / Professional	8-12%	Salaried urban class
Media / Entertainment / Others	5-7%	Creative/services

TIMELESS AUTHORITY. MAHARASHTRA'S MIRROR.



1

Marathi Authenticity

The cultural resonance that 4.45 Cr women feel instantly. It isn't just casting; it's coming home.

2

Pan-India Style

The aspirational ceiling. Marathi in identity, national in stature.

3

35+ Years of Trust

38M+ Social Reach. Instant transfer of unbreakable consumer trust to your brand.

Madhuri's Aura

66 NIGHTS OF HIGH-STAKES DRAMA

KHC 05 - Money Tree

15	1 Crore
14	₹ 50,00,000
13	₹ 25,00,000
12	₹ 12,50,000
11	₹ 6,40,000
10	₹ 3,20,000
9	₹ 1,60,000
8	₹ 80,000
7	₹ 40,000
6	₹ 20,000
5	₹ 10,000
4	₹ 5,000
3	₹ 3,000
2	₹ 2,000
1	₹ 1,000



Every episode is meticulously structured to build tension, empathy, and massive shareability. The ultimate brand-safe environment.

2026: THE FESTIVE DOMINANCE



Timing is everything. Secure premium inventory
at the exact moment consumption peaks.

A 360° CULTURAL TAKEOVER

Phase 1:
The Drop
(Cryptic Teasers)

Phase 2:
The Name
(Social Explosion)

Phase 3:
The Reveal
(Official Trailer)

Phase 4:
Premiere Blitz
(Massive Countdown)



THE PREMIUM CONSUMPTION COHORT



NCCS A & B
Audience Dominance



Urban Market
Skew

Highly filtered, brand-safe environment
guaranteeing prestige and exceptional
purchasing power.



LET'S REWRITE HISTORY.

