



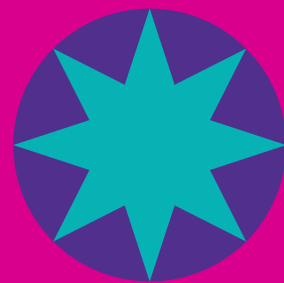
**#HAR  
GHAR  
MEIN  
JASHN**

**WIN BIG WITH**



**Festive Playbook 2026**

# #HarGharMeinJashn



## Your Brand Can Shine Brighter With JioStar

Light is at the heart of India's festive season.

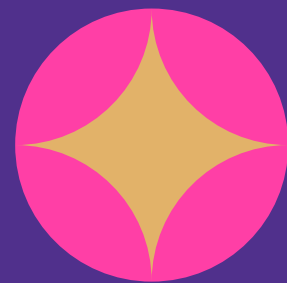
Homes glow. Streets shimmer. Everything feels brighter, warmer, more alive.

With **#HarGharMeinJashn**, our flagship festive proposition, JioStar becomes the stage where that light travels - into living rooms, onto screens, across every moment India celebrates.

2025 saw record festive spending. 2026 is set to shine even brighter.

This Festive Playbook is your map to that glow - where it spreads, when it peaks, and how your brand shines brightest in it, with JioStar.





**India  
Celebrates  
By  
Spending.**

# India Lights Up Every Festive Season

**₹6 Lakh Cr**

(Record Diwali 2025 consumption\*)  
- CAIT's nationwide survey

**And this year, it's going  
to be brighter than ever**

July-Aug GST Gross Collections at

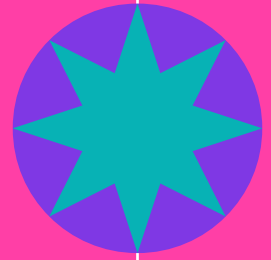
**2 Lakh Cr+  
per month**

fastest growth in **14 months**

**+25% Jump**

in Independence Day  
Sales value this year

# Our Viewers' Wallet Size is Growing

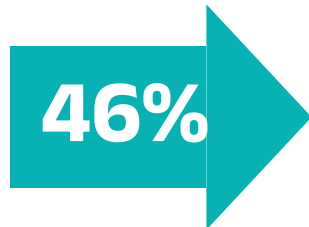


Average festive spend budget  
is expected to explode

₹16,500

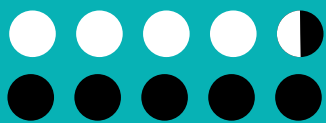
in 2025\*

46%



₹24,020

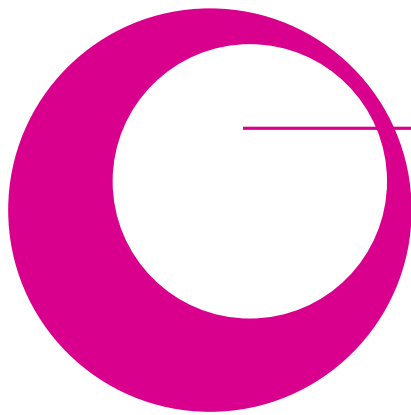
in 2026\*



45%

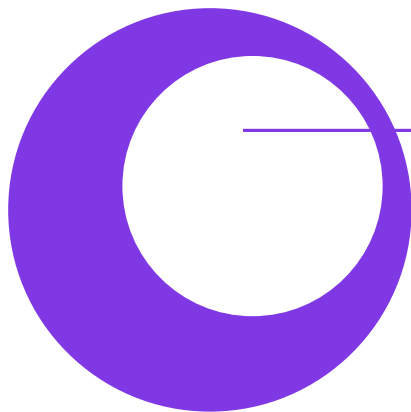
Nearly half our viewers  
have a high-ticket purchase  
planned this festive season.

# 1 in 2 Viewers Are Planning Their Purchase In Advance



**68%+**

Start planning  
>1 month  
in advance



**50%**

Plan  
>2 months  
in advance



Auto



Home  
Furnishings



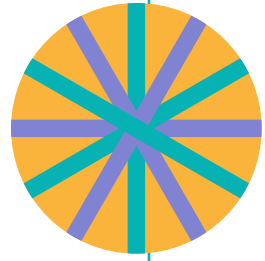
Travel



Jewelry

**The consumer choice is made much before the sale event or the showroom visit.**

# The Battle For Wallet Share Has Never Been Fiercer



And there's intense clutter in every category.

## 800 to 10,000+

New age D2C brands  
in last 5 years



Fashion



Beauty



Food



Jewelry



Distribution  
no longer  
a moat.

Ecomm and Qcomm  
reach 95% of pincodes



Regional  
brands are  
growing 2x  
faster.

Small players are now  
serious contenders

# ...With All Brands Bidding For The Same Eyeballs

Fierce Competition on search, social media and online commerce



**34%**

Shopping/Search CPCs jumped in 2025

**50%**

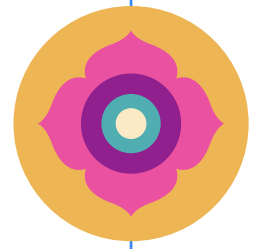
Social D2C CAC up in last two years

**All Leading To Higher CAC and CPMs**

## The Brutal Paradox For Brands

With attention dwindling, renting eyeballs from social and search is not enough

# This Year, Showing Up With Last Mile Offers Won't Suffice



This season, the battle for visibility will be at an all-time high and attention itself has never been harder to get

Social Media reach plateaus at 10 Mn, impacting ROAS

Customers are overexposed to offers during the festive season

Attention on UGC Platforms lost before the ad begins: 78% skip on sight.

**Social feeds serve impressions, with no priority for attention or recall.**

**During the festive season, attentive reach is the only currency.**

[Click here for](#)

## JioStar TV Playbook



[Click here for](#)

## JioHotstar Playbook







**#HAR  
GHAR  
MEIN  
JASHN**

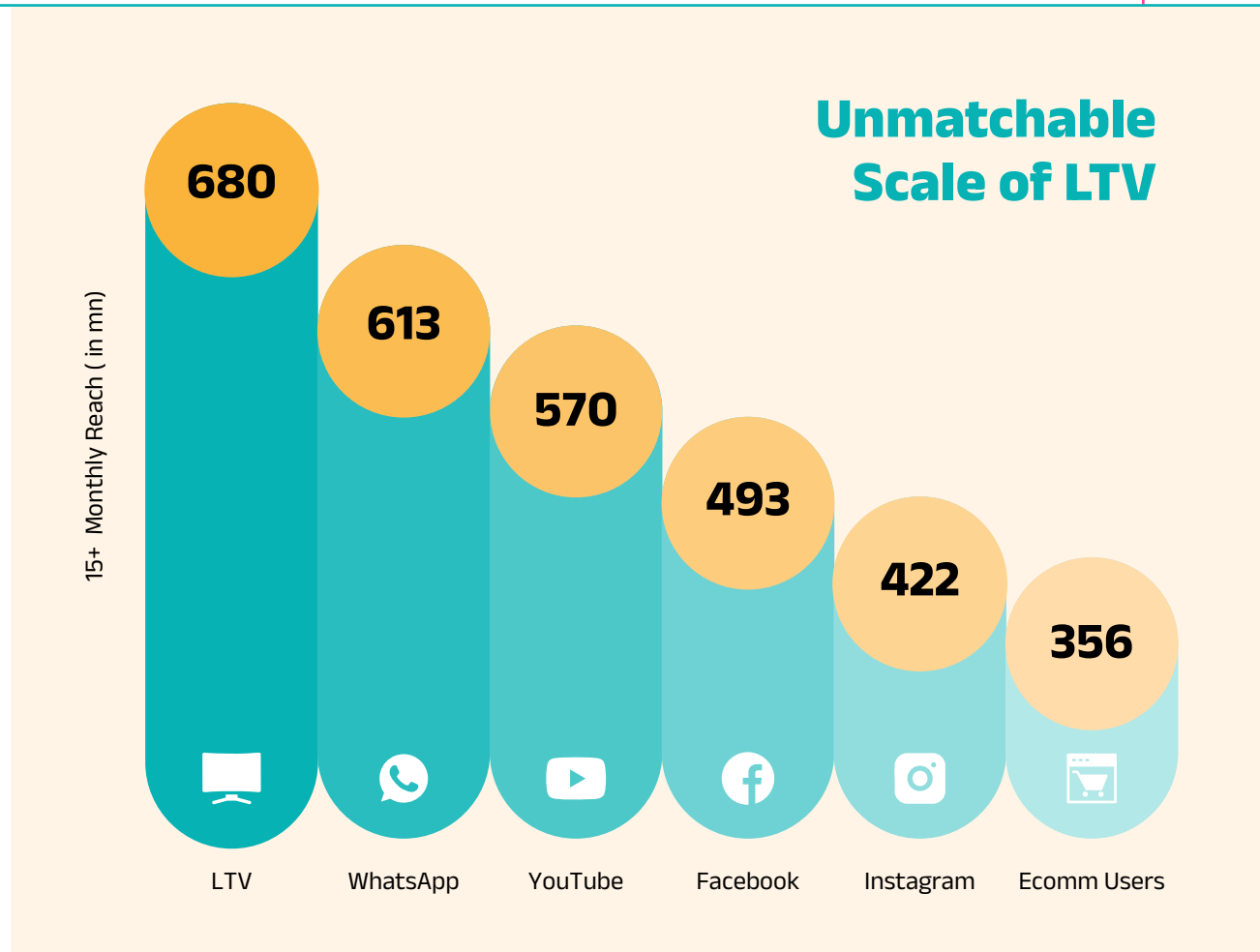
**WIN BIG WITH**



**TV Festive Playbook 2026**

# Win the Pre-Festive Shortlist with JioStar

TV is the best medium to drive attention and brand preference



**TV outshines the leading UGC platform every time...**

...whether it's attention

**+21%**  
LTV VS UGC CTV

**+33%\***  
LTV VS UGC MOBILE

or reach across critical cohorts

Metro Youth Affluent

**>20 - 30%**  
Higher Reach vs UGC

\*Attention Index

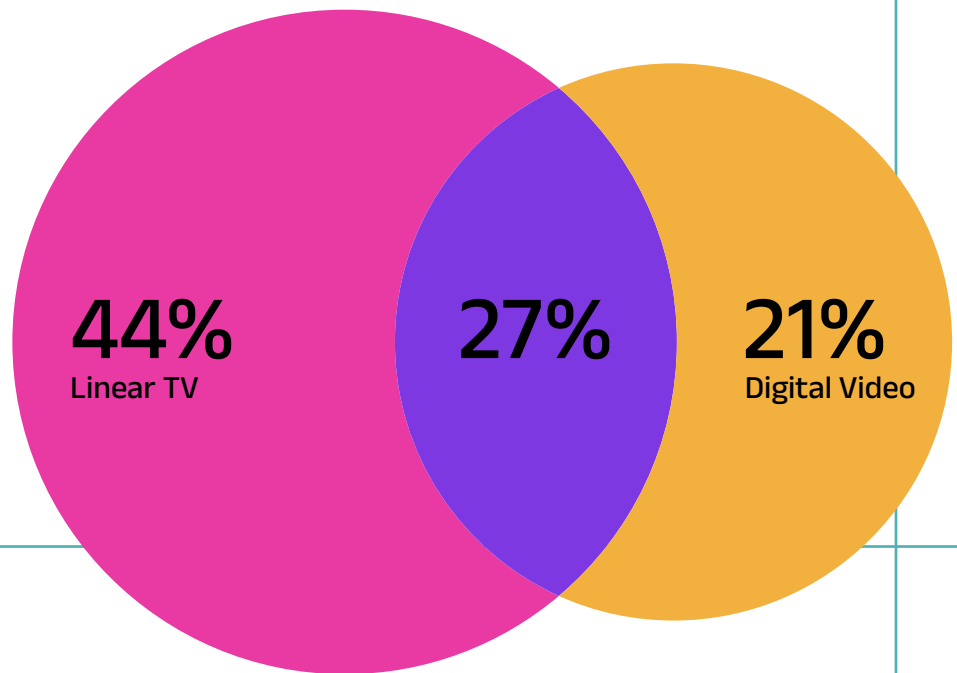
Source: Kantar Syndicated data, Kantar Media Compass, 15+ India U+R, L1M Data

Source: T Vision attention measurement 2019-2022 India and Lumen (YouTube – global) – the Win the predestive slide (UGC)

# Premium Brands Leverage TV To Drive Impact

## Higher unique reach from TV

Comparable ad campaigns across  
targeting affluent audiences  
from July 25' - Aug'26



**~2X** higher search incidence  
index from TV only viewers 🔍

**Male Focused Brands**  
(BFSI, Smartphone, Auto)

**181**

TV only

**100**

Dig. video only

**Female Focused Brands**  
(Personal & Home Care, Home decor)

**202**

TV only

**100**

Dig. video only

# JioStar Is Bigger Than 3 Competitors Combined

The #1 Network during the Festive Season

680+

Viewing Mins.  
in Billion

>

670

Viewing Mins.  
in Billion

Jio Star

3 Competitor Networks  
Combined

JioStar primetime  
consumption peaks  
during festive



30%

Festive vs. Pre-Festive  
PrimeTime Viewership

Driven by  
JioStar's  
higher  
audience  
stickiness

>20%

Higher Than Other  
Ent. Networks\*

>50%

Higher Than UGC\*\*

Source: BARC India 2+ Oct'25 (PT) | TG MF 15-50 ABC India 2025 | Pre-Fest. (Wk31-38); Fest. (Wk39-Wk43) PT; Viewing Min in Bn | 2+ India Urban, Reach in Mn, Period: 27-09-2025 - 31-10-2025 | Recurring Audiences: BARC, 2+ India Urban Reach Oct'25 | YouTube: Data.ai Cities Oct'25 | \*Weekly Viewers that return every day | \*\*Monthly viewers that return to watch every week)

# Our Viewers Are Also The Right Shoppers

JioStar Ent. TV trumps UGC decisively across affluence levels



More category buyers on JioStar TV vs UGC, even for premium SKUs



Laundry

**1.6x**

Fabric Conditioners



Hair Care

**1.5x**

Hair Styling Creams



Packaged Food

**1.43x**

Ready to Eat Meals

**1.4x**

Liquid Detergents

**1.4x**

Hair Conditioners

**1.35x**

Instant Noodles

**1.1x**

Washing Powder

**1.2x**

Shampoos

**1.2x**

Biscuits

NCCS A

NCCS AB

NCCS CDE

# JioStar Drives Business Outcomes For Brands



Brands with higher SOV on JioStar Ent. demonstrate higher volume growth compared to their category

## Detergent brand



**+35%**

Brand Volume Growth

v/s

**2%**

Category Growth

## Automobile brand



**+69%**

Search Growth

v/s

**32%**

Category Growth

## Jewelry brand



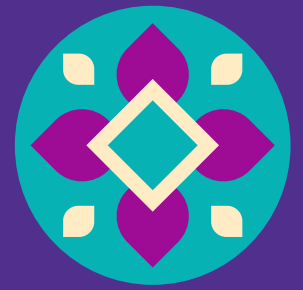
**+24%**

Search Growth

v/s

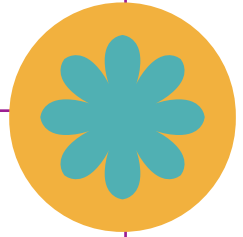
**14%**

Category Growth

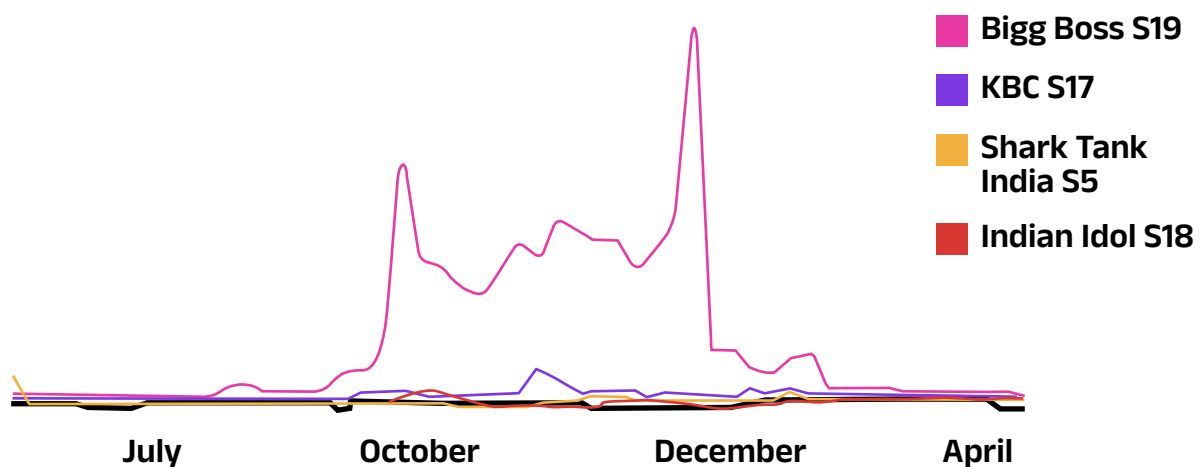


**JioStar  
Set To  
Drive  
Highest  
Festive  
Eyeballs  
This  
Season**

# Our Tentpoles Outshine the Rest



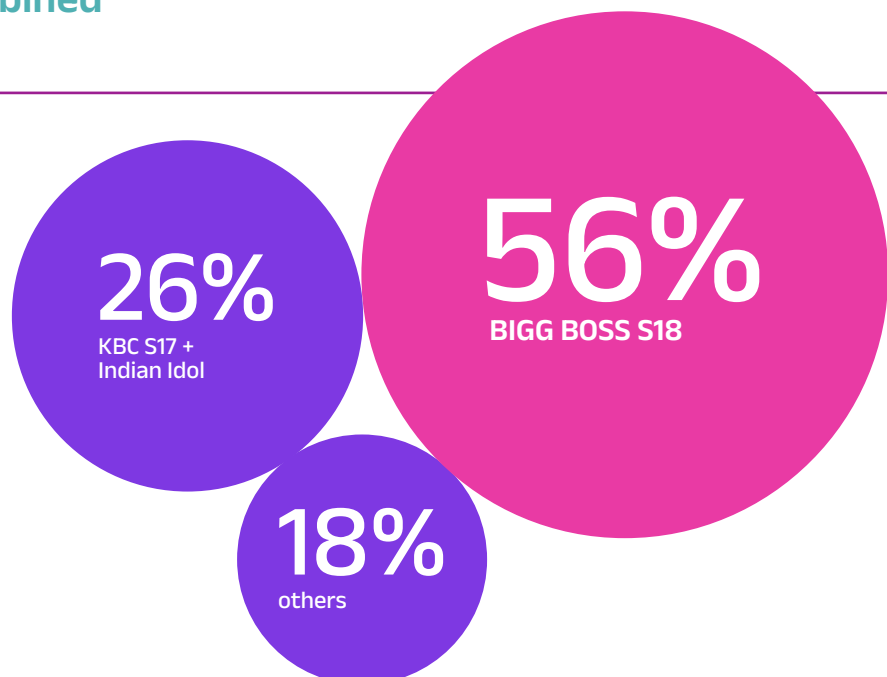
The hype is BIGG and only gets BIGGer.



**~4x** Search index vs.  
all 3 competitors  
combined

Unparalleled  
consumption  
scale

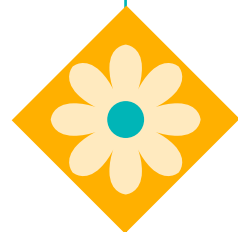
→  
Share of total viewing  
minutes





FIRST-TIME EVER

# Nation-Wide Takeover By India's Biggest Reality Show



**500 Mn+**

Total reach last season

**438 Bn+**

Total viewing minutes last season

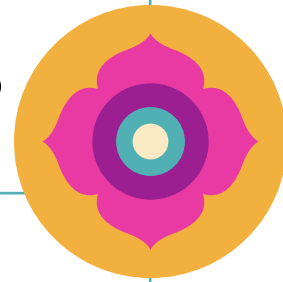
**And this festive season,  
the experience gets bigger.**

The Prince of Kolkata steps  
into the Bigg Boss arena On  
India's Biggest Bengali channel

With Nation's beloved dada,  
Sourav Ganguly



# Brands associating with Bigg Boss clearly witness Upticks Across Funnel Metrics



Electric Scooters

**4X↑**

E-Com Searches



Consumer Electronics

**2.6X↑**

E-Com Searches



Home Care – FMCG

**1.47X↑**

Household Sales



Personal Care

**2X↑**

Volume Sales Uplift

# Bringing the Biggest Festive Lineup Ever to Your Screens



Watch India's Sharpest Minds reach the Coveted 1% in this First Of Its Kind Gameshow



The biggest movie of the decade



The star-studded comedy of the year



2026's Tamil blockbuster, ready to thrill across ages



The No. 1 Debut-year show for family audiences



# Ignite Instant Brand Outcomes With MEGABLAST



## The Ultimate Day-long Branding Opportunity

A firecracker to make your brand reach explode!

**450 Cr+**

Views / Day

**365 Mn+**

Daily Viewers

**High Visibility**



**Brand  
Launches**



**Festive Offers/  
Sale Days**



**New Brand  
Communication**



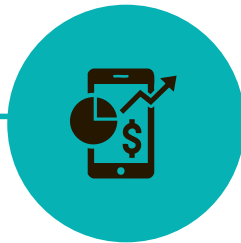
**Regional  
Dominance**

## How MegaBlast drove business impact



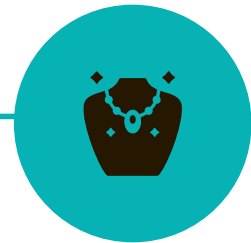
**▲ ~ 1.5x**

**Higher Search  
Interest**



**▲ 2x**

**Growth in  
App Downloads**



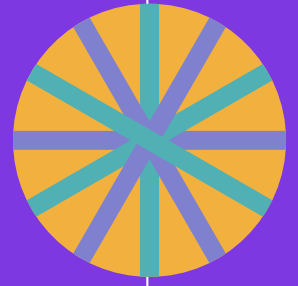
**▲ ≥ 2x**

**Spike in  
Search Interest**

Source: Sensor Tower, | Megablast | Day : 27th June 25 | Comparison MegaBlast Day vs. Prev Day

Source: Google Search Trend, | Megablast | Day: 29th April 25 | Lift in Search Trend vs Avg of the 9days

# Light Up the Festive Season With JioStar



## Outshine your Category to lock in consumers early

Strategic ad placements will build brand recall and preference when consumers start planning their festive purchases



## Build an Emotional Connect through peak viewing moments

Your brand story will resonate when integrated with top-quality, high attention tentpole shows



## Ignite Instant Outcomes With JioStar MegaBlast

High-impact visibility and scale within just a day



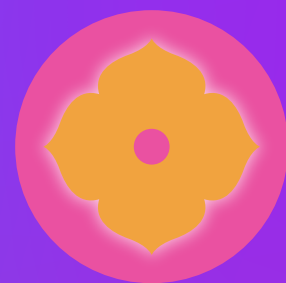
MEGABLAST

#HAR  
GHAR  
MEIN  
JASHN

**WIN BIG WITH**



**Festive Playbook 2026**



# Attention Is All You Need

To keep your brand in the  
spotlight all the way from  
the pre-festive shortlist  
to the festive cart

# Capture Attention, Capture The Living Room

Every connected household  
will be lit up with JioHotstar



**80% of CTV  
households are  
on JioHotstar**



**Capturing attention with  
22% higher consumption  
during festive period**



**9.32 Bn Bigg Boss votes last  
year turned fandom into  
collective influence and  
decision-making**



**Full-suite commerce  
enablement solutions -from  
content to cart**





# JioHotstar - the #1 destination for India's most attentive audiences this festive



## 500MN+

Monthly Active Users



## 22%

surge in entertainment  
viewership during festive

# JioHotstar - CTV: The Big-Screen Spotlight Brands Can't Ignore

**50 Mn+**

Monthly Active  
Users

**85%**

Increase in  
Time Spent on  
Entertainment\*

\*Growth from 2024-2025

**JioHotstar CTV ➤ Leading UGC Platform**



**~50-80%**

**Incremental Reach**  
on JioHotstar vs  
leading UGC platform  
across campaigns



**~2X**

**More Effective across  
Business Metrics** for  
campaigns on JioHotstar vs  
leading UGC platform

# JioHotstar Drives Business Outcomes For Brands



Brands on JioHotstar CTV drive consumers closer to purchase



**2.2x↑**

Higher purchase intent



**1.2x↑**

Higher purchase intent



**1.42x↑**

Higher purchase intent

# High SOV on Mobile Delivers Brighter Business Outcomes



JioHotstar Mobile is home to  
Premium and Highly Engaged Audiences

**~75-80%**

NCCS AB

**65 Mins**

WTPU/day



Providing a  
massive reach  
opportunity

**~50-90%**

Incremental reach of JioHotstar  
over UGC on Mobile



Driving better  
business  
outcomes

**~2.2X**

Higher Add to Cart for JioHotstar Vs  
UGC Exposed Audience

# Premium Audiences Content Commands Premium Attention



JioHotstar is  
Home to Highly  
Engaged  
Audiences



**6X**

Higher average session  
duration vs. leading  
UGC player

**2.8X**

Higher VTR vs.  
leading UGC player



Driving  
Higher  
Attention



**+20%**

vs leading UGC  
player on CTV

**+21%**

vs leading UGC  
player on mobile



Stronger  
Brand  
Equity



**1.5X**

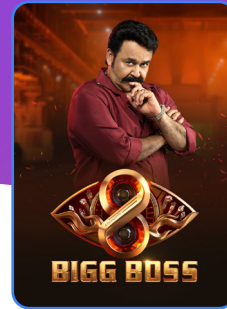
vs leading UGC  
player on CTV

**2X**

vs leading UGC  
player on mobile



# Turn the Bigg Boss Community Into Your Brand's Recall Engine



**A Massive Phenomenon across TV & Digital**



**500Mn** Total Reach

**BIGG appeal for the unfiltered 24x7 feed on JioHotstar**



**60Mn**  
Total Reach



**19Bn**  
Total Viewing Min.

# Own Clutter-Breaking Visibility



hotstar specials

Koffee  
with  
Karan  
SEASON 8

## Koffee With Karan Season 8 Clocked

81%  
NCCS A  
Contribution

38%  
On Devices  
Priced >35K

200Mn+

Social engagement  
on Roadies S20



70%

Young audiences at the  
heart of JioHotstar



# Light Up Regional Reach With JioHotstar's South Originals



**15+**

New south  
specials launches  
across festive

**50%**

Higher reach  
than daily regional  
fiction GECs\*

\*On JioHotstar





**Where Premium  
Content Meets  
Premium Attention  
To Build The Perfect  
Opportunity For  
Commerce**

# LAUNCHPAD

## Amplify Brand Outcomes With Massive One Day Reach



### What can Launchpad deliver this festive season?

**Launch & Amplify:**  
Flagship launches,  
brand announcements

**Own the Moment:**  
Festive & seasonal  
campaigns

**Activate & Convert:**  
App Installs and  
offer-led sales

### Why Launchpad this festive season?

**50Mn+ REACH**  
Unmatched scale

**225Mn+ IMPRESSIONS**  
Dominant share of voice

**1Mn+ ESTIMATED CLICKS**  
Maximum action potential

### Driving Full-Funnel Impact For a Leading E-Commerce App



**1.4x**

Uplift in aided  
awareness



**1.42x**

Uplift in message  
association



**1.42x**

Uplift in  
purchase intent

# JioHotstar's Deterministic targeting Drives Brand Results Among High-Intent Audiences

## From Content to Cart



on



JioHotstar

1

Swiggy  
Instamart



2

Audience  
Signals



3

Ads -  
JioHotstar



4

Purchases



Transaction  
verified targeting



On premium  
content



Full funnel  
measurement

25+

Audience cohorts powered  
by Swiggy Instamart partnership

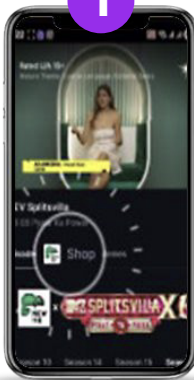


on

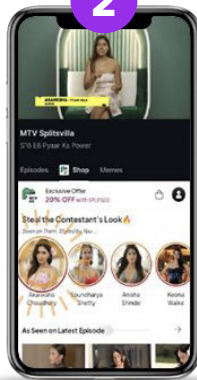


JioHotstar

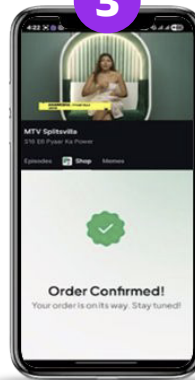
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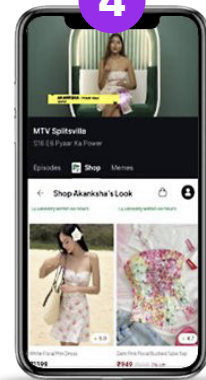
2



3



4



Drive product discovery through  
contextualized & peak attention  
on premium content



Make brands shoppable  
in real time within the  
app ecosystem

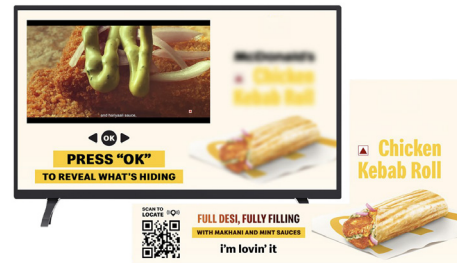
# Disruptive Formats on CTV, to Ignite Impressions into Interactions



## Gamified Formats

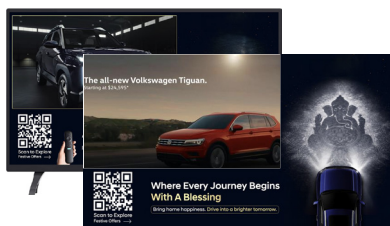


Gamified See-Saw Wrapper



Stack-to-Win Wrapper

## Interact-to-Reveal Wrappers

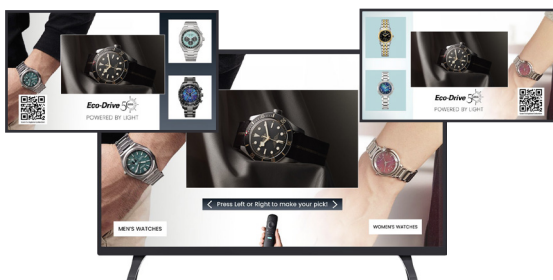


Festive Reveal Wrapper



Product Reveal Wrapper

## Choice Based Executions



Category Selection with Carousel



Choice Based with 360 Degree Turntable

**#HarGhar  
MeinJashn**

