



The India OTT Watchlist

Jan-Jun 2026

An Ormax StreamView Report

Foreword



In 2020, we began tracking the Hindi OTT originals category in depth through our syndicated tracker, Ormax Stream Track. By 2022, we were reporting viewership estimates for Hindi and international OTT originals, and in 2025, this coverage was expanded to include other Indian languages.

Over the last 18 years, Ormax Media has consistently evolved its research frameworks to stay aligned with changing audience behaviour. As OTT consumption became wider and more complex, it became clear that tracking only “originals” was no longer enough. The ambition to answer a larger question, **What is India watching on OTT?**, led to the launch of **Ormax StreamView (OSV)** in January 2026.

OSV is an integrated measurement framework for long-form content across OTT originals, GEC programming, theatrical films, non-fiction, sports and news. It captures the increasingly diverse nature of streaming consumption in India, where audiences move fluidly across formats, genres, languages, and platforms.

Subscribers to OSV receive a weekly Top 50 list, along with cumulative unduplicated viewership estimates for all properties that feature in the weekly rankings for at least one week. This mid-year report offers an overview of what India watched on OTT in the first six months of 2026. We hope you find it insightful and enjoyable.

Shailesh Kapoor

Founder & CEO

Ormax Media Pvt. Ltd.

Methodology



In **Ormax StreamView (OSV)**, viewership is estimated through weekly primary research conducted among audience across India and languages, projected to the OTT universe in India. The weekly sample (3,000+) comes from a mix of online surveys and a dedicated audience panel set up for OSV. Universe size from our annual report The Ormax OTT Audience Report 2025 is used for projection.

Viewership estimates (reported in millions) are a measure of the number of individuals who watched the property for at least 30 minutes. They do not reflect the number of OTT accounts used, but rather the actual number of viewers. The estimates in this report represent unduplicated audiences, i.e., a viewer is counted only once even if they watch episodes over multiple weeks. All language versions are included in the estimates, including dubbed audio feeds in Indian languages. However, the estimates are restricted to the Indian market and do not include overseas viewership.

All long-form properties, spanning OTT originals, GEC content, theatrical films, non-fiction, sports, news, etc. are covered. Short videos (reels, shorts, micro dramas, songs, trailers, etc.) are excluded from the scope. The definition of a property varies by content format. For shows, each season is treated as a distinct property, while individual episodes are not reported separately. For sports, a tournament is considered a single property, with individual matches not reported separately.

1



ICC MEN'S T20 WORLD CUP 2026



246.0 Mn

Cricket

JioHotstar

2



ORMAX
MEDIA



INDIAN PREMIER LEAGUE 2026

228.4 Mn

Cricket

JioHotstar

3



INDIA'S GOT LATENT S2

38.5 Mn*

Hindi Reality Show

YouTube (Samay Raina)/ Netflix

**Projected lifetime viewership (10 episodes). Final number may vary*

4



DHURANDHAR

35.2 Mn

Hindi Theatrical Film

Netflix/ JioHotstar

5



ORMAX
MEDIA

VS

CRICKET SERIES: INDIA VS. NEW ZEALAND 2026

30.5 Mn

Cricket

JioHotstar

6



DHURANDHAR: THE REVENGE

27.8 Mn*

Hindi Theatrical Film

JioHotstar/ Netflix

**Projected lifetime viewership. Final number may vary*

7



MADE IN INDIA: A TITAN STORY

17.8 Mn

Hindi Web-Series

Amazon MX Player

**Projected lifetime viewership. Final number may vary*

8



FIFA WORLD CUP 2026

17.6 Mn*

Football

ZEE5

**Projected lifetime viewership. Final number may vary*

9



ORMAX
MEDIA

THE RAJASAAB

17.5 Mn

Telugu Theatrical Film

JioHotstar

10



CHIRAIYA

16.3 Mn

Hindi Web-Series

JioHotstar

11



TASKAREE: THE SMUGGLER'S WEB

14.2 Mn

Hindi Web-Series

Netflix

12



ORMAX
MEDIA

LAUGHTER CHEFS S3

14.1 Mn*

Hindi Reality Show

JioHotstar

**New episodes still releasing. Viewership as of week ending Jul 5*

13



IND AFG

CRICKET SERIES: INDIA VS. AFGHANISTAN 2026

13.7 Mn

Cricket

JioHotstar

14



THE 50

13.3 Mn

Hindi Reality Show

JioHotstar

15



STILL ALIVE

13.1 Mn

Hindi Stand-up Comedy Special

YouTube (Samay Raina)

16



WOMEN'S PREMIER LEAGUE 2026

13.0 Mn

Cricket

JioHotstar

17



THUKRA KE MERA PYAAR S2

12.6 Mn*

Hindi Web-Series

JioHotstar

**Projected lifetime viewership (20 episodes). Final number may vary*

18



ORMAX
MEDIA

MATKA KING

12.1 Mn

Hindi Web-Series

Amazon Prime Video

19



TERE ISHK MEIN

12.0 Mn

Hindi Theatrical Film

Netflix

20



NAAGIN 7

11.9 Mn

Hindi GEC Fiction Series

JioHotstar

21



BHOOTH BANGLA

11.6 Mn*

Hindi Theatrical Film

Netflix

**Projected lifetime viewership. Final number may vary*

22



SUBEDAAR

11.4 Mn

Hindi Direct-to-OTT Film

Amazon Prime Video

23



ORMAX
MEDIA

TAARAK MEHTA KA OOLTAH CHASHMAH

10.6 Mn*

Hindi GEC Fiction Series

YouTube (Sony SAB)/ Sony LIV

**New episodes still releasing. Viewership as of week ending Jul 5*

24



THE GREAT INDIAN KAPIL SHOW S4

10.4 Mn*

Hindi Reality Show

Netflix

**Projected lifetime viewership. Final number may vary*

25



GRAM CHIKITSALAY S2

10.2 Mn*

Hindi Web-Series

Amazon Prime Video

**Projected lifetime viewership. Final number may vary*



26



SPLITSVILLA X6

9.9 Mn

Hindi Reality Show

JioHotstar

27



INDIAN IDOL S16

9.8 Mn*

Hindi Reality Show

Sony LIV

**New episodes still releasing. Viewership as of week ending Jul 5*

28

ज़िलाधिकारी



ORMAX
MEDIA

ASPIRANTS S3

9.7 Mn

Hindi Web-Series

Amazon Prime Video

29



HAQ

9.6 Mn

Hindi Theatrical Film

Netflix

30



DE DE PYAAR DE 2

9.5 Mn

Hindi Theatrical Film

Netflix

31



ORMAX
MEDIA

AB HOGA HISAAB

9.3 Mn*

Hindi Web-Series

Amazon MX Player

**Projected lifetime viewership of S1 & S2. Final number may vary*

32



INSPECTOR AVINASH S2

9.2 Mn

Hindi Web-Series

JioHotstar

33



RAAKH

9.0 Mn

Hindi Web-Series

Amazon Prime Video

**Projected lifetime viewership. Final number may vary*

34



ICC WOMEN'S T20 WORLD CUP 2026

8.9 Mn

Cricket

JioHotstar

35



ANUPAMA

8.8 Mn*

Hindi GEC Fiction Series

JioHotstar

**New episodes still releasing. Viewership as of week ending Jul 5*

36

जिला न्यायालय, पटपड़गंज
DISTRICT COURT, PATPARGANJ



ORMAX
MEDIA

MAAMLA LEGAL HAI S2

8.7 Mn

Hindi Web-Series

Netflix

A NETFLIX SERIES

37



SANKALP

8.6 Mn

Hindi Web-Series

Amazon MX Player

38



DRIDAM

8.5 Mn

Malayalam Theatrical Film

JioHotstar/ Aha

39



BORDER 2

8.4 Mn

Hindi Theatrical Film

Netflix

40



KIS KISKO PYAAR KAROON 2

8.3 Mn

Hindi Theatrical Film

JioHotstar

41



LOCK UPP

8.2 Mn*

Hindi Reality Show

Netflix

**Projected lifetime viewership. Final number may vary*

42



UGLY STORY

8.1 Mn

Telugu Theatrical Film

JioHotstar/ Amazon Prime Video

43



OFF CAMPUS

8.0 Mn

English Web-Series

Amazon Prime Video

44



MAHABHARAT: EK DHARMAYUDH

7.9 Mn

Hindi Web-Series

JioHotstar

45



VAAZHA 2

7.8 Mn

Malayalam Theatrical Film

JioHotstar

46



THE BOYS S5

7.6 Mn

English Web-Series

Amazon Prime Video

47



KYUNKI SAAS BHI KABHI BAHU THI S2

7.5 Mn*

Hindi GEC Fiction Series

JioHotstar

**New episodes still releasing. Viewership as of week ending Jul 5*

48



PATI BRAHMACHARI

7.4 Mn*

Hindi GEC Fiction Series

YouTube (Dangal TV)

**New episodes still releasing. Viewership as of week ending Jul 5*

49



AVATAR: FIRE AND ASH

7.2 Mn*

English Theatrical Film

JioHotstar

**Projected lifetime viewership. Final number may vary*



50



ORMAX
MEDIA

MAA BEHEN

7.1 Mn

Hindi Direct-to-OTT Film

Netflix

Top 10 Hindi Web-Series



Rank	Web-Series	Viewership (Mn)	Platform
1	Made In India: A Titan Story	17.8*	Amazon MX Player
2	Chiraiya	16.3	JioHotstar
3	Taskaree: The Smuggler's Web	14.2	Netflix
4	Thukra Ke Mera Pyaar S2	12.6**	JioHotstar
5	Matka King	12.1	Amazon Prime Video
6	Gram Chikitsalay S2	10.2*	Amazon Prime Video
7	Aspirants S3	9.7	Amazon Prime Video
8	Ab Hoga Hisaab	9.3***	Amazon MX Player
9	Inspector Avinash S2	9.2	JioHotstar
10	Raakh	9.0*	Amazon Prime Video

**Projected lifetime viewership. Final number may vary*

***Projected lifetime viewership (20 episodes). Final number may vary*

****Projected lifetime viewership of S1 & S2. Final number may vary*

Top 10 Hindi Films



Rank	Film	Viewership (Mn)	Platform
1	Dhurandhar	35.2	Netflix/ JioHotstar
2	Dhurandhar: The Revenge	27.8*	JioHotstar/ Netflix
3	Tere Ishk Mein	12.0	Netflix
4	Bhooth Bangla	11.6*	Netflix
5	Subedar	11.4	Amazon Prime Video
6	Haq	9.6	Netflix
7	De De Pyaar De 2	9.5	Netflix
8	Border 2	8.4	Netflix
9	Kis Kisko Pyaar Karoon 2	8.3	JioHotstar
10	Maa Behen	7.1	Netflix

**Projected lifetime viewership. Final number may vary*

Top 10 Hindi Reality Shows



Rank	Reality Show	Viewership (Mn)	Platform
1	India's Got Latent S2	38.5*	YouTube (Samay Raina)/ Netflix
2	Laughter Chefs S3	14.1**	JioHotstar
3	The 50	13.3	JioHotstar
4	The Great Indian Kapil Show S4	10.4*	Netflix
5	Splitsvilla X6	9.9	JioHotstar
6	Indian Idol S16	9.8**	Sony LIV
7	Lock Upp	8.2*	Netflix
8	Shark Tank India S5	6.0	Sony LIV
9	Wheel Of Fortune	5.2	Sony LIV
10	Battleground S2	5.1	Amazon MX Player

**Projected lifetime viewership. Final number may vary*

***New episodes still releasing. Viewership as of week ending Jul 5*

Top 10 Hindi GEC Fiction Series



Rank	Fiction Series	Viewership (Mn)	Platform
1	Naagin S7	11.9	JioHotstar
2	Taarak Mehta Ka Ooltah Chashmah	10.6	YouTube (Sony SAB)/ Sony LIV
3	Anupama	8.8	JioHotstar
4	Kyunki Saas Bhi Kabhi Bahu Thi S2	7.5	JioHotstar
5	Pati Brahmachari	7.4	YouTube (Dangal TV)
6	Yeh Rishta Kya Kehlata Hai	5.3	JioHotstar
7	Rimjhim - Choti Umar Bada Safar	4.6	YouTube (Dangal TV)
8	Mann Atisundar	4.4	YouTube (Dangal TV)
9	Tum Se Tum Tak	4.1	ZEE5
10	Dr. Aarambhi	3.9	JioHotstar

New episodes still releasing for all series except Naagin S7. Viewership as of week ending Jul 5

Top 10 Non-Hindi Indian Web-Series



Rank	Web-Series (Original Language)	Viewership (Mn)	Platform
1	Kohrra S2 (Punjabi)	7.0	Netflix
2	Save The Tigers S3 (Telugu)	6.3*	JioHotstar
3	LBW: Love Beyond Wicket (Tamil)	6.0*	JioHotstar
4	Kaattaan (Tamil)	5.7	JioHotstar
5	Resort (Tamil)	4.5*	JioHotstar
6	Vikram on Duty (Telugu)	4.3	JioHotstar
7	Police Police (Tamil)	4.0	JioHotstar
8	Secret Stories: Roslin (Malayalam)	3.9	JioHotstar
9	Batchmates (Telugu)	3.7	JioHotstar
10	Pharma (Malayalam)	3.2	JioHotstar

**Projected lifetime viewership. Final number may vary*

Top 10 Non-Hindi Indian Films



Rank	Film (Original Language)	Viewership (Mn)	Platform
1	The RajaSaab (Telugu)	17.5	JioHotstar
2	Dridam (Malayalam)	8.5	JioHotstar/ Aha
3	Ugly Story (Telugu)	8.1	JioHotstar/ Amazon Prime Video
4	Vaazha 2 (Malayalam)	7.8	JioHotstar
5	Sarvam Maya (Malayalam)	7.0	JioHotstar
6	Drishyam 3 (Malayalam)	6.9*	Amazon Prime Video
7	Blast (Tamil)	6.8*	Netflix
8	Akhanda 2 (Telugu)	6.6	Netflix
9	Arjun Son of Vyjayanthi (Telugu)	6.5	YouTube (Action Movies Digiplex/ Primetime Action Movies)
10	Behan Ho To Aisi (Bhojpuri)	6.2	YouTube (B4U Bhojpuri)

**Projected lifetime viewership. Final number may vary*

Top Non-Hindi Indian Reality & GEC Fiction Series



Rank	Reality Show	Viewership (Mn)	Platform
1	Bigg Boss S9 (Tamil)	6.6	JioHotstar
2	Bigg Boss S6 (Marathi)	5.2	JioHotstar
3	Cooku with Jathiratnalalu S2 (Telugu)	4.1*	JioHotstar
4	Mad For Each Other (Telugu)	4.0	JioHotstar
5	Bigg Boss S12 (Kannada)	3.7	JioHotstar

Rank	Fiction Series	Viewership (Mn)	Platform
1	Kartihka Deepam S2 (Telugu)	3.3*	JioHotstar
2	Intinti Ramayanam (Telugu)	2.8*	JioHotstar
3	Illu Illaalu Pillalu (Telugu)	2.7*	JioHotstar

**New episodes still releasing. Viewership as of week ending Jul 5*

Top 10 International Web-Series



Rank	Web-Series	Viewership (Mn)	Platform
1	Off Campus	8.0	Amazon Prime Video
2	The Boys S5	7.6	Amazon Prime Video
3	House Of The Dragon S3	7.1*	JioHotstar
4	Daredevil: Born Again S2	6.5	JioHotstar
5	Bridgerton S4	6.3	Netflix
6	One Piece S2	5.6	Netflix
7	A Knight Of The Seven Kingdoms	4.6	JioHotstar
8	Teach You a Lesson	4.4*	Netflix
9	Avatar: The Last Airbender S2	4.2*	Netflix
10	Spider-Noir	4.1	Amazon Prime Video

**Projected lifetime viewership. Final number may vary*

Top 10 International Films



Rank	Film	Viewership (Mn)	Platform
1	Avatar: Fire and Ash	7.2*	JioHotstar
2	The Conjuring: Last Rites	6.0	JioHotstar
3	Zootopia 2	5.4	JioHotstar
4	One Battle After Another	4.6	JioHotstar
5	Peaky Blinders: The Immortal Man	3.6	Netflix
6	The Bluff	3.5	Amazon Prime Video
7	Office Romance	3.4*	Netflix
8	Jack Ryan: Ghost War	3.3	Amazon Prime Video
9	Swapped	3.2	Netflix
10	People We Meet on Vacation	3.0	Netflix

**Projected lifetime viewership. Final number may vary*



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