



Top 50 Streaming Originals in India

The 2025 Story

**An Ormax Media Report
based on audience research**

Foreword



Over the last few years, Ormax Media has steadily expanded its tracking of streaming viewership in India, in step with the rapid evolution of the OTT ecosystem. What began in 2022 with viewership estimation for Hindi originals was extended in 2024 to cover all major languages. In 2025, the scope widened further to include theatrical films premiering on OTT, and soon after, covering reality shows aired on TV and OTT.

This phased expansion was driven by a clear long-term objective: to create a robust weekly report that answers a single, fundamental question: “What is India watching on OTT?” That objective reached an important milestone in early 2026 with the launch of **Ormax StreamView**, an integrated framework covering long-form content across OTT originals, GEC programming, theatrical films, non-fiction, sports, and news.

In this context, this Top 50 Originals report for 2025 is the last of its kind. It captures the original content tracked during 2025, including select reality shows. From 2026, the distinction between originals and non-originals has ceased to exist in our reporting, as audience behaviour on streaming platforms increasingly transcends such classifications.

For 18 years, Ormax Media has continuously adapted its research frameworks to remain aligned with changing audience consumption patterns. **Ormax StreamView** is a natural extension of that philosophy - an ambitious yet considered step towards reflecting what Indian audiences are watching on OTT today.

Shailesh Kapoor

Founder & CEO

Ormax Media Pvt. Ltd.

Methodology



Viewership is estimated through weekly primary research conducted among audience across India and languages, projected to the OTT universe in India. Our 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. For example, if three family members or two friends watch together on a single account, they are counted as three and two unique viewers, respectively.

The estimates 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.

Some properties, primarily those launched in December 2025, are still being tracked, and their viewership estimates have been projected for their complete run.

1



ORMAX
MEDIA

SPECIAL OPS S2

29.6 Mn

Hindi Fiction Series | JioHotstar

Producer: Friday Storytellers

2



CRIMINAL JUSTICE: A FAMILY MATTER

27.7 Mn

Hindi Fiction Series | JioHotstar

Producer: Applause Entertainment, BBC Studios India

3



EK BADNAAM AASHRAM S3 PART 2

27.1 Mn

Hindi Fiction Series | Amazon MX Player

Producer: Prakash Jha Productions

4



THE FAMILY MAN S3

24.6 Mn

Hindi Fiction Series | Amazon Prime Video

Producer: D2R Films

5



ORMAX
MEDIA

PANCHAYAT S4

23.8 Mn

Hindi Fiction Series | Amazon Prime Video

Producer: TVF

6



BIGG BOSS (HINDI) S19

20.0 Mn

Hindi Reality Show | JioHotstar

Producer: EndemolShine India, Banijay Asia

7



PAATAL LOK S2

16.8 Mn

Hindi Fiction Series | Amazon Prime Video

Producer: Clean Slate Filmz, Eunoia Films

8



ORMAX
MEDIA

THE BA***DS OF BOLLYWOOD

16.7 Mn

Hindi Fiction Series | Netflix

Producer: Red Chillies Entertainment



ORMAX
MEDIA

SQUID GAME S3

16.5 Mn

Korean Fiction Series | Netflix

Producer: Firstman Studio, Siren Pictures

10



STRANGER THINGS S5

16.4 Mn

English Fiction Series | Netflix

Producer: The Duffer Brothers

11



THE LEGEND OF HANUMAN S6

16.2 Mn

Hindi Fiction Series | JioHotstar

Producer: Graphic India

12



THE ROYALS

15.5 Mn

Hindi Fiction Series | Netflix

Producer: Prithvi Nandy Communications

13



THE SECRET OF THE SHILEDARS

14.5 Mn

Hindi Fiction Series | JioHotstar

Producer: Dashami Creations

14



CHIDIYA UDD

13.7 Mn

Hindi Fiction Series | Amazon MX Player

Producer: Baweja Studios

15



JEWEL THIEF – THE HEIST BEGINS

13.1 Mn

Hindi Film | Netflix

Producer: Marflix Pictures

16



BHAY: THE GAURAV TIWARI MYSTERY

13.0 Mn

Hindi Fiction Series | Amazon MX Player

Producer: Almighty Motion Picture

17



ORMAX
MEDIA

DABBA CARTEL

12.8 Mn

Hindi Fiction Series | Netflix

Producer: Excel Entertainment

18



DELHI CRIME S3

12.5 Mn

Hindi Fiction Series | Netflix

Producer: Golden Karavan, SK Global Entertainment

19



MANDALA MURDERS

12.3 Mn

Hindi Fiction Series | Netflix

Producer: YRF Entertainment

20



DHOOM DHAAM

12.1 Mn

Hindi Film | Netflix

Producer: Jio Studios, B62 Studios

21



RISE AND FALL

12.0 Mn

Hindi Reality Show | Amazon MX Player

Producer: Banijay Asia

22



GRAM CHIKITSALAY

11.8 Mn

Hindi Fiction Series | Amazon Prime Video

Producer: TVF

23



SARZAMEEN

11.5 Mn

Hindi Film | JioHotstar

Producer: Dharma Productions

24



ORMAX
MEDIA

KHAKEE: THE BENGAL CHAPTER

11.4 Mn

Hindi Fiction Series | Netflix

Producer: Friday Storytellers

25



ORMAX
MEDIA

LAUGHTER CHEFS S3

11.2 Mn

Hindi Reality Show | JioHotstar

Producer: Optimystix Entertainment

26



HIP HOP INDIA S2

11.1 Mn

Hindi Reality Show | Amazon MX Player

Producer: Frames Production Company

27



THE GREAT INDIAN KAPIL SHOW S3

10.9 Mn

Hindi Reality Show | Netflix

Producer: K9 Films, Beingu Studios

28



SINGLE PAPA

10.8 Mn

Hindi Fiction Series | Netflix

Producer: Juggernaut Productions

INDIA'S BIGGEST POLITICAL THRILLER

29



ORMAX
MEDIA

THE LIONESS RETURNS
TO DEFEND HER HOME!

MAHARANI S4

10.6 Mn

Hindi Fiction Series | Sony LIV

Producer: Kangra Talkies

30



SAARE JAHAN SE ACCHA

10.5 Mn

Hindi Fiction Series | Netflix

Producer: Bombay Fables

31



KULL: THE LEGACY OF THE RAISINGGHS

10.4 Mn

Hindi Fiction Series | JioHotstar

Producer: Balaji Digital, 9PM Films

32



ORMAX
MEDIA

SHARK TANK INDIA S4

10.3 Mn

Hindi Reality Show | Sony LIV

Producer: Studio NEXT

33



ORMAX
MEDIA

SALAKAAR

10.2 Mn

Hindi Fiction Series | JioHotstar

Producer: Sphere Origins, Mahir Films

34



DUPAHIYA

10.1 Mn

Hindi Fiction Series | Amazon Prime Video

Producer: Bombay Film Cartel

35



WEDNESDAY S2

10.0 Mn

English Fiction Series | Netflix

**Producer: MGM Television, Tim Burton Productions, Millar Gough Ink,
Toluca Pictures**

36



MRS. DESHPANDE

9.9 Mn

Hindi Fiction Series | JioHotstar

Producer: Applause Entertainment, Kukunoor Movies

37



BLACK WARRANT

9.8 Mn

Hindi Fiction Series | Netflix

Producer: Applause Entertainment, Andolan Films, Confluence Media

38



AAP JAISA KOI

9.7 Mn

Hindi Film | Netflix

Producer: Dharmatic Entertainment

39



KANNEDA

9.6 Mn

Hindi Fiction Series | JioHotstar

Producer: JAR Pictures

40



ORMAX
MEDIA

RANA NAIDU S2

9.5 Mn

Hindi Fiction Series | Netflix

Producer: Locomotive Global

41




POWER OF PAANCH

9.4 Mn

Hindi Fiction Series | JioHotstar

Producer: Balaji Telefilms



42



THE TRAITORS

9.3 Mn

Hindi Reality Show | Amazon Prime Video

Producer: BBC Studios India

43



BATTLEGROUND

9.2 Mn

Hindi Reality Show | Amazon MX Player

Producer: Rusk Media

44



KHAUF

9.0 Mn

Hindi Fiction Series | Amazon Prime Video

Producer: Matchbox Shots

45



NADAANIYAN

8.9 Mn

Hindi Film | Netflix

Producer: Dharmatic Entertainment

46



BARAMULLA

8.8 Mn

Hindi Film | Netflix

Producer: B62 Studios

47



ADOLESCENCE

8.7 Mn

English Fiction Series | Netflix

Producer: Plan B Entertainment, Warp Films, Matriarch Productions, It's All Made Up Productions, One Shoe Films

48



FIRST COPY S2

8.6 Mn

Hindi Fiction Series | Amazon MX Player

Producer: Kurji Production, Salt Media, RVCJ Digital Media, Hakuna Matata Reelz

49



HAI JUNOON! DREAM. DARE. DOMINATE.

8.5 Mn

Hindi Fiction Series | JioHotstar

Producer: Jio Creative Lab

50



SUZHAL – THE VORTEX S2

8.3 Mn

Tamil Fiction Series | Amazon Prime Video

Producer: Wallwatcher Films



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