

# EndemolShine India's Bigg Boss Kannada Season-10 Delivers Record Ratings

Rating of 11.5 for the Finale episode



**Bengaluru, Karnataka Feb 13, 2024 ([IssueWire.com](https://www.issuewire.com))** - The tenth season of Bigg Boss Kannada, aired on Colors Kannada, streamed on Voot, and hosted by Superstar Sudeep Kiccha, has outperformed all expectations, marking a milestone decade for the franchise in Karnataka, with the finale episode breaking all records with an 11.5 ratings, the highest of all seasons. Produced by EndemolShine India, the innovative promotion and positioning of the season paid off, with reality weekly ratings soaring to 7 and 8, the highest for any season of Bigg Boss Kannada. The launch episode itself garnered a 7.1 rating, becoming the second highest-rated episode in the history of the show. As the season progressed, Bigg Boss Kannada became the number 1 show in Karnataka, leading the 9:30 to 11:00 slot.

**Deepak Dhar, Founder & Group CEO** – Banijay Asia and EndemolShine India, expressed his excitement about the season's performance, stating, "Bigg Boss Kannada Season 10 has been a remarkable journey, not just for us but for the entire Kannada-speaking audience. Celebrating a decade of Bigg Boss in Karnataka, we aimed to make this season extraordinary with 'Happy Bigg Boss,' and the response has been overwhelming. We are proud to lead the entertainment slot in Karnataka, and this success reinforces our commitment to delivering high-quality, engaging content, year after year."

This season was introduced as 'Happy Bigg Boss', transforming the show into a 100-day festival for Karnataka. The innovative launch strategy involved 100 dedicated Bigg Boss fans using live voting pads on stage, rating contestants, and thus, determining team divisions and immediate eliminations right from the start. This unique approach, along with engaging weekly tasks and creative content, kept the audiences truly engaged.

Bigg Boss, an adaptation of Big Brother, continues to be a global entertainment phenomenon, airing in over 45 territories annually. In India, the franchise extends across multiple languages and geographies, including Hindi, Telugu, Tamil, Kannada, and Malayalam, showcasing the wide appeal and versatility of the format.

**About EndemolShine India ([www.endemolshineindia.co.in](https://www.endemolshineindia.co.in))**

Endemol Shine India, a Banijay company, stands at the forefront of content production in India, offering a varied and high-quality portfolio of non-scripted and scripted entertainment. With celebrated shows like Bigg Boss, Khatron Ke Khiladi, MasterChef, Deal or No Deal, Trial by Fire, Tooth Pari, Bombay Begums, and Aarya, Endemol Shine India continues to be a key player in shaping India's entertainment landscape.

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