

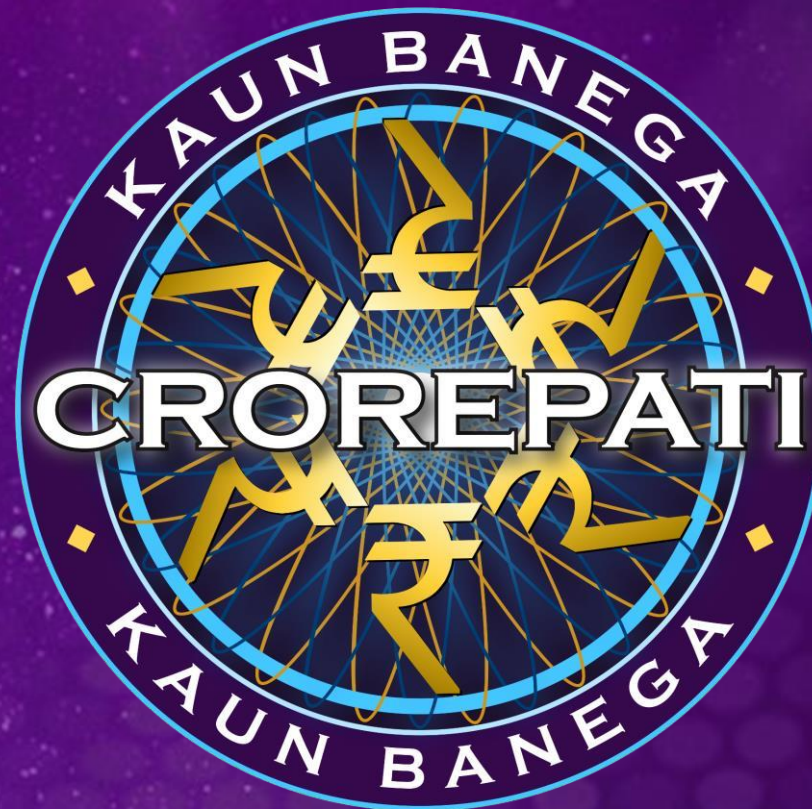


**14 SEASONS. 23 YEARS.
HUNDREDS OF INSPIRATIONAL STORIES
COUNTLESS DREAMS FULFILLED**





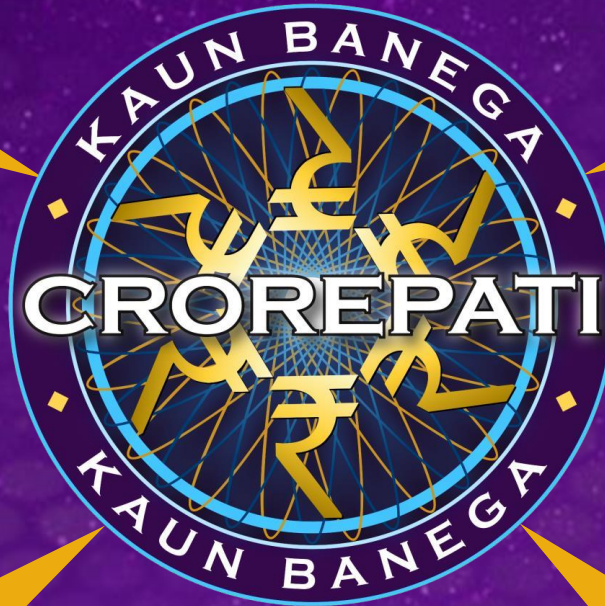
Brings to you



Season 15

14th August 2023*

*Subject to Change



India's longest running
knowledge-based show

Binds the entire country
with **ज्ञान** **धन** and **सम्मान**

23 years; 1100+ episodes;
26 crorepatis

Resonates with viewers
across geographies, social
spectrum & age groups

Rs. 190 crores won across
14 seasons

“यहाँ हिन्दुस्तान बसता है”



KBC's GRAND SUCCESS!



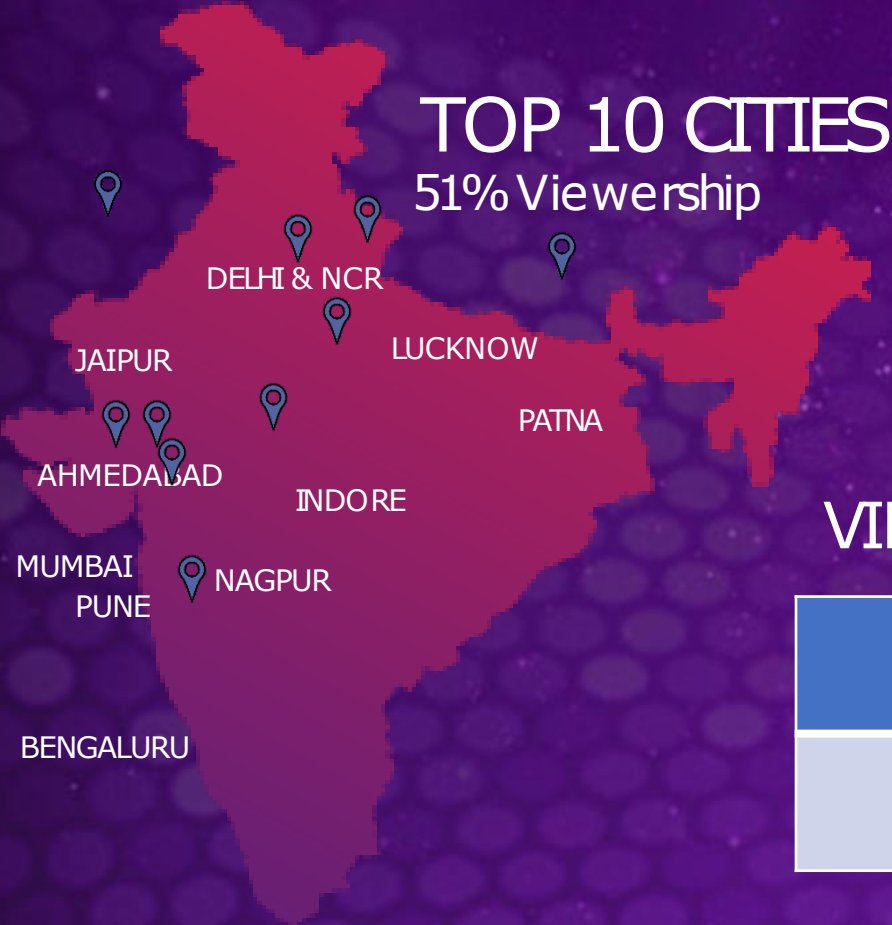
Garnered **415 Mn+**
Views



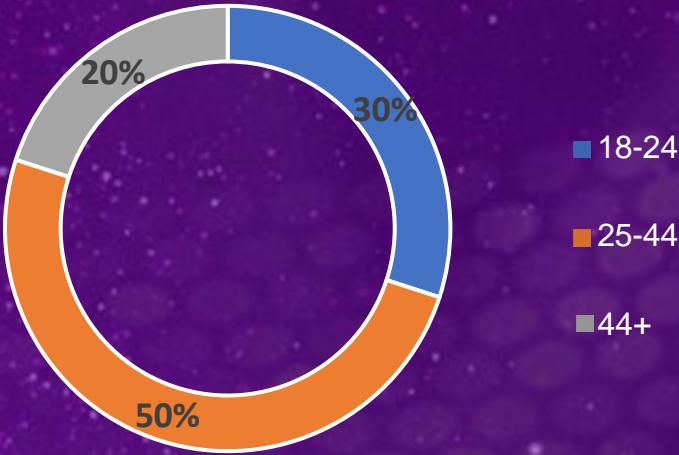
Stickiness of **33 mins+**
per Day/User

CUTTING ACROSS

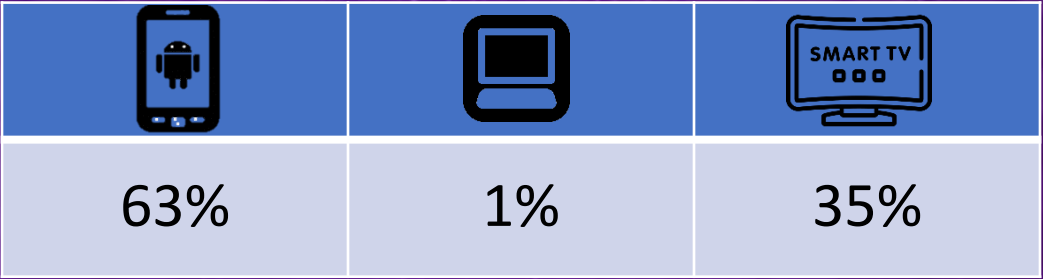
GEO & DEMO



BY AGE-GROUPS



VIEWERSHIP BY DEVICE TYPE

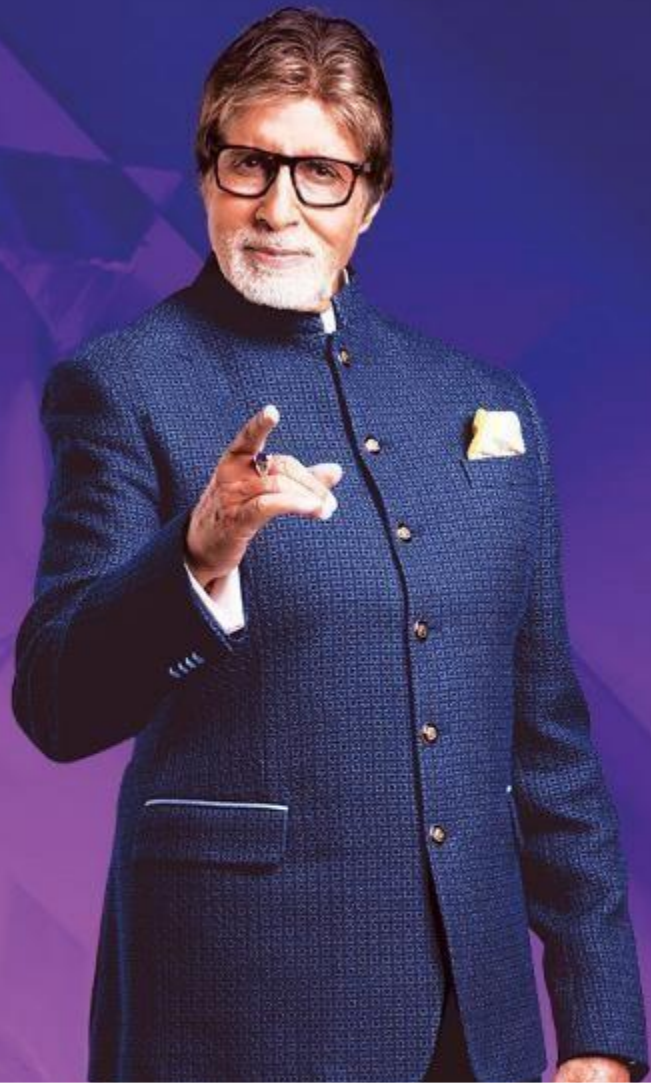


73%



27%

*Source: Internal Analytics



KBC 2023 – SNAPSHOT

THE SEASON THEME



New Age India, is all about **'Transformation'**

The Rekindled spirit of Indians Today is fired by
Fast Growth & Evolving Prospects

*In this dynamic era, the country is not only rapidly adopting
the change but also amplifying new solutions, resulting in
positive outcomes*

Ref: Food Tech | Payment Solutions | Solar Energy | New Modes of Travel | Health & Fitness



In unison with the massive transformation
in our ecosystem

*KBC – India's Biggest Game Show
Which reflects the New Age India*

Is also changing!

What are the changes in KBC Season 15?

A. Lifelines

B. Prize Money

C. Fastest Finger First

D. Super Sandook

LIFELINES



Audience Poll



Video Call a Friend



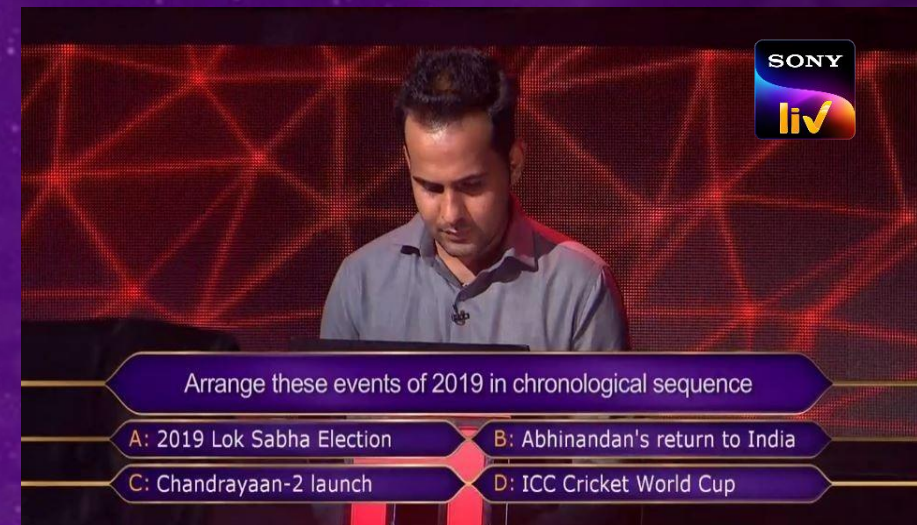
Double Dip

PRIZE MONEY 7 CRORE

Q. No	Prize Money
16	Rs. 7 Crores
15	Rs. 1 Crore
14	Rs. 50, 00,000
13	Rs. 25,00,000
12	Rs. 12,50,000
11	Rs. 6,40,000
10	Rs. 3,20,000
9	Rs. 1,60,000
8	Rs. 80,000
7	Rs. 40,000
6	Rs. 20,000
5	Rs. 10,000
4	Rs. 5000
3	Rs. 3000
2	Rs. 2000
1	Rs. 1000



FASTEST FINGER FIRST



Reverting to the classic version of rearranging options in the right order

*Subject to Change

DOUBLE DIP LIFELINE



Double Dip

The 50:50 Lifeline this season is replaced by another exciting offering, the Double Dip Lifeline.

In case of a wrong answer, the contestant now can activate the Double Dip Lifeline and have **another shot at attempting the question** and thereby keeping oneself in the game.



Introducing *Super Sandook*

A never-seen-before innovation on KBC!

*Subject to Change



v/s



WHAT?

A golden chance for a contestant to add some additional money to his/her kitty or use it to reactivate a lifeline

HOW?

By answering a set of Rapid-Fire questions within a certain timeframe

WHEN?

Upon successfully crossing the padaav of Rs. 3,20,000



1.

Super Sandook gets activated when a contestant successfully crosses the padaav of Rs. 3,20,000/-

2.

Upon its activation, a set of Rapid-Fire questions will be posed by Mr. Amitabh Bachchan to the contestant within a certain time frame

3.

A contestant stands to earn Rs. 10,000 for every right answer

4.

At the end of this segment, the contestant will be given a choice to either keep the money or use it to reactivate a lost lifeline

5.

The contestant can reactivate the lost lifeline only if he/she earns a minimum of Rs. 50,000/- in the Rapid-Fire round



S15 - 2023

Weekday Show | 100 Episodes in Total

Monday – Thursday: Regular Episodes

Friday: Play Along Episode

One Monday Every Month: Shaandaar Somvaar

2 Weeks: Students' Special

Special Weeks

*Subject to Change

SHAANDAAR SOMVAAR

One Monday Every Week

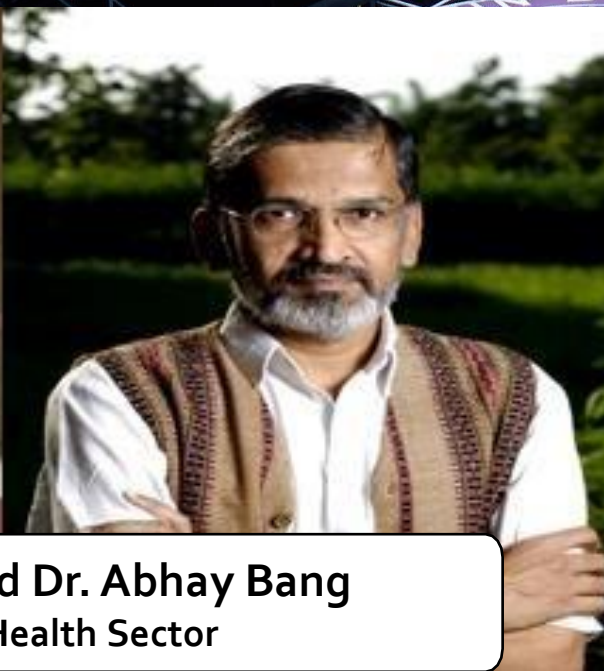


Celebrating Indians that put India on the
Global map





Dr. Rani Bang and Dr. Abhay Bang
Activists in Health Sector



Khan Sir
Educator



Alakh Pandey (Physics Wallah)
Educator & Entrepreneur



Aadar Poonawalla
One of the Spearheads in Covid Vaccine development



Grandmaster Ramesh Babu Praggnanandhaa

SPECIAL



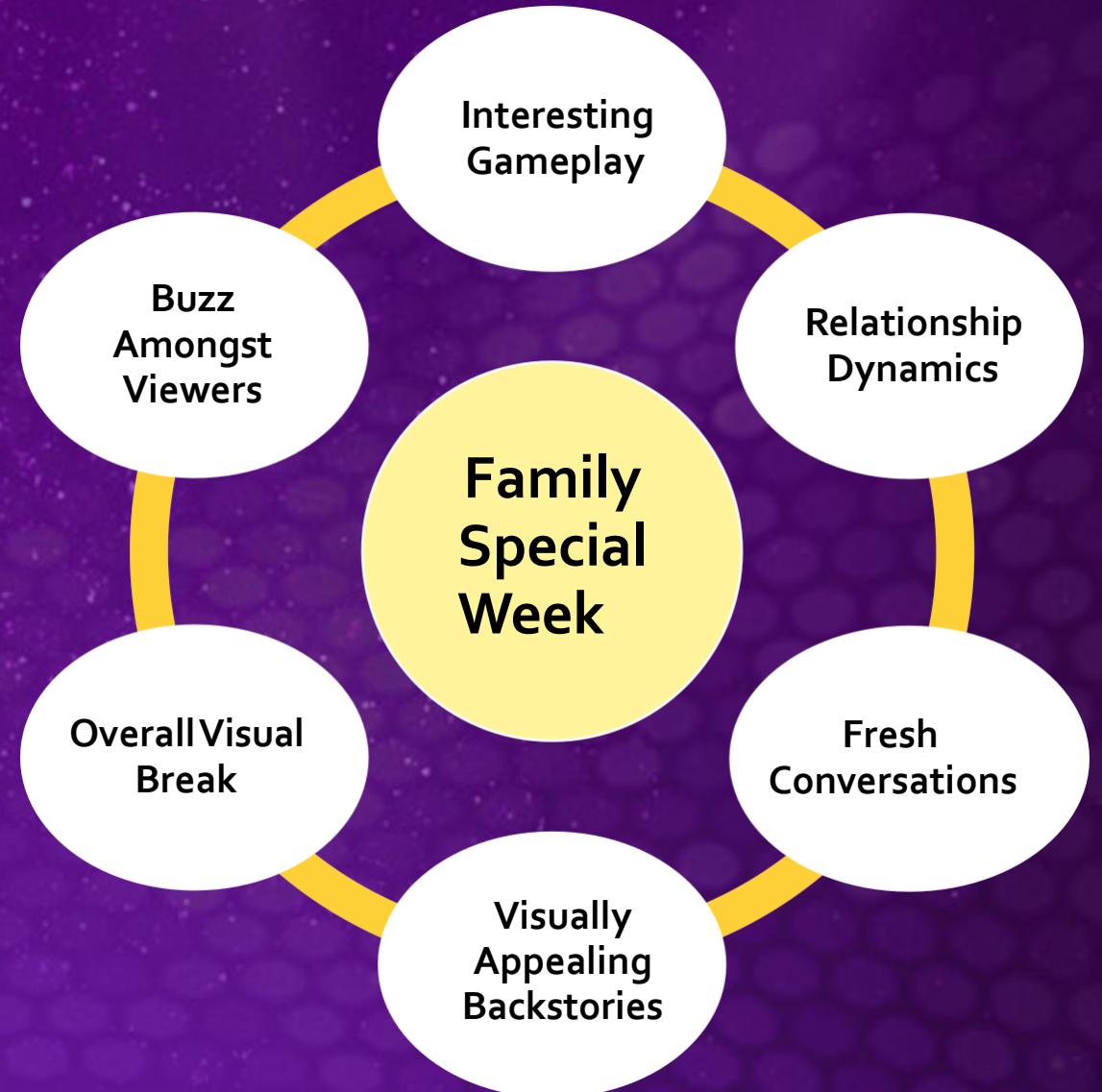
WEEKS

FAMILY SPECIAL WEEK

One special week where KBC welcomes
10 families to play the game

One member from each family participates
in the “FFF”

During the Family Special Week, the 3 lifelines
will be replaced with 3 changeovers

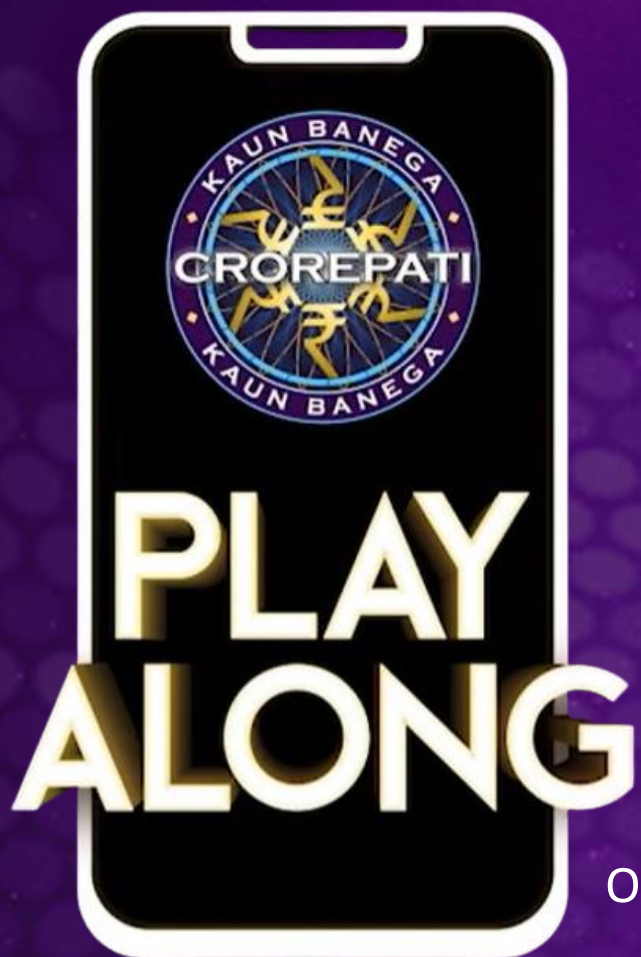


*Subject to Change

Special Week 2

TOP RANKERS OF CIVIL SERVICES EXAMS





- ✓ Weekly and Daily Prizes (Gold, cash, gadgets, goodies etc)
- ✓ Weekly top 10 to be announced on the show
- ✓ **Grand Prize** – Get a chance to be on the Hot Seat for the Play Along special episode every Friday!

Only on



WHERE BHARAT PLAYS ALONG

ENGAGING A CAPTIVE AUDIENCE

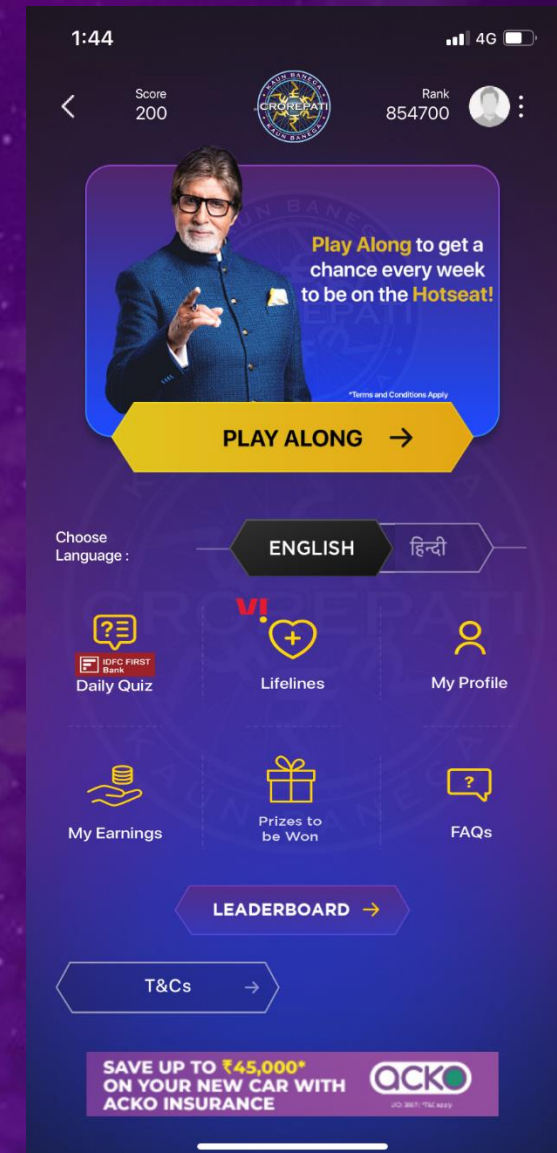
877 MN+ interactions for KBC S14 with **68%** growth over the last season



The **top 100** scorers on the 12 Hour KBC Play Along marathon have won an opportunity to be a part of the next season's KBC auditions



The top **10 KBC Play Along weekly scorers** got an opportunity to be a part of Fastest Finger First on the Friday Play Along special episode every week



KBC PLAY ALONG PLAYERS PROFILE



 **71 Min**

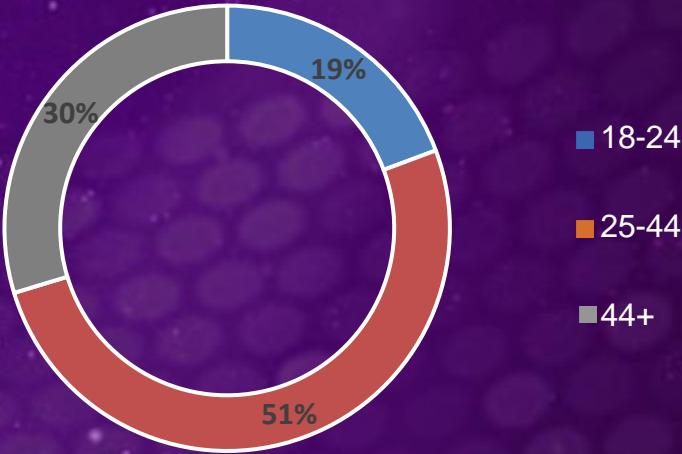
Average time spent per user on
Play Along



TOP 10 CITIES
54% players



BY AGE-GROUPS

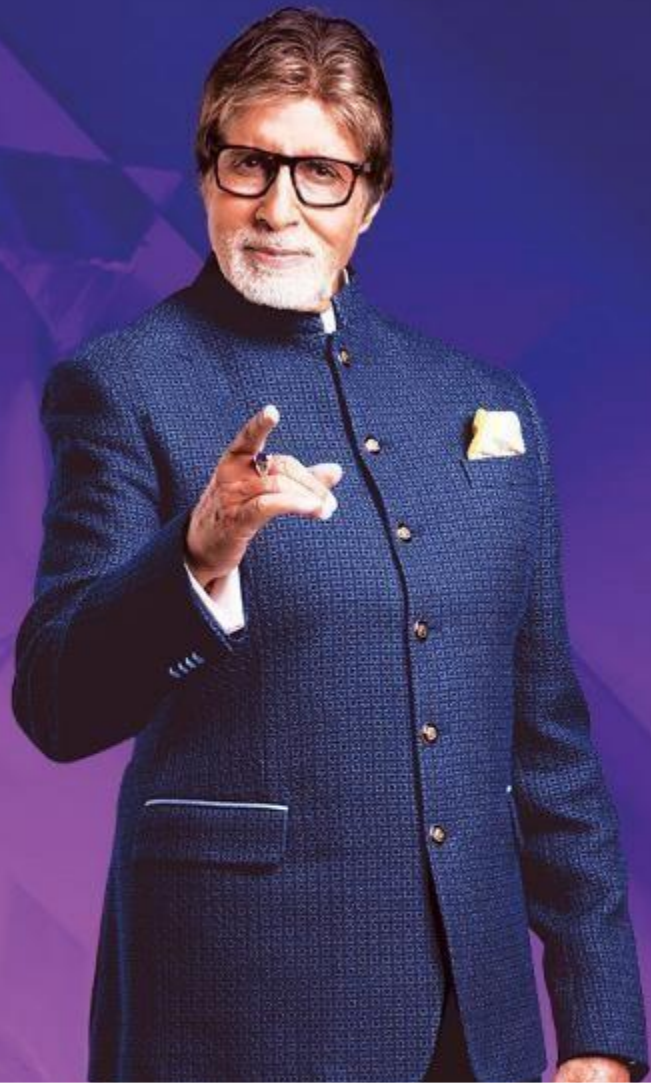


68%



32%

*Source: Internal Analytics



BRAND ASSOCIATION OPPORTUNITIES

CO-PRESENTING SPONSOR ENTITLEMENTS

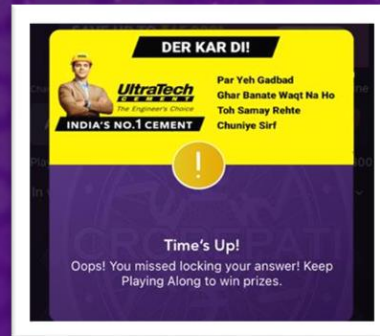


Part of the Show's Identity across SonyLIV & Socials



In-Show Integration

*Once/Episode



Exclusive Play Along Asset



Branded VOD



Contextual Graphics

*Once/Episode

CO-POWERED BY SPONSOR ENTITLEMENTS



Part of the Show's Identity across SonyLIV & Socials



In-Show Integration

*Once/Week



Exclusive Play Along Asset



Branded VOD



Contextual Graphics

*Once/Alternate Episode

IN-SHOW INTEGRATIONS ON KBC



Branded Question of the Day



Contextual Padaav Branding



Branded In-show Asset



Brand Communication by Mr. Bachchan

BRANDED VOD



Branded Tray



Opening Slate with VO



100% SOV on Pre-roll



Aston in content

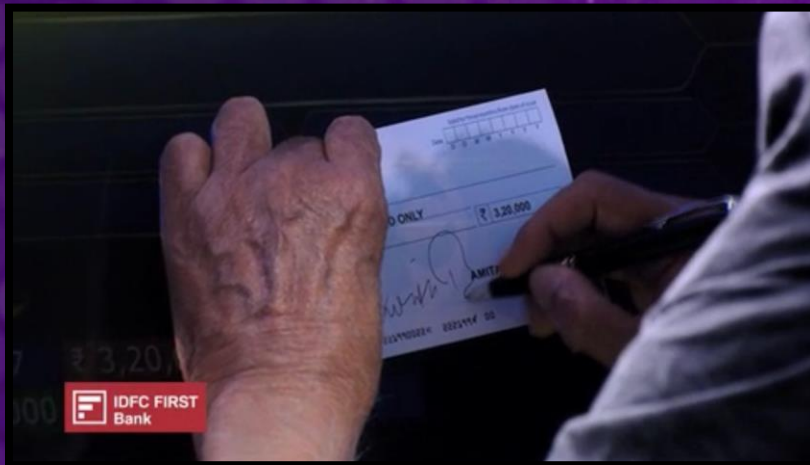
HYPER-CONTEXTUAL MOMENT BRANDING



Cheque Transfer Moment



3.2 Lakh Padaav Branding



Cheque Signing Moment



Right Answer Moment



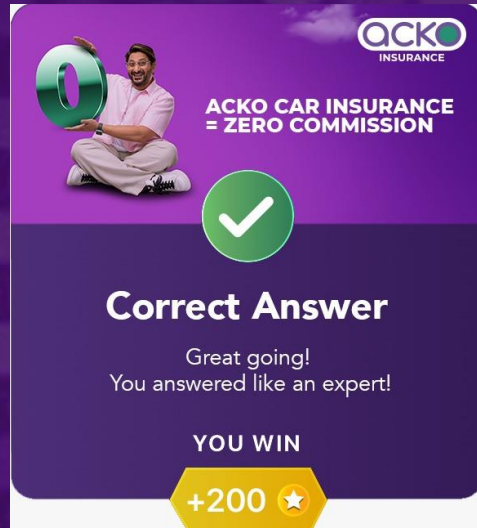
Only on



BRANDING OPPORTUNITIES

EXCLUSIVE SONYLIV QUESTION OF THE DAY NOW

Asked by Mr. Bachchan for every episode



- Mr. Bachchan will be asking the users playing from home an exclusive question in every episode
- This question would only be available for SonyLIV users and will not be played on TV
- The video of the question appears followed by the question + options
- This will be a branded experience where **brand name & logo presence** will be maintained throughout the experience
- Players get **more opportunities to win** points

Below the Player

NOTE: Screen images only for representation purpose

BRANDED 24X7 QUIZ

Keeping Users Engaged 24x7



Reference Images

24X7 QUIZ will allow user to play quiz on SonyLIV any time of the day and add to their point tally

➤Promoted on the app and PlayAlong through banners and video promos to maximize participation.

LIFELINE SPONSORSHIP

Players can earn and use Branded lifelines



✓ STAY AHEAD OF THE GAME

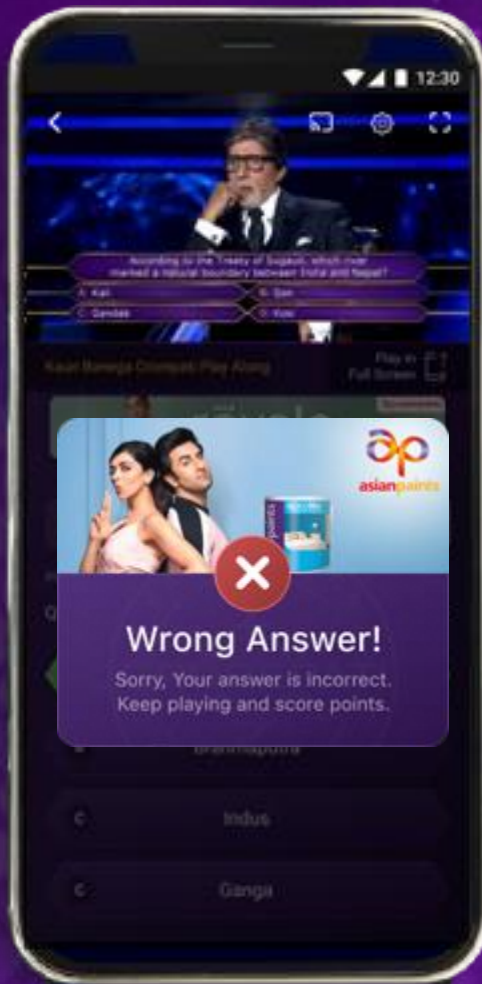
- Players can earn lifelines by performing some tasks throughout the day to accumulate lifelines
- Tasks can be performed before the start of the episode
- Tasks include:
 - Install an App
 - Complete your profile
 - Fill a sponsor survey/task
 - Watch video Ads



Below the Player

NOTE: Screen images only for representation purpose

HIGH FREQUENCY BRANDING – ANSWER CARDS



Fastest Finger First



Tez Jawab



Other Answer Pop-ups

HIGH IMPACT BRANDING OPPORTUNITIES



Branded Bonus Question



Engagement Cards



Contestant Profile Page

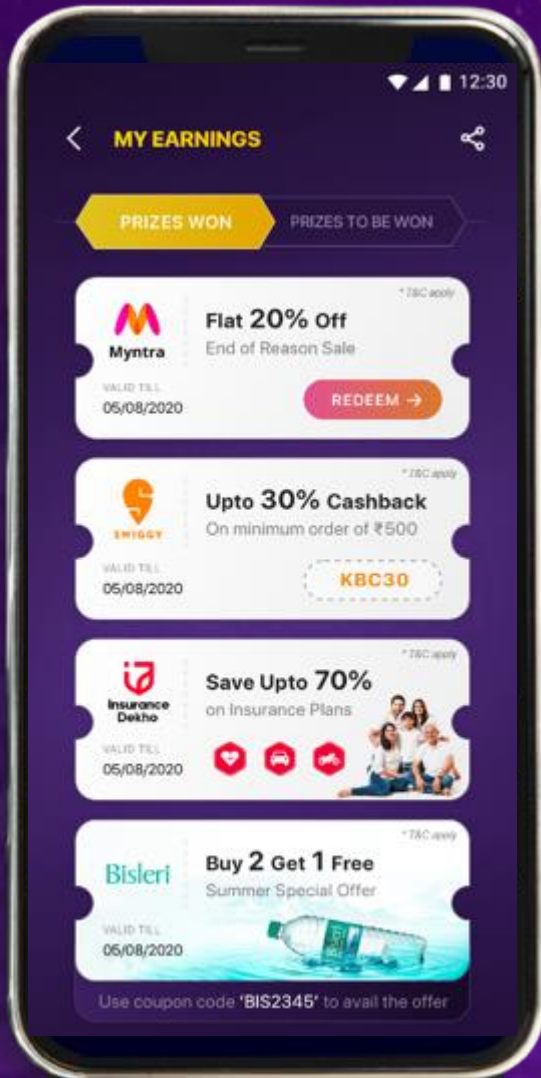


Branded Leaderboard

NOTE: Screen images only for representation purpose

EARN REWARDS FOR EVERY ACTION!

Players can earn rewards for various actions they perform



- ✓ ON COMPLETION OF CERTAIN ACTIONS USERS **UNLOCK REWARDS**
- ✓ REWARDS UNLOCKED CAN BE COUPONS/VOUCHERS WHICH CAN BE AVAILED THROUGH THE **MY EARNINGS SECTION**
- ✓ ACTIONS TO EARN REWARDS AS BELOW:
 - **REFERRING** FRIENDS TO JOIN PLAY ALONG
 - CROSSING CERTAIN LEVELS OF **SCORE**
 - ANSWERING ALL QUESTIONS IN ALL ACTIVE **OFFLINE QUIZZES**
 - MAKING A **TEAM**
 - JOINING **5 TEAMS**
- ✓ **EARNING REWARDS-** USER WILL BE ABLE TO **CHOOSE BETWEEN 3 COUPONS/VOUCHERS** UPON COMPLETING AN ACTION. THE CHOSEN COUPON GETS CREDITED TO THEIR 'MY EARNINGS'.

NOTE: Screen images only for representation purpose



Creating Great Brand Stories!



Season 15

14th August 2023*

*Subject to Change