



Press Release

Zee Bangla's Iconic Reality Show 'Didi No. 1' Returns With An Empowering New Season Hosted By Swastika Mukherjee

Kolkata, 26th June, 2026: Zee Bangla, Bengal's leading entertainment channel, is all set to usher in a transformative new chapter of one of its most celebrated non-fiction properties, **Didi No. 1**, with the launch of **Season 10**. For over sixteen years, the show has stood as a symbol of women's empowerment, inspiring countless women across Bengal through their stories, resilience and achievements. This season, the show evolves to reflect the aspirations of today's women, who are increasingly embracing entrepreneurship, financial independence and self-reliance.

Adding a new dimension to the show is acclaimed actor **Swastika Mukherjee**, who joins **Didi No. 1** as the host for **Season 10**. A celebrated name in both Bengali and national cinema, Swastika is known not only for her versatile performances but also for being a strong voice for women and their aspirations. Her warmth, authenticity and deep connection with audiences make her the perfect guide for this new chapter of the show.

Built around the philosophy of **"By the Women, For the Women,"** **Season 10** introduces a refreshing format where ten dynamic women compete not for household appliances, but for the opportunity to earn and multiply cash rewards through a combination of knowledge, skill and strategic decision-making. At its core, the season celebrates every woman's power to transform opportunities into meaningful growth and success.

"For sixteen years, Didi No. 1 has been much more than just a television show. It has been a platform that has celebrated the strength, determination and extraordinary journeys of women from all walks of life. As women continue to redefine success and aspire for greater financial independence, it was important for us to evolve the format while staying true to the show's core purpose of empowerment. Season 10 introduces a fresh and exciting competitive structure where women not only share their inspiring stories but also get the opportunity to transform their aspirations into tangible rewards. With Swastika Mukherjee joining us as the host, we are confident that this season will resonate deeply with viewers and inspire a new generation of women across Bengal", said **Ms Navnita Chakraborty, Business Head, Zee Bangla & Chief Content Officer, ZEE TV.**

The new season revolves around the theme of ten, beginning with ten inspiring contestants who embark on an exciting journey of challenges, games and strategic risk-taking. Through three engaging rounds, participants progress by showcasing their wit, confidence and determination. The competition culminates in a thrilling finale where the top two contenders face the ultimate challenge and get the chance to multiply their winnings by making calculated choices across varying levels of risk and reward.

Season 10 retains the emotional essence that has made **Didi No. 1** a household favourite while introducing a more aspirational and engaging format. Alongside entertaining gameplay and strategic challenges, the show continues to provide a platform where women can share their personal journeys, celebrate their achievements and inspire one another. With a renewed focus on ambition, courage and financial empowerment, **Didi No. 1 Season 10** promises to be a powerful celebration of modern womanhood and the limitless possibilities that emerge when women are given the opportunity to dream bigger.

Watch **Didi No. 1 Season 10** from **29th June, 2026**, every **Monday - Friday** at **10.15 pm** only on **Zee Bangla**.

About Zee Bangla:

Zee Bangla is a leading Indian general entertainment pay television channel broadcasting in Bengali. Owned by Zee Entertainment Enterprises, it pioneered Bengali-language satellite television in India, launching officially on 15th September 1999. The channel, initially Alpha Bangla, was rebranded as Zee Bangla on 28th March 2005, with its HD version launching on 20th November 2016.

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