

IMDb Introduces 'Dekh Bhais', A Creator-Led 'What to Watch' Series, With Rohan Joshi and Kullu

Hosted across the IMDb social channels, Dekh Bhais turns everyday viewing dilemmas into engaging conversations, leveraging IMDb [What to Watch](#) features

MUMBAI, India — April 1, 2026 — IMDb (www.imdb.com), the world's most popular and authoritative source for information on movies, TV shows and celebrities, has launched [Dekh Bhais](#), a new digital series designed to simplify entertainment discovery through engaging creator-led conversations. Hosted by comedians and content creators [Rohan Joshi](#) and [Aaditya Kulshreshth](#) (also known as Kullu), *Dekh Bhais* streams across the IMDb social channels and turns everyday viewing dilemmas into candid discussions. Leveraging IMDb [What to Watch](#) features, the show helps audiences effortlessly discover their next favourite movie or show.

Through the *Dekh Bhais* series, IMDb showcases how its features help audiences seamlessly navigate discovery tools (including Advanced Search, Interest pages, trending widgets, curated lists, and personalised recommendations) to decide what to watch next. Produced by Only Much Louder (OML), in collaboration with IMDb, the show's voice and format are designed to stay sharp and responsive to pop culture conversations.

Each episode follows the hosts and a guest as they explore IMDb through unfiltered, culturally resonant conversations shaped by banter, opinions, and shared viewing habits. Along the way, they unpack personal favourites, pop culture references, genre preferences, and unexpected picks, transforming film and series discovery into an entertaining, relatable, and accessible journey. Every episode culminates in a personalised IMDb watchlist inspired by the conversation, offering viewers a ready-to-explore lineup of recommendations.

"Choosing what to watch today is more complex than ever. It's a deeply personal decision shaped by mood, taste, cultural moments, trusted recommendations and, increasingly, by data," said Yaminie Patodia, Head, IMDb India. "With *Dekh Bhais*, we explore the powerful intersection of personality-led recommendations and the rich insights available on IMDb. When established industry voices engage with our discovery features, it creates a dynamic and entertaining way to navigate an overwhelming range of choices. Ultimately, IMDb empowers audiences to use its features to take greater control of their entertainment journey and make more satisfying watch decisions."

Speaking about the show, Joshi said, "We've all had that moment when we want to watch something, but end up spending 20 minutes scrolling and second-guessing before finally making a choice. *Dekh Bhais* is basically that scrolling session brought to life, but louder, more opinionated, and, hopefully, more useful. What makes it exciting for me is that we're not just tossing out random recommendations based on memory or mood. We're actually diving into incredibly detailed discovery tools on IMDb to build watchlists that people can genuinely rely on. IMDb has so much rich, organised information, and the show lets us explore that in a way that feels fun and natural."

Kullu explained, “IMDb has been a big part of my life growing up, right from my childhood. Whether it was for looking for new releases, or discovering fun details about films and TV shows, it was always the matrix that provided trusted reviews, trivia, and detailed information. From that to having my own page and now a show on IMDb, it has always stayed fresh, structured and insightful. Our show mirrors how we actually discover films and shows in real life — through jokes, debates, nostalgia, and strong opinions — but it also shows how IMDb can help you cut through the noise. By the end of each episode, you don’t just leave with vibes or vague ideas. You leave with a thoughtfully curated watchlist that’s easy to access and very useful.”

In its opening slate, *Dekh Bhais* explores distinct viewing moods and genre-driven impulses, each episode anchored in candid conversation and powered by IMDb discovery tools. With a rotating lineup of guests and more episodes set to roll out in the coming weeks, the first six instalments set the tone for how personality-led recommendations and data-backed insights can come together to simplify the decision-making process of ‘what to watch’.

Episode 1 | Film Bro Watchlist

Featuring: Rohan Joshi and Kullu

The premiere episode playfully unpacks the mystique of “film bro” culture, decoding cinema jargon and revisiting modern classics through IMDb title pages, user ratings, and genre filters. By leveraging Advanced Search and curated filters, the hosts craft a watchlist that balances critical acclaim with mass appeal.

Featured titles include: [Maqbool](#), [From Dusk Till Dawn](#), and [Gone Girl](#)

Rohan and Kullu’s Final Pick: [Basic Instinct](#) (Prime Video)

Episode [Link](#)

Episode 2 | Turn Your Brain Off Watchlist

Featuring: Rohan Joshi and Kullu

This episode celebrates easy, comforting viewing with films that prioritise nostalgia, humour, and pure entertainment over complex plotting. Using the IMDb Advanced Search, genre filters, and curated lists, the hosts curate a line-up designed for effortless enjoyment.

Featured titles include: [Dil Chahta Hai](#), [Qayamat Se Qayamat Tak](#), [Hungama](#), [Hulchul](#), [Tees Maar Khan](#), [Malamaal Weekly](#), [Hera Pheri](#), [De Dana Dan](#), and [Apna Sapna Money Money](#)

Rohan and Kullu’s Final Pick: [Dhoondte Reh Jaaoge](#) (Netflix)

Episode [Link](#)

Episode 3 | Ultimate Comedy Watchlist

Featuring: Rohan Joshi and Vir Das

The conversation moves from favourite comedies to dating apps and comedic influences, blending personal anecdotes and personalised recommendations. The result is a humour-based watchlist that reflects both cultural impact and audience affinity.

Featured titles include: [Kabhi Haan Kabhi Naa](#), [Om Shanti Om](#), [Andaz Apna Apna](#), [Crazy, Stupid, Love.](#), and [Superbad](#)

Rohan and Vir’s Final Pick: [Crazy, Stupid, Love.](#) (JioHotstar)

Episode [Link](#)

Episode 4 | Meal-Time Watchlist

Featuring: Rohan Joshi and Kumar Varun

Designed for casual, companionable viewing, this episode curates titles that pair seamlessly with a meal. They're engaging without demanding total attention. Using the IMDb Interest pages and user reviews, the host and guest assemble a selection suited for relaxed, everyday watching.

Featured titles include: [High Maintenance](#), [Kill Bill](#), [Hum](#), and [Baasha](#)

Rohan and Varun's Final Pick: [Baasha](#) (YouTube)

Episode [Link](#)

Episode 5 | Date Night Watchlist

Featuring: Kullu and Kareema

This episode dives into the perfect date night watchlist, as Kullu and Kareema swap their most memorable (and awkward) date stories while figuring out what truly makes a great movie to watch together. Using the IMDb title pages, trivia sections, and audience ratings, they explore everything from classic rom-coms to unexpected picks that spark conversation.

Featured titles include: [Kaho Naa... Pyaar Hai](#), [Jab We Met](#), [Pretty Woman](#), [Shrek](#), [The Notebook](#), and [Sita Ramam](#).

Kullu and Kareema's Final Pick: [Qarib Qarib Singlle](#) (Prime Video)

Episode [Link](#)

Episode 6 | Ultimate Sports Watchlist

Featuring: Rohan and Kullu

This episode serves up the ultimate sports watchlist, as Rohan and Kullu bring together their top picks across films, shows, and documentaries that capture the thrill of the game. From iconic underdog stories to high-stakes rivalries and emotionally charged journeys, the duo dives into what makes sports content so universally compelling. Using Advanced Search and the IMDb title pages, they curate a binge-worthy lineup for every kind of fan.

Featured titles include: [Lagaan: Once Upon a Time in India](#), [Chak De! India](#), [Formula 1: Drive to Survive](#), [Sultan](#), [Dangal](#), [Bhaag Milkha Bhaag](#), and [The Karate Kid](#).

Rohan and Kullu's Final Pick: [Awwal Number](#) (YouTube)

Episode [Link](#)

Dekh Bhais is now streaming on IMDb social channels, including [YouTube](#) and [Instagram](#), and is also available on Spotify, Apple Podcasts, and Amazon Music.

About IMDb

IMDb is the world's most popular and authoritative source for information on movies, TV shows, and celebrities. Hundreds of millions of customers all over the world rely on IMDb to discover and decide what to watch, advance their professional entertainment careers through IMDbPro, and grow their businesses using IMDb data and trending insights. Products and services to help fans discover and decide what to watch and where to watch it include: the IMDb website for [desktop](#) and [mobile devices](#); [apps](#) for iOS and Android; and X-Ray on Prime Video. For

entertainment industry professionals, IMDb provides [IMDbPro](#) and [Box Office Mojo](#). IMDb licenses information from its vast and authoritative database to third-party businesses worldwide; learn more at [developer.imdb.com](#). IMDb is an Amazon company. For more information, visit <https://www.imdb.com/press> and follow @IMDb_in.

Contact:

press@imdb.com