



BBNaija Season 11 Begins as 24 Housemates Battle for ₦160m Grand Prize | 1

The 11th season of Big Brother Naija officially began on Sunday, with 24 housemates entering Biggie's house to compete for a record ₦160 million grand prize.

Hosted by Ebuka Obi-Uchendu, the new season opened with the unveiling of contestants from different backgrounds, including entrepreneurs, content creators, models and other professionals. Organisers say the reality show will run for 10 weeks, with the winner emerging after a series of weekly tasks, nominations and evictions.

The season, themed "Show Ya Sef," with the winner set to receive a record-breaking ₦160 million prize package, including ₦100 million in cash and a brand-new SUV. This season marks the biggest prize package in the history of the reality television show. Housemates are expected to begin competing in their first tasks and challenges as viewers await the first Head of House game and nomination process.

Rapper Falz opened the launch show with a live performance, while Ycee wrapped up the night with a closing performance. The premiere has generated widespread reactions on social media, with fans already discussing the contestants' personalities and early interactions inside the house.