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I want to do something for India that the world can also consume: Shaileendra Singh

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He's got the gift of the gab and loves talking nineteen to the dozen on everything from movies and EDM to cricket and business. While producer Shaileendra Singh can be a part of any erudite discussion effortlessly, he believes it's his accomplishments in the various folds of entertainment – Bollywood, sports and music – that make him a true maverick. In an unplugged conversation with us, he shares his journey of 30 years in showbiz, the painful pitfalls, sweet victories and the way forward...
You've been in the business for three decades. Do you think you've got your due?

It's been an interesting journey so far. I've done 74 movies as a producer and launched many careers in Bollywood. I'm one of Asia's largest music promoters since the past seven years and have also raised a lot of money in sports like cricket and wrestling. But who is giving me the recognition? I have launched 29 companies in 23 years, all start-ups without any outside funding. I have worked really hard to create these properties from nothing.

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Shaileendra Singh

IN MY CAREER, THERE HAVE BEEN MANY TIMES WHEN I WANTED TO GIVE UP... BECAUSE HOW OFTEN CAN YOU SELL YOUR SOUL? BUT EACH TIME, THE SINGLE-MINDED INSPIRATION WAS, 'WHO WILL CRY WHEN YOU DIE?'

Every time I launched a new concept, I faced resistance: Shaileendra Singh

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What has kept you going?
In the 30 years of my career, there have been many times when I wanted to give up... because how often can you sell your soul? But each time, the single-minded inspiration was, 'Who will cry when you die?' Needs make a man, not his balance sheet. I take my achievements lightly because I want to do a lot of things in life and move on. Now, I have a burning desire to do something for India that the

world can also consume. For instance, I want to make an Indian film that wins an Oscar!
Speaking of films, are you going to direct another Bollywood project?
I've been asking myself – what is it that I can do, which is made in India, but can get international exposure? That's why I decided to make a film for 100 countries. It's called *Born To Be Alive* and it will go on floors next year in October. The lead

characters don't speak in the movie; only other people around them have a voice. The concept is deep, interesting and unites the world, as the actors are from different countries. My goal is to make a \$100 million and win awards, so that I can inspire others. I will keep trying till I succeed.
You're not going to be a part of Sunburn edition this year...
Sunburn opened up the global market in India and put us on the global map, so

DJ David Guetta and Shaileendra Singh



Shaileendra Singh with Matthew Spiciale and DJ Martin Garrix

हमारी छवियाँ छोड़ने से कम हैं के?

★★★★★
INSPIRING & ENTERTAINING
THINGS OF INDIA

★★★★★
AN OUTRIGHT WINNER
2016

★★★★★
IT'S STUNNING
2016/2017

★★★★★
END THE YEAR WITH THIS FANTASTIC FILM

AMIN KHAN PRODUCTIONS

BANGALURU

DESERVES A STANDING OVATION
FOR THE PERFORMANCE TO DATE
AMIN KHAN'S BEST PERFORMANCE TO DATE
END THE YEAR WITH THIS FANTASTIC FILM

AMIN KHAN PRODUCTIONS

BANGALURU

I am very proud of it. I'm happy others are following its footsteps, as I believe it's my way of giving back something to the country. But now, we're going in the copy-paste format. Nobody wants to reinvent. I have done it all I could for the festival. Hence, my older brother Harindra, who is also my partner, is running the Sunburn in Pune this year. I am happy and sad. Happy because he is doing it – I wish him all the best and I hope he does a great job – but sad, because it's copy-paste. Also, I am really worried for the safety and security of the fans. Pune is not my favourite city for festivals. All my music events and concerts have been incident-free because I follow a certain code of security and safety standards. But this edition of Sunburn is not run by me, it's by my brother.

What's next on the anvil?
I want to unite the world of entertainment and music and make a social impact in India, through the Magic Bus programme. Our country has 84 million uneducated kids. What a predicament! So in 2017, we will be hosting one of the largest events on the globe, which will help make a social difference. The show will see many international artists and though it will be held in India, it will also be broadcast across 120 countries. In fact, on January 1 at 5pm, I will release a clock, which will make large announcements every 15 days.

— Purvaja Sawant@timesgroup.com