

Ashwin Sanghi

Quotes

*Writing, Book, Years, Believe, Myth, Two, Needs, Heart, People, Reading,
Ends, Thinking, Country, Self, The End Of The Day, Age, Views, Want, Stories,
Has Beens*

Our country has the oldest tradition of storytelling, and this was much before writing stories even became a norm.

~Ashwin Sanghi

Character is what you are. Reputation is what people think you are.

~Ashwin Sanghi

Though it is very easy to do valuations, eyeballs and brand prominence surveys, you should never allow any of them to influence the balance sheet.

~Ashwin Sanghi

We don't need to dumb down our stuff. And it's important to know how far we can push readers.

~Ashwin Sanghi

Worry is like a rocking chair; it keeps you in motion but gets you nowhere

~Ashwin Sanghi

If there is one city apart from Mumbai where I would love to settle down, it has to be Chennai.

~Ashwin Sanghi

I am a businessman at the end of the day. I have grown up with Excel sheets. I start out writing my novel with spreadsheets and the milestones in each chapter highlighted.

~Ashwin Sanghi

When working on a period, it is the finer details that evoke imagery that helps in cinematic adaptations.

~Ashwin Sanghi

In the Sanghi family, there is no one who has undertaken intellectual

pursuits.

~Ashwin Sanghi

Battles are won and lost before they are fought.

~Ashwin Sanghi

Vish, the creator; and Shiv, the destroyer, are simply two faces of the very same coin.

~Ashwin Sanghi

O Rakshas, everything is always all right in the end. If it isn't all right, then it isn't the end

~Ashwin Sanghi

The reality of the writer's world is that you set yourself up for future disappointment with every success that you deliver because you end up raising your audience's expectations.

~Ashwin Sanghi

The Divine is simply that which science has not yet explained. In effect, God = Infinity - Human Knowledge.

~Ashwin Sanghi

What is divine? It is simply that which man has not been able to understand. Once you do, it loses its divinity.

~Ashwin Sanghi

I want to be remembered as a storyteller more than someone who had something meaningful to say.

~Ashwin Sanghi

I want my writing to reach people. I don't write for a market. I write from my heart, something that appeals to me. The marketing, segmenting etc., can be done by your publisher, not you.

~Ashwin Sanghi

Writing helps me create a different world that I can escape to.

~Ashwin Sanghi

There has to be a protagonist who has to overcome challenges, and there will be a race to finish.

~Ashwin Sanghi

I want to make sure that my writing grips the reader from the word 'go.'

~Ashwin Sanghi

While growing up, I always had to depend on foreign authors for page-turners. I think of myself as a commercial writer, and my job is simple to entertain you.

~Ashwin Sanghi

I was a businessman for 16 years of my life, so when I started writing, I wanted to keep my literary identity separate.

~Ashwin Sanghi

Writing was my route to creative expression, and I needed to write about the things that interested me.

~Ashwin Sanghi

A myth is a lie that conceals or reveals a truth. But if it reveals even a strand of history or truth, that's what gets my adrenaline going.

~Ashwin Sanghi

Admiration from my readers inspire me, and the only 'formula' I believe in towards making a good writer is: 'to thine own self be true!'

~Ashwin Sanghi

After writing each novel, I would spend days poring over suggestions

from my editor.

~Ashwin Sanghi

I believe that every writer evolves with every successive novel. I view myself as work-in-progress.

~Ashwin Sanghi

I don't care if my books don't sell abroad; we have a large enough market in our country. I write for Indian readers.

~Ashwin Sanghi

I was learning book-keeping at the age of 12, but it never stopped me from pursuing literature. Over the years, I grew to love the written word.

~Ashwin Sanghi

I was passionate about reading from an early age, and I would always be carrying a different book each week.

~Ashwin Sanghi

A book and a movie are different animals. You need a cinematic perspective to be involved in the motion pictures. And this is something I lack.

~Ashwin Sanghi

What I would not like is to be ignored. I write from the heart. I don't write for me. I write for my readers.

~Ashwin Sanghi

Oral storytelling goes back so long ago, and those stories that were told orally were always layered and changed with time.

~Ashwin Sanghi

My attention span is very limited, and I watch just one or two movies a

year.

~Ashwin Sanghi

Mythology works... because Indians have been bred on myths.

~Ashwin Sanghi

In order to become the master, a ruler must profess to be a servant of the people.

~Ashwin Sanghi

To remain standing one often has to fall.

~Ashwin Sanghi

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