

*In conversation with **Mr. Aatish Kapadia**  
Co-Founder, Director, Actor, and Writer – HatsOff Productions  
K J Somaiya Institute of Management Alum Batch 1987-89*



- 1. With an illustrious career of over 3 decades, what has been the most memorable moment so far in your career?**
  - A. The most memorable moment in my career so far was when a mother called up to say that my shows gives hope to her family. She had a terminally ill child fighting for its life and they took inspiration from my show.
- 2. You have been Director, Writer, Producer & Actor. What do you like doing the most?**
  - A. I love to direct the most, because that's when I become a guide to my own writing.
- 3. You have written numerous TV shows and theatre plays. Which one is your favourite among them and why?**
  - A. Baa Bahoo aur Baby is my favourite because it was a soothing balm to help people live in a joint family - a system that I feel is out dated and oppressive.
- 4. You started Hats off Productions with another K J Somaiya Institute of Management Batch mate, Mr. JD Majethia, how did it start? What were the challenges you faced and how did you overcome them?**
  - A. Hats Off Productions started in 2002 with our show Khichdi. The challenges were to make shows that were against the tide and were in a way radical. Thankfully the audiences that were used to watching regressive melodramas accepted our shows whole heartedly. Even today they are waiting for reruns and new seasons.
- 5. Do you think people will continue watching TV shows in the era where OTT media services (web series) is booming?**
  - A. Yes, they will. Our country is too huge and diverse and TV will evolve into an instrument where people will eventually consume what they want to, at will and appointment viewing will eventually come to an end.
- 6. How different is it writing for a web series as compared to a TV show?**
  - A. I cannot answer this question in short. Let's leave it for another time. My answer is too elaborate and necessarily so.
- 7. What was the thought behind launching Sarabhai vs Sarabhai 2 as a web-series?**
  - A. The thought was getting a little more evolved audience to watch it. TV now has guidelines that are rightly created for family audiences and the viewers of Sarabhai have shifted more to the web. Hence, it was launched as a web series.



- 8. What do you think is more difficult - entering into the industry and making your mark as an outsider or staying relevant and sustaining in the industry?**
- A. I think neither is difficult if you are dedicated and ready to evolve.
- 9. What is your source of motivation when you are creatively sapped? How do you come up with fresh ideas and content?**
- A. I learn from life and its experiences. I observe and borrow everything from each day that I live so as to come up with fresh ideas and content.
- 10. Do you think that the financial aspects of production act as a hindrance to your art and creativity?**
- A. Sometimes. But JD my partner makes it easier for me by taking the load off me.
- 11. If you have to relive your days at K J Somaiya Institute of Management, how differently would you like to live them?**
- A. I would probably attend more lectures. Those days I was distracted and sometimes terribly bored of studying irrelevant stuff like econometrics. But that was my issue right from my school days. I was a good student academically but I hated structured classes.
- 12. What are some of the significant learning you had in your two years at K J Somaiya Institute of Management?**
- A. Some of my most significant learnings were that of Organizational Behaviour and patience. I also learnt to get out of my comfort zone and interact with very diverse people.
- 13. What would be your advice for the students/young alumni who are starting their careers?**
- A. Listen to your heart. But don't tell your heart what to speak. Follow a rational instinct and be your own fair judge and then decide what you want to do in life. It's very important to estimate your strengths and yourself.

### Rapid fire questions

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| <b>1. Favourite hangout spot in K J Somaiya Institute of Management:</b> The Maggi Stall | <b>4. Favourite cuisine:</b> Any authentic cuisine. No Mish Mash |
| <b>2. Favourite movie:</b> The Help  | <b>5. Role model:</b> Nobody                                     |
| <b>3. Favourite holiday destination:</b> East Africa Hands Down                          | <b>6. Success mantra:</b> Keep Going. Keep Growing               |
|  | <b>7. Word that describes you:</b> Sane-Insane                   |

**Interviewed & drafted by:**  
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