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malavika's mumbaistan

malavikasmumbaistan@gmail.com @msangghvi



Bloody Good Luck

■ Ashwin Sanghi

"The first book on luck was born from a statement heard by me about how in life 99% is good luck and the remaining 1% is bloody good luck," said Ashwin Sanghi, ranked among India's highest selling English fiction authors, known for his Bharat Series, a mix of Indian history, culture, mythology, theology and spirituality melded with his writing skills. Sanghi had seized the premise and not only fashioned a bestselling book out of the subject, but founded an entire series. His '13 Steps to Bloody Good Luck' was followed by another two on marks and wealth, both co-authored by experts in those fields. "Self-help is a genre whose time has come," says Sanghi, the scion of a well-heeled business clan, which had not too long ago exclusively sold Mercedes cars among other things "We need simple, jargon-free and uncluttered books that can help navigate our lives." This year sees an extension of the genre with two new titles added, '13 Steps to Bloody Good Parenting' with Kiran Manral and '13 Steps to Bloody Good Health' by Dr Mukesh Batra. What's more, Sanghi and his publishers say the series will grow at the rate of three to four books per year. In the pipeline are guides on social media, sales, travel, communication, meditation and interiors, and common to all will be the winning number 13 of Sanghi's original title. Incidentally, Sanghi's flair is not exclusive to words alone. A few weeks ago, he'd invited friends to celebrate '80' (His 50th birthday plus his 20-year marriage anniversary with wife Anushika and his 10 best sellers). Given all this, it's not hard to see why his '13 Steps to Bloody Good Luck' had been the only one in the series that had not required a co-author with domain knowledge of the subject. Sanghi, who obviously knew a thing or two about luck, had written it all on his own.

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