Motorcycle Guru

Because he’s the latest in a long line of Indian mystics capturing the imagination of the West with 100 yoga centres around the world. Because he spoke at the World Economic Forum in Davos three years in a row. Because he makes a combination of yoga, green activism and spiritual therapy seem as elevating as it is hip.

style statement Green. Has initiated Project Green Hands, a move to increase the green cover of Tamil Nadu by 33 per cent in the next 15 years.

power point Endorsed by M. Karunanidhi, his followers range from Nandita Das and Prahlad Kakkar to Microsoft’s Ravi Venkatesh.

likes to Go for long rides on his BMW and Harley Davidson bikes, gifted by devotees.