Mod Mantras

Because he mentors many of India’s high and mighty, from Vasundhara Raje to Shekhar Kapur. Because he is the coolest of the cool: an agnostic who became a yogi, an adventure geek who turned guru, a sceptic who found a new route to bliss, Isha Yoga. Because he spices up spirituality with science, mysticism with materialism, wisdom with wit. Because he built a 270-acre ashram in the foothills of the Velliangiri range in Coimbatore from scratch.

Sultan of style He rides dirt bikes and suvs at breakneck speed, tees up golf balls with effortless élan, plays frisbee in jeans and tees.

In his own words “If you don’t want your children to go the Coca-Cola way, you must dig into your culture and pull out something really valuable.”