



You think Bangalore—the hub for start-ups is the ideal place for the launch of SMG portal?

Absolutely. I like to encourage start-ups and happy to be here at the launch of SMG.

From apparels to sending gifts— how does it feel to be associated with the concept of delivering emotions?

I think it's a wonderful concept, which would enable us to send gifts to our loved ones through the e-commerce medium of sendmygift.com.

Due to our hectic schedules, many a time we either forget important dates or reminded about it at the eleventh hour, I think SMG is certainly the solution to make our friends and relatives feel special.

What is the most appealing factor of SMG, which made you associate with it?
The idea of delivering emotions and making my loved ones feel cherished.

You think the online channels have replaced the personalised warmth of greeting their loved ones?

I don't think so. Wishing someone over the phone and sending gifts through e-commerce compliment each other. If I'm out of town shooting, the online mode makes it easier for me to send the gift within few minutes and complement it with a phone call—the personalised touch is very much intact.

So this Diwali, will you be sending gifts to your dear ones through SMG?

The first gift I'm going to send through SMG is to the one who gave me life—my mother on her birthday.

Doing business through the e-commerce channel is not new to you. In November 2013, you tied up with fashion portal Myntra to launch your private label-HRX. How has the response been?
The response has been phenomenal. HRX generated approximately Rs 100 crore revenues in the last 18-months only on Myntra.

Are you style consultant for HRX?

Yes.

You designed the idea of HRX to inspire and motivate people. How can clothing inspire and motivate people?

The 'X' in the logo HRX stands for 'Extreme'—connoting to reach the highest potential. HRX is designed on the philosophy to keep pushing oneself and not to get into the comfort zone.

So if you wear HRX apparel, you've no choice but to be victorious. Through the apparel we are motivating people to have self-belief and courage to accept challenges and never be defeated in life.

HRX is one of the co-sponsors of your team—FC Pune City. Is it to inspire them

to play to their optimum potential?
Absolutely.

What do you think makes the e-commerce market successful?
It's the convenience and availability of wide range of products at the click of the button.

Do you personally buy products online?
Yes, from Amazon and Flipkart.

ISL was a smashing success in season one and this year the sponsorship has almost doubled from last year—Rs 55 crore to Rs 100 crore. Does this mean that the corporate world is positive about ISL's business model?
That's true. It's heartening to see the support from the corporates. I'm sure ISL will be a successful business model and is going to rock.

Do you think your team FC Pune City will win this season?
I'm hopeful.

What is your style quotient?
Comfortable and Inspirational clothing.

What excites you about Bangalore?
People and the memories I've had here with my family.

Your advice to people to cherish the gift of life?

Believe in yourself and don't succumb to the thought of defeat. Live life to your fullest potential to give victory a shot.



Style to Hrithik Roshan means comfort and a source of inspiration. The Greek God of Bollywood is style consultant for his lifestyle brand HRX, which has done a whopping business of approximately Rs 100 crore in the last 18-months on the portal Myntra.com. The 41-year-old actor was in India's Silicon Valley to launch the online gifting portal—sendmygift.com

IN REAL-LIFE HRITHIK ALWAYS ADAPTS TO GIVE VICTORY THE FIRST SHOT

In an interview to Shivani Venugopal, the acclaimed actor expressed his pleasure to unveil the portal SMG in Bangalore—the hub of start-ups in India. True to SMG's tag line of delivering emotions, the co-owner of Football Club of Pune City (FC Pune City)—an Indian Super League (ISL) football franchise, evinced his emotional intelligence and desired to use the portal to send his first gift to the one who gifted him life—his mother on her birthday.
Edited excerpts.

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