



'KEEP GOING, NEVER STOP'

Hrithik Roshan says that's the one thing he's learnt from the highs and lows of a career in B'wood spanning 14 years

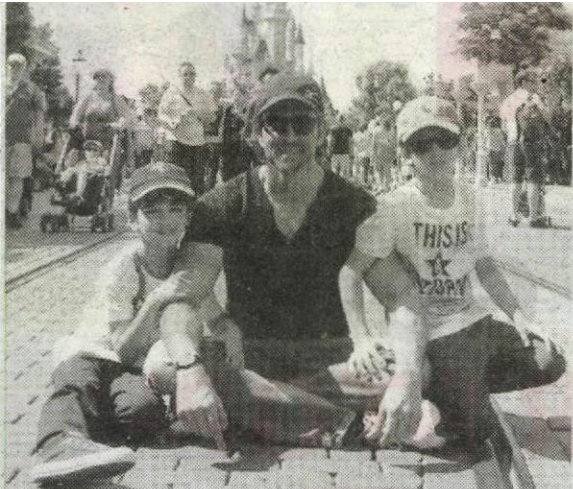
NATASHA COUTINHO

"No personal questions" we're told, even before the interview with Hrithik Roshan — Bollywood star, Adonis extraordinaire — is set up. There's still however, plenty to chat about with the actor, who's returning to the big screen with *Bang Bang*, his second film with Katrina Kaif after *Zindagi Milegi Na Dobara*. It's been a while since he's been seen on the big screen, with the news about the actor in recent months being all about his high-profile split from wife Sussanne. But the focus is clearly back on work, which he is extremely choosy about — even if it means restricting himself to just one release a year.

So just what does Hrithik look for, before accepting a film offer? "I evaluate my capability of being able to do full justice to the role," he responds. "Of course the script also has to be interesting and different — something that I haven't done in the past and is more challenging than my previous roles. That pretty much sums it up for me."

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Bang Bang



Hrithik is seen in a tweeted photo with his sons Hridhaan and Hrehaan on a vacation at Disneyland

'Keep going...'

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Several of those film choices — especially his superhero flicks like the *Krrish* series and its prequel, *Koi Mil Gaya*, have made him quite the icon among young fans. It's a role, and responsibility, he takes seriously, says Hrithik. "Every decision of our life impacts someone, somewhere. That by itself, is a huge responsibility. We have to be really careful of our actions and words as a lot of times, people look up to us for everything we do or say and take inspiration from it," he explains.

The bond he shares with his little fans is a special one, Hrithik adds — and many of them truly believe that like his onscreen characters, he can fly in real life too! "Oh they think that I can fly, fight and save them from any evil around, anytime," he says with a laugh. "That's when you realise how much of a responsibility you have off screen too, after playing a superhero on the screen."

The actor has been a part of the industry for over 14 years now. What's been the biggest lesson he's learnt so far? "To keep going and never stop," he says. "There will be highs and lows and the good and the bad, but you just have to believe in yourself and keep going. That's what I have learnt over the years."

Fourteen years into the business, Hrithik continues to enjoy his position among Bollywood's top stars. But there's been so much promising talent entering the industry of late — Sidharth Malhotra and Varun Dhawan, being two examples. Hrithik agrees that the new talent is promising. "Some of them are doing very well for their age and experience. I haven't had a chance to watch all their work but I am sure they will take the industry to a new high," he says.

As a sign of his continued and undisputed box office viability, Hrithik also continues to be a favourite with the ad industry when it comes to brand endorsements. He has most recently signed on as the ambassador for the "He" range of deodorants. Hrithik says he takes on endorsements even more carefully than his film roles. "I firstly look at why the brand has come to me. I evaluate in what ways I could add value to the brand and more importantly what does the brand stand for, in the eyes of its creators and its customers. Only if I believe in it, will I endorse it," he says.

