

Transcript for HSBC Maharaja Katrina Kaif Video

77% of Global Indians feel a strong connection with India – What do you miss most when you are travelling outside India?

00:16: I miss something in the air,

00:18: and I don't mean literally the air, I mean, I just mean the essence.

00:22: There's an energy I think is the best way to describe it.

00:25: There's an energy in Mumbai.

What's been your experience of India's global reputation?

00:34: There's one word that is synonymous with India, no matter where you go in the whole world

00:39: and that is warmth

00:40: and to me, that is what India symbolises.

00:44: I think the other thing is the love
and the bond, the family,

00:48: The love and the bond and the strength of family,

00:51: I think that's something which we can proudly say is very,

00:54: very unique on this level that you see in India

00:58: it's of the utmost importance.

Nine in ten Global Indians stay connected with India supporting Indian charities. Your views on contributing to local communities?

01:11: In terms of what you're actually referring to about HSBC helping with oxygen concentrators,

01:16: that was actually something which which I personally also

01:19: contributed in because that was a very tangible effort.

01:22: You did see a lot of global Indians coming and stepping up immediately,

01:26: and I think that's really kudos to all of them because they really did

01:30: hear the need and they responded immediately,

01:32: so that's something which was wonderful to see.

Three in four Global Indians say that environmental and social initiatives are now a key part of their decision-making. How important are they to you?

01:45: Oh, extremely, in fact, I feel that

01:48: sometimes because it's so overwhelming, people don't know where to start,

01:52: find one small thing, one small change, you can make and implement that

01:57: and then if everyone is doing that slowly, slowly, that will add up somewhere.

Why is Indian cinema not just entertainment, but is more of a cultural identity for third generation Global Indians?

02:11: It's keeping them connected to their heartland,

02:13: it's keeping them connected to what they miss at home.

02:17: I mean, cinema is a powerful tool and a powerful message,

02:20: and it's a powerful transformer of emotions as well.

Do you ascribe to the fact that "brain circulation" is something you see in your industry, like we see with Global Indians?

02:33: I've seen so many wonderful friends and colleagues of mine doing so well

02:37: in other film industries

02:39: crossing over into the American film industry, the British film industry

02:43: and I think we're seeing such incredible talent

02:46: from India see success and acceptance there

02:49: and I think that that's a very welcome change.