

SAI

THE MUSICAL

A MEGA THEATRE MUSICAL

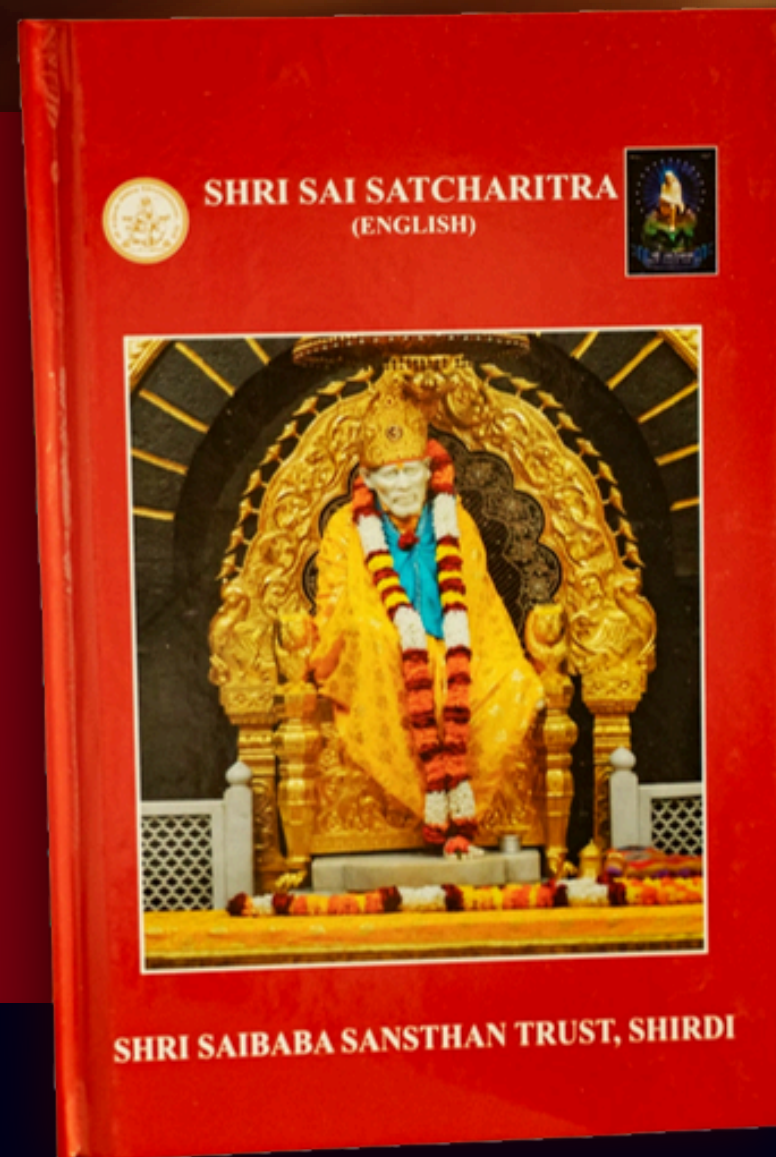
Written and directed by Atul Satya Koushik

Executive producer - Pradnya Salunkhe

Produced by Ashvin Gidwani



Synopsis



In present-day Mumbai, Sai Baba miraculously appears, triggering a wave of devotion & viral news across India. As flashbacks of life 100 years ago unfold, answers to questions that arise in current times get revealed. Faith collides with skepticism, while Sai Baba quietly transforms lives. Based on the Sai Satcharitra, this powerful story reminds the world that walking Sai Baba's path can restore faith, peace and hope.



Sound & Music

Featuring live singing, original compositions, and the soulful resonance of Padma Shri Kailash Kher's voice, Sai The Musical connects music with emotion in its purest form, creating an experience that transcends music and touches the heart.



Stage & Tech

Sai The Musical is a grand fusion of creativity and technology, brought to life through an international production design team. The stage setup integrates cutting-edge technology, AI-generated visuals, and a sophisticated lighting design to create an awe-inspiring visual spectacle. Every scene is crafted with precision, transforming the stage into a living canvas where emotion, storytelling, and innovation merge seamlessly, offering audiences a truly world-class theatrical experience.



The Performance

Behind this spectacular 120-minute immersive experience (with a 10-minute interval) stands a powerhouse creative team, written and directed by Atul Satya Koushik, movement direction by Bhavna Pani, music by Anik Sharma, and technical direction, production design, and lighting design by Michael Inglis, seamlessly blending powerful performances, soul-stirring music, and breathtaking visuals.



Universal Acclaim



Celebrated by Bollywood personalities, leading professionals, and theatre critics alike, Sai The Musical has been hailed as a path-breaking production that touches the heart, uplifts the spirit, and redefines live entertainment.





AGP WORLD

Acclaimed By The Press

Mumbai Mirror

Faith takes centre stage

A new theatrical production brings the timeless wisdom of Sai Baba to a modern stage, blending history, faith, and a contemporary narrative to captivate a new generation

Sai - The Musical is a new theatrical production that blends history, faith, and a contemporary narrative to captivate a new generation. The production features 16 original tracks, including one by singer Kailash Khert, elaborate choreography, and a dual-timeline narrative that shuttles between historical Shirdi and contemporary Mumbai.

Music meets devotion
Producer Ashvin Gidwani, who previously brought a rendition of Paulo Coelho's *The Alchemist* to the stage, describes this show as a "Broadway-style, Western-style" musical that pulls out all theatrical stops. "There are elements of songs, dances, and beautiful sets," he says. Indeed, the production doesn't shy away from scale or spectacle, using the full arsenal of musical theatre—original

What if Sai Baba was one of us?
What distinguishes this musical from the usual devotional pageantry is its willingness to probe rather than merely praise. By transporting Sai Baba into today's Mumbai—a city wired for spectacle, where faith and frenzy often blur—the production poses a disquieting question, one memorably raised in Juan Osborne's 1994 ballad, "What if God was one of us?—Just a stranger on the bus, trying to make his way home." "Would we recognize the divine if it appeared in the everyday, stripped of ceremony and spectacle? Or have we become so attuned to noise and outrage, that we'd simply look past it—another headline, another distraction, nothing more?"

A homecoming on stage
The role of Sai Baba is essayed by actor Parikash Berry, who returns to theatre after three decades. Berry, just seen as Yathacharya in the television series *Tenali Rama* (2017–2020, 2024–2025), began his career in theatre, training at the Department of Indian Theatre in Chandigarh before moving to Mumbai and co-founding the theatre group *Katumb* alongside actors including Anna Kapoor and Alok Nath.

"Theatre demands four things," says Berry, "dedication, devotion, discipline, and time." For him, this required all these in additional measure, because the role held personal significance. "I have previously acted in a TV show about Sai Baba, but I had a negative role in it," says the actor, who previously appeared in *Mere Sai - Shradha Anu Saburi* (2017–2023), as the antagonist Chakra Narayan. "I have immense faith in Baba. I even visit Shirdi from time to time. Portraying Baba is a golden opportunity."

The casting came about almost serendipitously. "I visited Anil ji on Ganesh Chaturthi. I had started growing a beard after *Tenali Rama*. Anil ji felt I looked like Sai Baba. I had no idea that a play on his life

Bo book tickets: 02266223714

THE SUNDAY FREE PRESS JOURNAL

Weekend Cricketers of Indian origin who are making waves internationally

Live Smart Decoding blue dolphin effect

Sunday Head Pyrrance is making a slow and steady comeback.

And, why Sai Baba is that genre?
Sai Baba is not bound by religion or dogma. His teachings are universal and timeless. By presenting his story as a musical, I strongly believe we are not only paying tribute to his legacy but also taking forward his message of compassion, humility, and unity. The aim has the ability to cross cultural borders, and this show, in its own way, will carry his culture and teachings to the world.

Having been around for so many years, what are some positive and negative changes you've seen in the theatre industry?
I genuinely think we are moving towards a great future in the arts. Across the country, we're seeing an explosion of creativity, whether it is experimental, professional, self-initiated, or commercial theatre, in multiple languages and styles. This variety is healthy for the industry. At the same time, with the rapid rise of AI and changing film landscapes, theatre will emerge even stronger as one of the top genres because of its human, live, and unfiltered experience. However, the challenge is equally real. If producers and investors do not focus on quality storytelling that resonates with Gen Z, millennials, and the progressive youth, we risk losing them. They are already heavily drawn to music and comedy—the safe zones of entertainment, so the music we do create compelling content that keeps them engaged with us.

Do you think musicals as a genre make more sense for a topic like Sai Baba than linear storytelling?
Absolutely. In today's time, only two genres are consistently working well in theatre—musicals and comedy. Drama can work, but usually only when it has a celebrity quotient, provided those actors are also strong performers. With *Sai Baba*, we're making a musical because it's a story that's so deeply spiritual and has the ability to heighten emotion, carry meaning across cultures, and reach audiences in a way linear storytelling sometimes cannot. It adds layers of devotion, spectacle, and emotional connection that align beautifully with the subject.

What's that one thing as a producer you would like to do to see a better relationship with the audience—commercial and creative?
For me, the audience is both God and God, the two in one I'd say. They remain at the core of everything I do. As producers, our responsibility is to consistently craft quality products that don't just entertain but also engage and inspire. Today's audience isn't a fast-paced, high-tech world with endless distractions. To earn their trust and loyalty, we must give them an experience worth their time and money—something meaningful that they can't look away from. It's not just about the content of the show, but the audience will only grow stronger.

After doing comedy for the longest time, what makes you take on a (potentially) mythological script now with *Sai - The Musical*?
The Sai Baba character is an inspiration to millions of devotees of Shirdi Sai Baba. I have personally read his story many times and each time it has revealed new layers of wisdom. What fascinates me is how his stories are not just historical or spiritual but deeply relevant to modern life. Every Thursday, devotees arrive there, experience, and want to bring that essence to the stage. It is the re-enactment of the life of a saint, and through

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नवराष्ट्र

www.navarashtra.com

हेलेन, सलमा खान 'साई-द झकल' प्रीमियरला उपस्थित

मुंबईतील एनसीपीए, जमशेद भाभा थिएटरमध्ये एजीपी वर्ल्डचे अश्विन गिदवानी सादर केलेले 'साई - द म्यूझिकल'चे प्रीमियर अविस्मरणीय ठरले. थिएटर प्रेक्षकांनी भरले होते आणि संपूर्ण वातावरणात शांत पण तीव्र आध्यात्मिक ऊर्जा जाणवत होती. मंचावरील दृश्यांनी प्रेक्षकांचे हृदय हलवले. शिर्डी साई बाबांच्या महा समाधी वार्षिक स्मृतीनिमित्त आयोजित हा दोन तासांचा हिंदी म्यूझिकल भक्ती, संगीत आणि कथाकथनाचा अद्भुत संगम होता.

अभिनेता सलमान खानच्या कुटुंबीयांची उपस्थिती होती - हेलेन, सलमा खान, अलखीरा अग्निहोत्री आणि अतुल अग्निहोत्री - जे अनेक इतरांसोबत येऊन या आध्यात्मिक प्रवासाचा अनुभव घेण्यासाठी उपस्थित होते.

साई बाबांचा शो माझ्या आठवणी जाग्या करतो

मो वर्षापूर्वी नाशिकमध्ये साई बाबांच्या मंदिरात जाई होते. हा शो मला त्या आठवणींना जागा करतो. इथे येणे मला आनंद आणि सन्मान वाटतो.

आयोजकांचे आमंत्रणाबद्दल मनापासून धन्यवाद. मी इतके भव्य, उबदार आणि हृदयस्पर्शी प्रदर्शन अपेक्षित केले नव्हते. मला खूप मजा आली कलाकार अप्रतिम आहेत, आणि नर्तक - मूल आणि मूली दोघेरी अत्युत्तम आहेत, असे दिग्गज अभिनेत्री हेलेन म्हणाल्या.

THE FREE PRESS JOURNAL

Shirdi Sai Baba celebrated in a 2-hour musical

FPJ News Service MUMBAI

On Wednesday evening, marking Shirdi Sai Baba's Maha Samadhi anniversary, the premiere of *Sai - The Musical* captivated audiences at Janshed Bhabha Theatre, NCPA, Nariman Point. The two-hour Hindi musical, with English subtitles, wove music, theatre, and storytelling into a vibrant journey through the mystic's

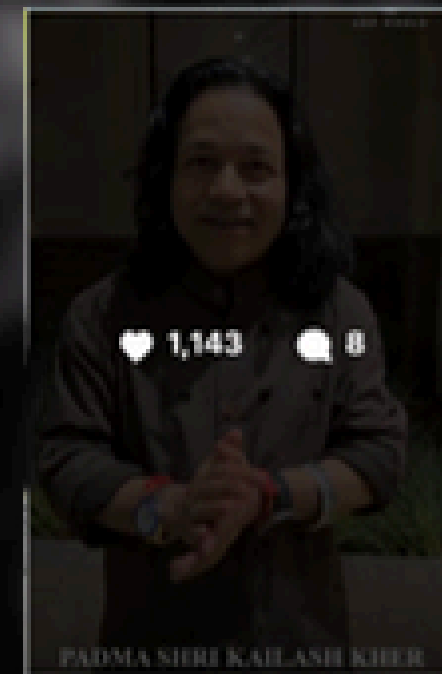
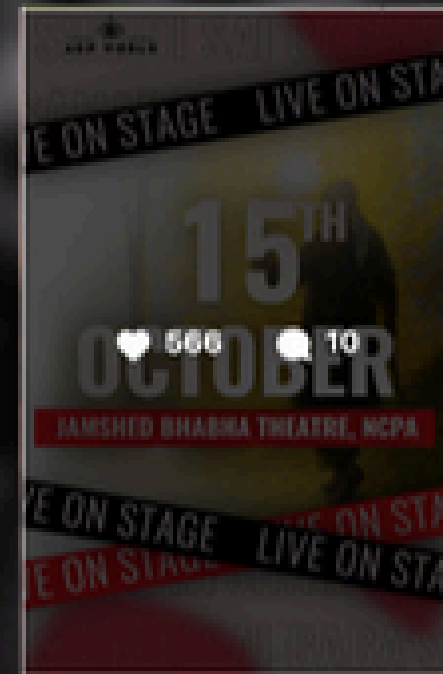
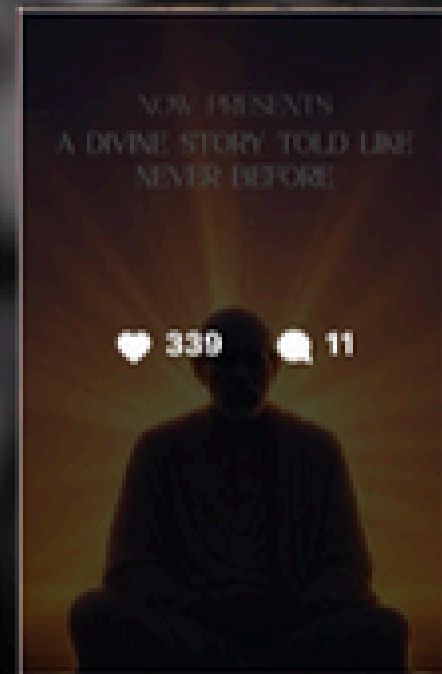
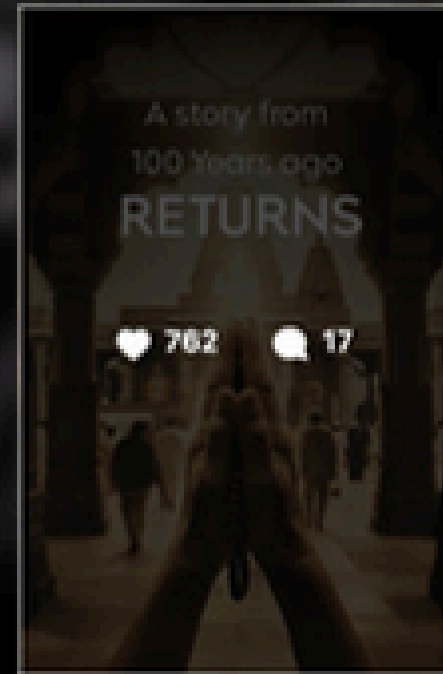
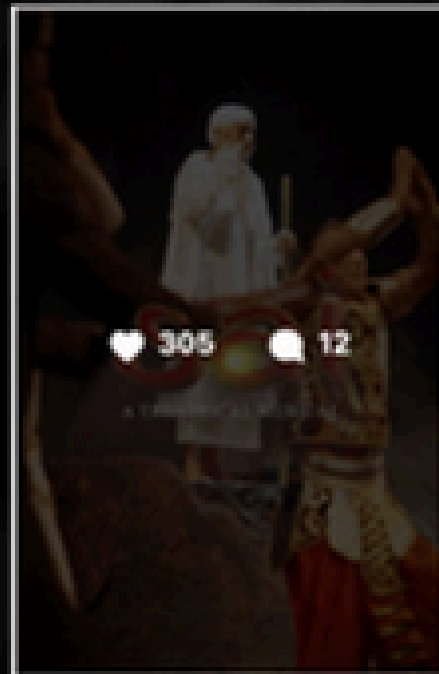
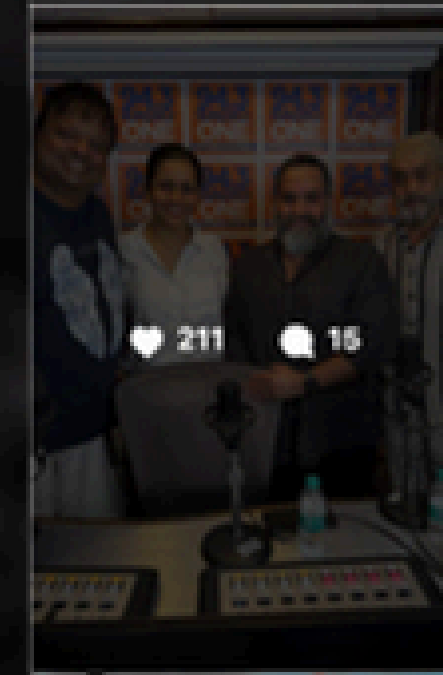
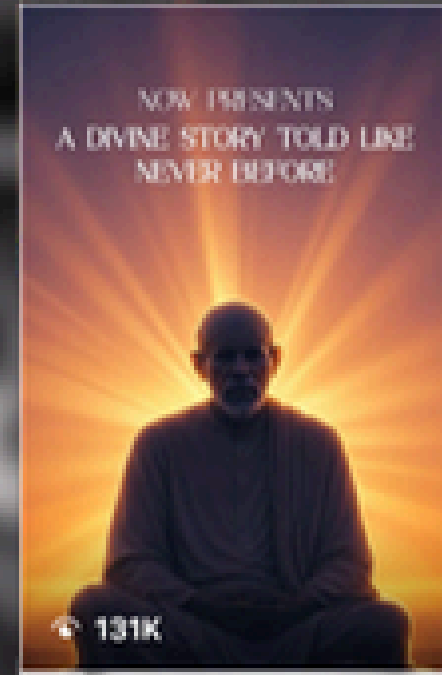
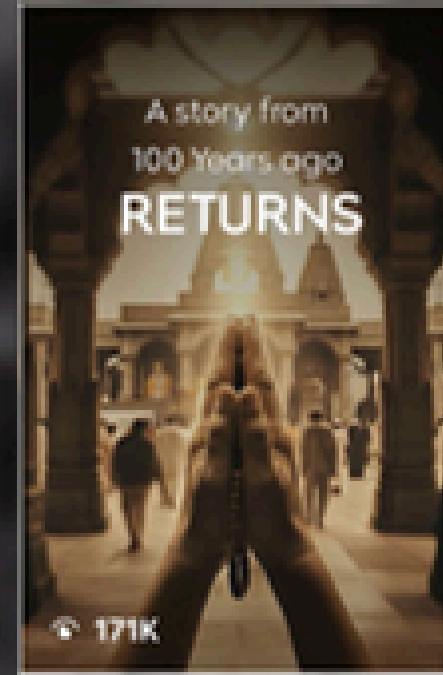
eography by Devendra Singh, movement direction by Bhavana Pani, music by Anik Sharma, and an international technical team led by Michael Inglis.

Sai Baba took Maha-samadhi on October 15, 1918. The premiere drew devotees, including actor Helen and her family—Salma Khan, Alvira Agnihotri, and Anil Agnihotri.

Helen shared, "I used to visit Sai Baba's temple in

SAI THE MUSICAL

Socials



Producer

Founder of AGP World with an experience of 27 years in the performing arts industry; producing and directing theatre, designing experiences, managing talent and curating art shows. He has taken on this project to make it a globally tourable production. He has produced 71 productions that have toured 25 different countries and 24 cities in India. In the new normal, the most important part of his business has evolved into film, streaming, digital, audio/video content, virtual conferences, to eSports. AGP World's strength lies in its IPs & the pillars of identity, relationships, competitiveness & most importantly, purpose.





About AGP World



Synonymous with world-class Theatre, high-end designer Experiences, Talent Management, and curated immersive Art experiences with a network across 22 cities in India and 12 countries globally. Celebrating over 25 years of Producing, Promoting, & Curating Intellectual properties since its inception in 1995, AGP World has grown into a premier production house. Our recent collaboration with Live Nation, one of the biggest live event organisers globally, marks a pivotal moment in our journey, as we combine our expertise to elevate the iconic Devdas The Musical to new heights of grandeur. The Entity has two broad verticals – live and digital. Each vertical consists of 7 and 5 projects, respectively, currently, as illustrated here.

AGP LIVE

- THEATRE
- CONCERTS
- EXPERIENCES
- BOLLYWOOD LIVE
- COMEDY
- CORPORATE EVENTS
- ART SHOWS

AGP DIGITAL

- UNSCRIPTED BUT REAL
- PLAY IT UP
- ESPORTS
- VIRTUAL CONFERENCES & EVENTS
- OTT

THANK YOU



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