

# Abhishek Bachchan Urges Authenticity Over Hype; Rishab Sharma Highlights Music and Mental Well-Being at ET Now Global Business Summit 2026

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India's growing startup ecosystem, booming sports leagues and expanding creative industries offer unprecedented opportunity but success, actor and investor **Abhishek Bachchan** said, ultimately rests on "*authenticity and disciplined risk-*

*taking".*



### **Abhishek Bachchan at ET NOW Global Business Summit 2026**

Addressing the ET NOW Global Business Summit in New Delhi, Bachchan spoke about his journey from film star to entrepreneur and sports team owner, outlining a personal investment philosophy rooted less in trend-chasing and more in conviction.

*"A lot of the products that interest me predominantly have something to do with the fact of whether I use them or not,"* he said, describing how several of his investments began with everyday consumer experiences rather than boardroom strategy.

At a time when information overload and celebrity endorsements dominate marketing, **Bachchan** emphasized the importance of credibility. “*Authenticity of storytelling and authenticity of intent is something that goes a long way,*” he said. “*It’ll be dishonest of me to try and sell a product if I don’t use it myself.*”

On risk management, he offered a clear rule of thumb: “*If you can’t afford it yourself, don’t get into it.*”

“*That’s the greatest assessment for risk for me,*” he said. “*Can I afford it? If I don’t, then the risk goes up exponentially.*”

On artificial intelligence, **Bachchan** struck a cautious tone. “*AI scares me,*” he said candidly. While he sees benefits in areas such as animation and special effects, he warned that misuse could be disruptive in creative professions.

“*There’s an imperfection to humanity, which is what we enjoy watching in film,*” he said of fully AI-generated content. “*Somewhere there’s no soul.*”

Rather than trying to replicate Western or Korean storytelling formulas, he argued, Indian cinema should double down on its own identity. “*The minute we compromise our Indianess, I think we lose out,*” he said. Citing the global success of films like RRR, he added that being “*unabashedly Indian*” is what sets Indian cinema apart internationally.

If Bachchan spoke about authenticity in business and cinema, the summit’s next session explored authenticity of a different kind: the inner kind. From disciplined risk-taking to

emotional resilience, the conversation shifted from boardrooms to ragas, examining how staying true to oneself matters just as much in personal well-being as it does in investment decisions.

India's classical music tradition may be centuries old, but for sitarist Rishabh Rikhiram Sharam, it has become a personal tool for navigating modern mental health challenges.

Speaking at a live session at ET NOW Global Business Summit, that blended conversation with performance, **Sharma** reflected on how music helped him through a difficult period during the COVID-19 pandemic. *"I think music was very instrumental, no pun intended,"* he quipped. *"But I think it was a combination of therapy, music, and working out that really helped me get out of that phase that I was in during COVID."*

While he stops short of prescribing music as therapy, he is clear about its impact on his own life. *"I feel like music has been keeping me and my mental health in check,"* he added.

That personal journey has now evolved into a larger mission: creating immersive sitar-led experiences focused on mental well-being.

Audience feedback has reinforced his belief in music's emotional power. *"We receive so many testimonies and so many personal experiences like people having emotional releases at the shows,"* he said. *"Whatever happens, happens in that moment."*

Beyond performance, **Rishabh** is also exploring the science behind sound. He revealed that ongoing research is examining

brainwaves and ECG responses to sitar music. The findings, however, will take time. *“It’s still a work in progress. It’ll still be a couple of years before we can get real, actual data.”*

Though devotional music now plays a larger role in his repertoire, he resists being boxed into a single genre. *“Don’t get me wrong, I’m super hip-hop myself,”* he said, adding that he listens to Kanye West and Playboi Carti. But he believes the growing youth interest in devotional music reflects broader shifts. *“Gen Zs are drinking less. They are focusing more on health... I think this was a natural by-product.”*

As the evening closed with chants of “Om Namah Shivaya” and a live rendering of “Shiv Kailash,” Sharma left the audience not with spectacle, but with stillness: a reminder that in an age of noise, pause itself can be powerful.

*“We are so overstimulated all the time,”* he said, adding, *“These experiences come like a pause for you.”*

