**ASHIISH V PATIL | AUTHOR BIO**

Ashiish V Patil is a writer, producer, director, and a proud autism dad. The former CEO of MTV India and Ex-CEO of Youth Films, Talent, Brand Partnerships and Digital Originals at Yash Raj Films. He runs Isspeshal, a Content Hotshop. Ashiish is a Cannes Grand Prix Glass Lion winner as the creator of the 6-Pack Band [India’s 1st Transgender Band], was on the AdAge’s Global Creativity Top 50 list, is the Producer of Mere Dad ki Maruti [India’s 1st brand feature film], and to blame for Roadies, Splitsvilla, Bakra, Semi Girebaal, Fully Faltoo and the Ranveer Ching Desi Chinese campaigns among others. Ashiish is also the author of a children’s book titled ‘Goldiboy and the Three Apes’ published by HarperCollins in 2023.