

MEDIA & PRESS

PRESS KIT 2026

SIDHARTH JAIN

25 YEARS OF STORYTELLING

FIVE BOOKS. ONE JOURNEY.

BUSINESS · BOLLYWOOD · BOOKS · CINEMA · BOMBAY

Twenty-five years in cinema, streaming, development, production and the business of stories — distilled into five books about what stories do after someone believes them.

150+

STORIES DEVELOPED

50+

SCREENPLAYS

500+

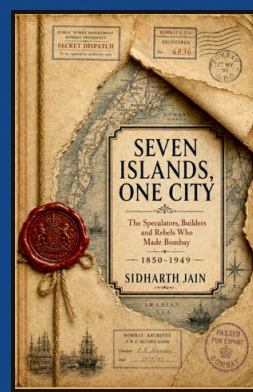
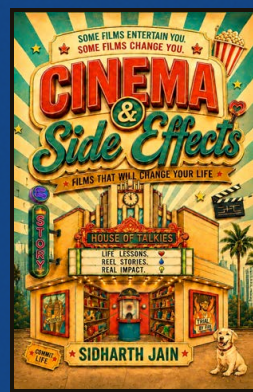
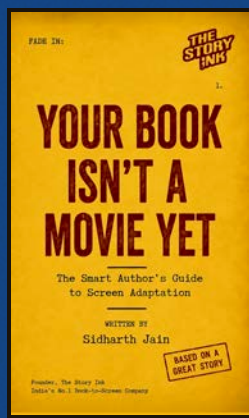
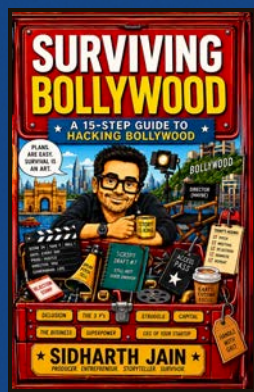
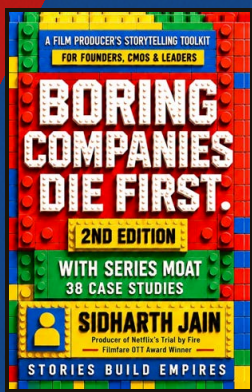
BOOKS REPRESENTED

100+

SCREENWRITERS

300+

AUTHORS



THE 5-BOOK COLLECTION
THE STORY MOAT · 2026

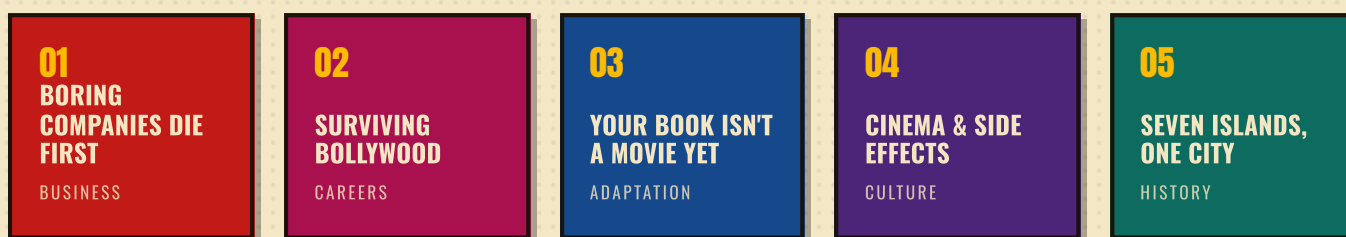
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★ THE COLLECTION

FIVE BOOKS. FIVE ROOMS. ONE OBSESSION: **STORIES.**

Over twenty-five years, Sidharth Jain has worked with stories as a producer, development executive, streaming executive, entrepreneur, book-to-screen representative and author.

These five books come from different rooms in that career — the boardroom, the film set, the adaptation meeting, the cinema hall and the city outside it.



★ INSIDE THIS KIT

- 03 AUTHOR PROFILE**
A 25-year career across cinema, streaming, IP, production and capital.
- 04 BORING COMPANIES DIE FIRST**
How cinema's storytelling tools become a business moat.
- 05 SURVIVING BOLLYWOOD**
A survival manual built from twenty-five years inside the industry.
- 06 YOUR BOOK ISN'T A MOVIE YET**
How a book becomes a screen-ready project.
- 07 CINEMA & SIDE EFFECTS**
Cinema as emotional education — and behavioural residue.
- 08 SEVEN ISLANDS, ONE CITY**
A personal narrative history and love letter to old Bombay.
- 09 PRESS RELEASE**
The five-book announcement and 25-year career story.

★ THE AUTHOR BRAND

Stories create belief. They build careers. They change form. They make cities. And, eventually, they make us.

★ AUTHOR PROFILE

SIDHARTH JAIN



PRODUCER · ENTREPRENEUR ·
AUTHOR

Sidharth Jain, an MBA in Finance, has spent twenty-five years working across film, television, streaming, development and the business of storytelling. Across that period, he has developed more than 150 stories and 50+ screenplays, worked with 100+ screenwriters and 300+ authors, and represented more than 500 books for screen adaptation.

His career spans early internet entrepreneurship, studio development, independent production, streaming, book-to-screen IP and film finance. His producing credits include *Marigold* (2007), *Ragini MMS* (2011) and Netflix's *Trial by Fire* (2023), which won the Filmfare OTT Award for Best Series — Critics. He was part of the early team at Hotstar, working across original content, licensing and acquisitions, and founded The Story Ink in 2018 to build a bridge between books and the screen.

Today his work continues across content, IP, production and capital through ventures including The Story Ink and Filmoney Global. The five-book collection marks his 25th year in the storytelling and film business.

★ 25 YEARS IN NUMBERS

150+	50+	500+	100+	300+
STORIES	SCREENPLAYS	BOOKS	SCREENWRITERS	AUTHORS

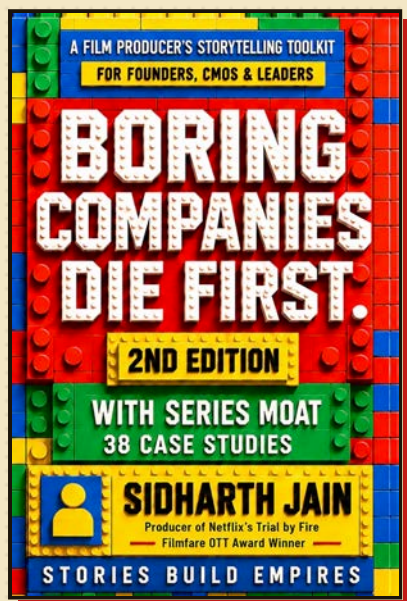
★ SELECTED MILESTONES

2000	Bollywoodauction.com — early entertainment internet venture; acquired by Baazee.com.
2007	Produced <i>Marigold</i> , an India–international English-language feature.
2011	Produced <i>Ragini MMS</i> ; continued building original low-budget film IP.
2015	Joined Hotstar's early team across original content, licensing and acquisitions.
2018	Founded The Story Ink, focused on book-to-screen adaptation and original IP.
2023	Produced Netflix limited series <i>Trial by Fire</i> ; Filmfare OTT Critics' Best Series.
2026	Celebrates 25 years of storytelling with a five-book collection.

★ Book One · Business

**BORING COMPANIES
DIE FIRST**

A FILM PRODUCER'S STORYTELLING TOOLKIT FOR FOUNDERS, CMOS & LEADERS

2ND EDITION
THE SERIES MOAT
38 CASE STUDIES

BEST FOR

Founders, entrepreneurs, CMOs, brand leaders, investor-facing teams and anyone whose idea is better than the way they currently explain it.

★ ABOUT THE BOOK

A compact business book that takes the tools of cinema — protagonist, conflict, stakes, transformation and narrative structure — and applies them to founders, brands, fundraising and leadership. Its central thesis is that products, features and even conventional competitive advantages can be replicated; the story a market chooses to believe about a company is much harder to clone. The second edition extends the argument into AI-generated communication and serial storytelling. Jain writes as a film producer with an MBA in Finance, reading company narrative alongside the numbers it has to support.

PRESS ANGLE

Storytelling as a competitive moat — especially when AI makes competent communication abundant.

★ KEY IDEAS

- 01** Make the customer the protagonist; the company works best as guide, tool or catalyst.
- 02** Open any important room with Stakes · Obstacle · Why Now.
- 03** A story only compounds if the operating reality beneath it can carry the weight of belief.

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*Every other moat can be copied.
Story is the only one that can't.*

— BORING COMPANIES DIE FIRST

"

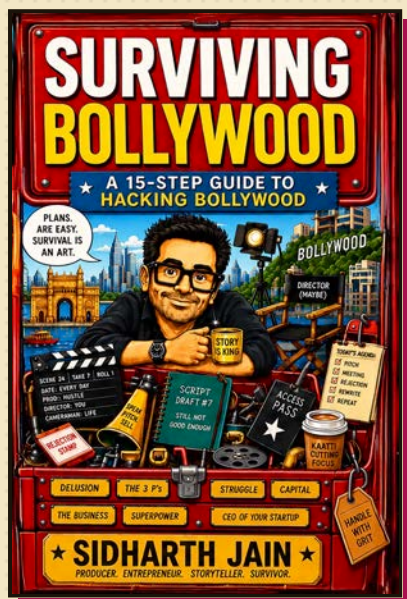
*The machine took the typing. It did
not take the witnessing.*

— BORING COMPANIES DIE FIRST

★ Book Two · Careers

**SURVIVING
BOLLYWOOD**

A 15-STEP GUIDE TO HACKING BOLLYWOOD

15 SURVIVAL RULES
25 YEARS OF
FILM-INDUSTRY LESSONS

BEST FOR

Writers, directors, actors, producers, assistants, creators and anyone trying to build a durable career in the Indian film business.

★ ABOUT THE BOOK

Twenty-five years of film-industry experience distilled into a survival manual. This is deliberately not a filmmaking textbook, celebrity memoir or fame guide. It focuses on the less glamorous skills that create long careers: dependability, usefulness, patience, persistence, reputation, relationships, runway, business literacy, self-marketing and reinvention. The book is structured as survival rules designed to be useful to a newcomer in Mumbai and to a mid-career professional trying to remain relevant for another decade.

PRESS ANGLE

A brutally practical book about what happens after talent gets you through the door.

★ KEY IDEAS

- 01 Talent is abundant; dependability and behaviour build the hidden résumé that travels ahead of you.
- 02 The invisible years can become struggle capital: skill, relationships, reputation and resilience.
- 03 Treat a creative career like a company — with runway, operations, marketing and the willingness to reinvent.

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Talent is the entry ticket. Nothing more.

— SURVIVING BOLLYWOOD

”

Do not aim to arrive. Aim to keep going.

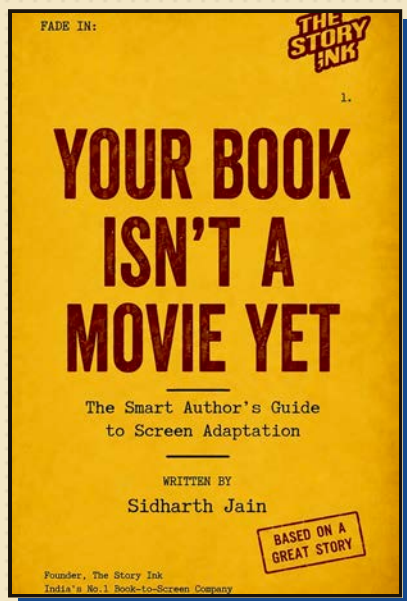
— SURVIVING BOLLYWOOD

★ Book Three - Adaptation

YOUR BOOK ISN'T A MOVIE YET

THE SMART AUTHOR'S GUIDE TO SCREEN ADAPTATION

DIAGNOSE · PREPARE
ENTER THE MARKET
S.T.O.R.Y. TEST



BEST FOR

Authors, publishers, literary agents, screenwriters and producers working at the border between the page and the screen.

★ ABOUT THE BOOK

A professional readiness manual for authors who want to understand how the screen business actually evaluates books. It separates literary quality from screen adaptability, then shows how to diagnose format, identify the first audience, clarify rights, build a professional package and enter the market with realistic expectations. Its central distinction is simple: a finished book and a future film or series are different kinds of objects — and adaptation is the industrial work of turning one into the other.

PRESS ANGLE

Why a good book is not automatically a screen project — and what authors can do about it.

★ KEY IDEAS

- 01 Diagnose what is visible, what keeps moving and who will care before pitching.
- 02 Choose the right native form: film, series, television, microdrama, documentary, audio, animation or another road.
- 03 The option is not the finish line. Packaging, timing, collaboration and durability determine what survives.

”

A book is not a project, and adaptation is the work of turning one into the other.

— YOUR BOOK ISN'T A MOVIE YET

”

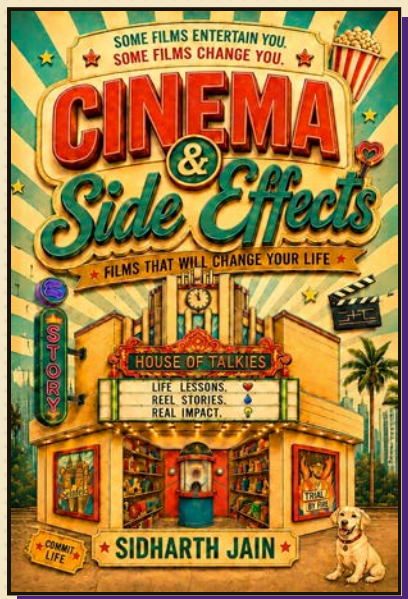
The camera cannot photograph a thought. It can only photograph behaviour.

— YOUR BOOK ISN'T A MOVIE YET

★ Book Four · Culture

CINEMA & SIDE EFFECTS

FILMS THAT WILL CHANGE YOUR LIFE

10 EPISODES
LOVE · GRIEF · AMBITION
IDENTITY · HORROR**BEST FOR**

Film lovers, pop-culture readers and anyone who has ever walked out of a cinema slightly different from when they walked in.

★ **ABOUT THE BOOK**

A personal cultural book about cinema as unofficial emotional education. Rather than ranking films, it asks what movies quietly teach audiences about identity, masculinity, women, ambition, love, grief, class, fear, loneliness and endings. Moving across Bollywood, Hollywood, Japanese, Korean and world cinema, the book is interested in the residue films leave behind: gestures copied, expectations inherited, warnings mistaken for role models and scenes that acquire new meaning when revisited decades later.

PRESS ANGLE

What happens after the credits — when cinema becomes behaviour, memory and personality.

★ **KEY IDEAS**

- 01** Films do more than entertain; they become part of the emotional vocabulary through which audiences understand life.
- 02** Cinema's warnings are often consumed as aspirations — especially around masculinity, power and ambition.
- 03** Rewatching matters because the film stays fixed while the viewer accumulates a life.

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Movies don't just entertain us. They raise us.

— CINEMA & SIDE EFFECTS

"

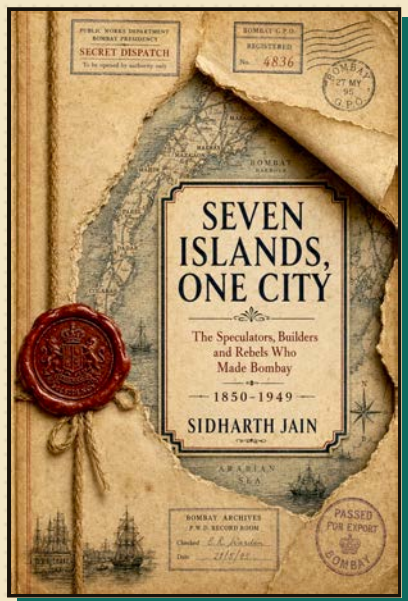
Films do not change. We do.

— CINEMA & SIDE EFFECTS

★ Book Five · History

SEVEN ISLANDS,
ONE CITY

THE SPECULATORS, BUILDERS AND REBELS WHO MADE BOMBAY, 1850–1949

NARRATIVE HISTORY
WATER · COTTON · STONE
SEA · CINEMA

BEST FOR

Readers of history, architecture, business, Bombay culture and anyone curious about how the physical city came to exist.

★ ABOUT THE BOOK

A narrative history and personal love letter to old Bombay. The book traces how seven low-lying, malarial islands became a commercial and cultural metropolis through reclamation, shipping, cotton, speculation, railways, migration, law, architecture, civic institutions and finally cinema. It treats Bombay not as the achievement of a single founder or ruler, but as the cumulative work of engineers, merchants, workers, migrants, lawyers, architects and filmmakers — while keeping sight of the communities displaced as the city expanded.

PRESS ANGLE

A history of Bombay for readers who have walked through the city and wondered: how did all of this get here?

★ KEY IDEAS

- 01 Bombay was constructed rather than founded: problem by problem, causeway by causeway, boom by crash.
- 02 Infrastructure changed not only geography but identity, migration and the scale of commerce.
- 03 Cinema completes the civic story by giving very different Bombayites a shared mythology of the city.

"

Before there was a city, there was water.

— SEVEN ISLANDS, ONE CITY

"

Bombay was not founded. It was financed, flooded, gambled on, repaired, argued over, reclaimed, and finally mythologised at the movies.

— SEVEN ISLANDS, ONE CITY

FOR IMMEDIATE RELEASE

MUMBAI · 2026

SIDHARTH JAIN MARKS 25 YEARS OF STORYTELLING WITH FIVE-BOOK COLLECTION

Producer behind Trial by Fire and Ragini MMS turns a 25-year career across cinema, streaming, development and book-to-screen into five books.

MUMBAI, 2026 — Producer, entrepreneur and author Sidharth Jain is celebrating twenty-five years in the film and storytelling business with a five-book collection spanning business, Bollywood, book-to-screen adaptation, cinema and the history of Bombay.

The collection brings together *Boring Companies Die First*, *Surviving Bollywood*, *Your Book Isn't a Movie Yet*, *Cinema & Side Effects* and *Seven Islands, One City*. Different shelves, Jain says, but one continuing subject: what stories actually do.

Across twenty-five years, Jain has developed more than 150 stories and 50+ screenplays, worked with 100+ screenwriters and 300+ authors, and represented more than 500 books for screen adaptation. His career has moved through studio development, independent production, streaming, original IP, book-to-screen and film finance. His producing credits include *Marigold* (2007), *Ragini MMS* (2011) and Netflix's *Trial by Fire* (2023), winner of the Filmfare OTT Award for Best Series — Critics. He was part of Hotstar's early team and founded The Story Ink in 2018.

"For twenty-five years, almost every job I have had has involved somebody walking into a room with a story," says Jain. "Sometimes it was a screenwriter with ten pages. Sometimes an author with a 400-page novel. Sometimes a founder with a company. I realised I had been studying the same thing all along: why some stories make people care, and why others disappear."

THE FIVE BOOKS

Boring Companies Die First applies cinema's storytelling tools to brands, founders and leadership. *Surviving Bollywood* distills the less glamorous disciplines behind a durable creative career. *Your Book Isn't a Movie Yet* explains why literary quality and screen adaptability are different things, and how a book becomes a professional project. *Cinema & Side Effects* asks how movies become emotional education. *Seven Islands, One City* traces how Bombay was engineered, financed, populated and finally mythologised at the movies.

"At twenty-five, I thought storytelling meant making films," Jain says. "At fifty, I think it is much larger than that. Companies run on stories. Careers run on stories. Cities eventually turn themselves into stories. And all of us carry scenes from films we watched years ago without realising those scenes helped build us."

The five books are published in 2026 by White Falcon Publishing.

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#

★ THE FIVE BOOKS AT A GLANCE

TITLE	SUBJECT	READERSHIP
BORING COMPANIES DIE FIRST 2ND EDITION · 38 CASE STUDIES	Cinema's storytelling tools applied to founders, brands, fundraising and leadership.	FOUNDERS · CMOS · INVESTORS
SURVIVING BOLLYWOOD 15 SURVIVAL RULES	The unglamorous disciplines behind a long career in the Indian film business.	WRITERS · DIRECTORS · PRODUCERS
YOUR BOOK ISN'T A MOVIE YET S.T.O.R.Y. TEST	How the screen business actually evaluates books, and how authors get ready.	AUTHORS · AGENTS · PUBLISHERS
CINEMA & SIDE EFFECTS 10 EPISODES	Cinema as emotional education, and the behavioural residue films leave behind.	FILM & POP-CULTURE READERS
SEVEN ISLANDS, ONE CITY BOMBAY, 1850–1949	How seven islands were reclaimed, financed and mythologised into a metropolis.	HISTORY · ARCHITECTURE · BOMBAY

★ AVAILABLE FOR

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PUBLISHER
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High-resolution cover art for all five books, author headshots and additional excerpts are available on request. We're happy to tailor quotes, data points, or a custom excerpt to your story.