

“Creativity is seeing what everyone else has seen, and thinking what no one else has thought.” - Albert Einstein

The definition of creativity depends on a person’s perspective, and Cyrus' perspective on it is truly fascinating. Graduating from the London School of Economics, he has always conveyed sentiments from his daily life into advertisements and promos. By doing this, he has made Bawa Broadcasting successful, providing branded content and advertising solutions for clients. He took over copywriting for Saatchi, one of the most fearless agencies on the planet, but despite rising in the ranks here, he later chose to move onto other jobs. Cyrus created four ads for the company, and after their appearance on TV, he realized that his writing skills met industrial standards.



Cyrus was ecstatic about moving to India, a country rich in cultural diversity, for the next phase of his career. He joined MTV India as a Creative Director. As a supervisor of creative content, he helped create some of their most successful image campaigns, including 'The Liftman' and 'Gaseous Clay.' MTV was not popular with India's youth at the time, but with Cyrus at the helm, everything changed. He helped manage the channel, which had promotions at its core. Shows on MTV portray a variety of people and their lives. Their aim is simple- to reach far and wide. Cyrus attempted to make advertisements relatable and insisted on simplicity. He was against blending different advertisement styles, as he felt that this confused the audience. Cyrus was the head of the Creativity and Content Departments of two other companies- VH1 and Nickelodeon India.

His notable achievements include being a consultant to the BBC World Service Trust and the Government of India’s Aids Control Organisation. He was also a judge at the Cannes Advertising Lions in 2012 for the category of Branded Content. In the media field, we must be ourselves and define creativity through our own eyes. The media includes different aspects, and it is essential to be open to all forms of it.