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# Donald Trump in Bollywood

By VIKAS BAJAJ OCT. 28, 2016

When Prime Minister Narendra Modi of India was seeking office more than two years ago, one of his favorite sayings was, “Ab ki baar, Modi sarkar,” or, “This time, a Modi government.” Now, Donald Trump and some die-hard supporters are using that very slogan in a new TV ad, in Hindi no less, to try to win over voters of Indian descent.

The ad, which is running on Indian TV channels in the United States, is a slapdash affair featuring clips of Mr. Trump at a recent Bollywood-themed event in Edison, N.J., called “Humanity United Against Terror,” held by the Republican Hindu Coalition. The ad also features an image from a 2008 terrorist attack in Mumbai, a smiling Mr. Modi and Mr. Trump proclaiming, “We love the Hindus.” The highlight, though, has to be Mr. Trump reciting Mr. Modi’s slogan but with his name, instead of Mr. Modi’s.

It’s not surprising that he would go after Indian voters. They are one of the most affluent and well-educated ethnic groups in the country, according to a new book. And many of them are big fans of Mr. Modi, who, like Mr. Trump, projects himself as a strong leader who can keep people safe from terrorists and turbocharge the economy. But when it comes to American politics, a large majority of them support Hillary Clinton, in part because Indian-Americans have suffered from the kind of racial animus in which Mr. Trump traffics. The National Asian American Survey released earlier this month found that registered Indian-American voters supported Mrs. Clinton over Mr. Trump by 67 percent to 7

percent.

It will take a lot more for Mr. Trump to win them over than cribbing from Mr. Modi and speaking broken Hindi.

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