

About Maya

MAYA is an expansive narrative universe created by Anand Gandhi and Zain Memon, unfolding across films, games, graphic novels, novels, toys, and immersive experiences.

In the world of MAYA, immortality is a commodity and every life a data point in someone else's design. It is a story of chaos and control, agency and prediction, the powerful and the expendable. It explores how minds are shaped, choices are nudged, and futures are manufactured - systemically, and invisibly.

Each MAYA experience stands alone, yet connects. As characters cross mediums, their roles and meanings shift. A villain in a graphic novel may be the hero of a game. Taken together, they reveal a deeper structure, one that reflects the systems we live within now.

Equal parts science-fiction, philosophy, and fantasy, MAYA is a new mythology for the 21st century - not of gods and monsters, but of us.