

Black Dog comedy evenings showcase "Whose Line Is It Anyway?" stars Colin Mochrie and Brad Sherwood 'Relax and Unwind' events were hosted in five cities across India from 21st July to 25th July 2010

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India, July 29, 2010 : Black Dog, the leading Scotch whisky brand from United Spirits Ltd (USL), recently held a series of 'Relax and Unwind' comedy evenings across India. Featuring Colin Mochrie and Brad Sherwood, stars of globally acclaimed comedy show "Whose Line Is It Anyway?", enthralled Indian audiences in Kolkata, Bangalore, Hyderabad, Mumbai and Delhi.

These Black Dog comedy evenings, held on the premise 'Relax and Unwind', were sell-outs at all venues and gave audiences a chance to see these two comic geniuses on stage in India for the first time. In all five cities, the evenings were attended by a number of A-listers.

Anant Iyer, Business Head, Luxury, United Spirits Limited, says: "Black Dog has a history of hosting eclectic evenings every year. This summer we decided to choose comedy as the central theme and I have to say that I am not disappointed. Both Colin and Brad have shown that Indian audiences have a real appreciation for top-class comedy acts as clearly demonstrated by the massive demand for tickets in the five cities they visited."

In fact, by popular demand, Black Dog hosted yet another comedy evening in Bangalore on 28th July. Not on the original schedule, the sheer demand for tickets saw this extra date being added to the already packed itinerary.

Mr. Iyer adds: "We introduced Black Dog Comedy Evenings to take the concept of 'Relax and Unwind' to a new level. By presenting these highly celebrated artists, we were certainly able to build on the concept and give audiences - and Black Dog drinkers - a great night out and a chance to laugh their worries away."