

The Bold & Beautiful McDowell Signature Indian Derby 2010 kicks off today

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Mumbai, February 6, 2010: The McDowell Signature Indian Derby that brings bolder excitement and higher stakes at its 2010 edition, with a prize purse of over Rs. 2 crores got off to a pulsating start today.

Day one of the McDowell Signature Derby weekend and the Mahalaxmi Race Course was transformed into the Playground of the Bold & Beautiful as racing enthusiasts, socialites and noted personalities came to witness the thrill of the first day of the races as some of the finest thoroughbreds competed against each other.

The uber-cool and stylish hub – a state-of-the art air-conditioned hanger was abuzz with activity and a special carnival atmosphere with a tarot card reader, designer stalls- a complete flea market feel.

Tribute performances to Michael Jackson by the energetic Robin Parsons completely wowed the audience as he brought the king of Pop back to life with his jaw-dropping rendition of 'Bad', 'Wanna Be Starting', whilst internationally acclaimed singer Kaiya paid her tribute to Tina Turner with songs like 'Simply the Best'. Witlox, Europe's leading illusionist casted a spell as he performed some unbelievable tricks to keep the audience entertained. The performances took place simultaneously in the Paddock area and the AC lounge in between races and will be repeated through Sunday afternoon leading up to the Derby at 5:15 pm.

Mr V K Rekhi, President and Managing Director, United Spirits Limited, said, "As a part of our commitment to make McDowell Signature Indian Derby a memorable event every year, we have ensured that the 2010 edition is abuzz with the excitement of a never before prize money and participation from the best of the racing and fashion world. McDowell Signature Indian Derby is the much awaited and electrifying confluence of sport, fashion, fun and high-energy excitement. This is the only sporting event that has had a continuous 25 years corporate partnership with United Spirits and we look forward to celebrating another memorable 25."

During the 26 years of our association, we have ensured that the McDowell Signature Indian Derby has evolved as one of the most celebrated Derby events in the world. With a prize purse of over Rs 2 crores, we have given the country, its richest individual sporting event. The Indian Derby has arrived; and McDowell Signature Indian Derby 2010 celebrates this achievement with unprecedented thrill and entertainment".

The theme for McDowell Signature Indian Derby continues to be Bold and Beautiful. Bolder because, not only does competition gets fiercer with the participation of some of the best Indian and international jockeys, the stakes get bigger as the richest individual sporting event in India becomes bigger this year. Beautiful as it's a celebration of legends in racing, music, fashion, entertainment, luxury which is sure to make this Derby a memorable one. McDowell Signature Indian Derby has evolved into a unique coming together of connoisseurs of the good life, who have the penchant for racing and appreciation of premium brands.

Vivek Jain, Chairman, Royal Western India Turf Club (RWITC) said, "McDowell Signature Indian Derby 2010 redefines Indian sport. For the first time ever the winner of a race takes away over Rs.1.25 crore as prize money. India's best horses and the best riding talent, including a number of the topmost international jockeys will be a part of this year's derby. The UB Group always brings a special dimension to the day, and we at the RWITC hope to make it truly a spectacular weekend."

Signature international entertainment acts, top-of-the-game fashion czars, and the electric fervor of the racing enthusiasts- all make the McDowell Signature Indian Derby 2010, an event that truly cannot be missed.

The sleek Mercedes that will be won in the contest to select the first four home in the Derby was on display, as well as a replica of F1 Force India Race Car.

Sunday is a day excitedly awaited by one and all when the biggest of the Derby races takes place. Designer Narendra Kumar will showcase his exclusive creation especially made for the Derby on model Sara Jane –the Signature ambassador together with other top models. Lots of action, glamour and glitz- it's all going to happen at Day 2 of the Derby weekend tomorrow.

The most gorgeous Bold and Beautiful ladies and men at the venue, will be presented a McDowell Hamper that includes Hats, premium cigars and cutters courtesy Habanos. The beautiful will be gifted sunglasses by Braccialini and shirts for men by Theirry Mugler courtesy Ministry of Fashion.

Said Mohit Lalwani, Consultant to the races, "I have yet to see a Derby that has attracted such attention this early on. The fact is that it is the most prestigious horse race in India. With the marriage of sport to fashion and entertainment, the McDowell Signature Indian Derby is unique. It has the best of the entertainment of the Kentucky Derby coupled with and the fashion statements associated with the Epsom Derby and having frequently been to both, the MSID is becoming the benchmark for others to emulate. Needless to say that the thrill of seeing the trials and tribulations, joys and celebrations of the magnificent thoroughbreds makes this a 'must go to' event."

"Saddle Up", launched last year after Dr Mallya's legendary horse, has been named the Signature cocktail for the McDowell Signature Indian Derby. Keeping with the Derby traditions worldwide, this Signature whisky based cocktail will be a special summer cocktail which will be served at the Derby every year. As temperatures soar with the glitz and glam at the McDowell Signature Indian Derby, Saddle up will refresh the racing spirit.

Time	Mins	6th Feb - Day 1 - Day Session	Location
Performance 1	60	DJ	
1300 Race 1		The Romanov Red Chase Your Passion' Challenge Division II	
Performance 2	10	Tina Turner (10 mins)	Hanger
1330 Race 2		The Romanov Red Chase Your Passion' Challenge Division I	
Performance 3	10 10	Jay Witlox (10 mins) Tina Turner (10 mins)	Hanger Paddock
1400 Race 3		The United Spirits Challenge Class II	
Performance 4	15	MJ (15 mins)	Hanger
1430 Race 4		The White Mischife Challenge	
Performance 5		Jay Witlox (10 mins)	Paddock
1510 Race 5		The McDowell Signature Trophy- Division II	
Performance 6	10	MJ (10 mins)	Hanger
1545 Race 6		The Bouvet-Ladubay Championship Class III	
Performance 7	10 10	Jay Witlox (10 mins) MJ (10 mins)	Hanger Paddock
1615 Race 7		The Black Dog Trophy Class I	
Performance 8		Tina Turner (10 mins)	Paddock
1650 Race 8		The Kunigal Stud Breedres Produce Stakes Grade 3	
Performance 9	10	Jay Witlox (10 mins)	Paddock
1730 Race 9		The Whyte and Mackay Challenge	
Performance 10	15	MJ (15 mins)	Paddock
1815 Race 10		The McDowell Signature Trophy- Division I	
Performance 11	15 15	MJ (15 mins) + Tina (15 mins)	Hanger

Time	Mins	7th Feb - Day 2 - Day Session	Location
Performance 1	60	DJ	
12:30 Race 1		The Isle Of Jura Cup Class V	
Performance 2	10	Tina Turner (10 mins)	Hanger
13:00 Race 2		The Antiquity Blue fusion of The Finest Trophy	
Performance 3	10 10	Jay Witlox (10 mins) Tina Turner (10 mins)	Hanger Paddock
13:30 Race 3		The Royal Challenge Game For The Life Challenge Class II	
Performance 4	15	MJ (15 mins)	Hanger
14:00 Race 4		The Antiquity Rare Fusion Of The Finest Cup Division II	
Performance 5		Jay Witlox (10 mins)	Paddock
14:40 Race 5		The Dalmore Cup	
Performance 6	10	MJ (10 mins)	Hanger
15:20 Race 6		The R.N Kanga Gold Trophy	
Performance 7	10 10	Jay Witlox (10 mins) MJ (10 mins)	Hanger Paddock
15:50 Race 7		The McDowell signature Bold And Beautiful Trophy Class III	
Performance 8		Tina Turner (10 mins)	Paddock
16:30 Race 8		The B.K Rattonse Memorial Maiden Multi Million	
Performance 9	10	Mj (15 mins) + Jay Witlox (10 mins)	Hanger
17:15 Race 9		The McDowell signature Indian Derby Grade I	
Performance 10	15	Jay Witlox (15 mins)	Paddock
18:00 Race 10		The Antiquity Rare Fusion Of The Finest Cup- Division I	
Performance 11	15 15	MJ (15 mins) + Tina (15 mins)	Hanger