

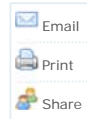
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## Ready, set, laugh

Ankit Ajmera / DNA

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**Mumbai:** The Big Laugh Festival is here to tickle your funny bone. The festival will promote the genre of stand up comedy through live shows. Three of the best international artists -- Sugar Sammy, Aaron Kader and Papa CJ -- bring their signature styles to major metros across the country.



Tanveer Khan / DNA

Sugar Sammy and Shailendra Singh

Sugar Sammy, originally from Canada, is recognised as one of the hottest young comedians on the international circuit. He is fluent with four languages including English, French, Punjabi and Hindi. He was also described by askmen.com as 'Comedy's New Rockstar.' Papa CJ, an Indian export has been dubbed the Indian Chris Rock. He was one of the top 10 finalists in NBC's Last Comic Standing. Aron Kader is a comedian based in Hollywood at the Comedy Store and a founding member of The Axis Of Evil Comedy Tour.

Talking about how the NRI comedian plans to connect with the Indian audience, Sugar Sammy says, "Although I have been born and brought up in Canada, I am very much an Indian. I have grown up watching Hindi movies and there is a lot I know about the Indian culture. So I will just base my comic acts on the funny observations I have about us as Indians."

Shailendra Singh, managing director, Percept D' Mark, who has conceptualised the concept of the festival and invited the comedians says, "With cricket and Bollywood, comedy is the next big source of entertainment in the country. What's best about stand up comedy is that it can generate huge revenues by putting in very little costs. Revenues are also generated by

counterparts such as reality shows on TV, but the cost of putting it together is humongous. Comedy is a profitable venture and we are just taking it to another level in the country."

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