

Carling Bollywood van

Open steaming hot day on deserted housing estate. We hear the opening notes of Green sleeves that then deviates into cool Bangra music.

We then see the little ice cream swing into view. Although still an ice cream van in shape, it has been totally Bollywoodized – with rich coloured curtains and dangling tassels, elephants, gold hubcaps, and plenty of flowers.

The van stops, the music continues for a brief moment before coming to an abrupt end.

An Indian man in a traditional white smock pokes his head out of the Taj Mahal window cut out and looks expectantly around. Not a soul is to be seen.

He shrugs and ducks back inside and tidies the naan cones up a bit. When he turns back he jumps with fright, because a bloke has miraculously appeared at the Taj window and is mulling over what's on offer.

The bloke scans his choice of curry creams each framed by a gold frame that includes a Madrice 99, jalfrezi double poppedom scoop, and triple Phaal naan tub.

He orders two Madrice 99's, a Bombay bomb with triple phaal sauce and a sprinkling of Sonf hundreds and thousands.

Cut to the bloke and a couple of mates guzzling their curry creams, when they sup their Carling in cooler sleeves, steam comes out of their ears.

V/O: Handle the heat with a Carling Crystal Can Cooler.

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