

Fame (and butter chickens)

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A BRISBANE band which features a cartoon Indian Elvis as lead singer is being catapulted to global fame via the internet.

More than a million people have viewed Boymongoose's tongue-in-cheek music video on the YouTube website.

Now the Brisbane musicians behind the hit hope they can follow in the footsteps of singer Sandi Thom, who spent 10 weeks at the top of the Australian charts after launching her career online.

The band's video is an animated version of the 12 Days of Christmas – but with an Indian twist.

Instead of drummers drumming, ladies dancing and calling birds, the song features 12 cricket ball tamperers, nine telemarketers and four Hare Krishnas.

Boymongoose was founded by Ashwin Segkar, 27, and brothers Jay Mathews, 24, and Avin Mathews, 26, after a previous band failed to take off.

Ashwin, of Ashgrove, said: "We had a serious band playing jazz fusion which no-one really cared about, so we decided to do a parody of the 12 Days of Christmas.

"Now it's been seen by more than a million people around the world and we've decided to ditch the jazz."

A friend of the band, Shaun Campbell, put together the animated video and created the Elvis-style lead singer.

"We wanted to create an Indian boyband," said Ashwin.

"The characters are the real band – we're just the backing musicians, although the musicians do look a little like us."

The trio are all Indian-Australians and their humour has been struck a chord in the sub-continent.

Ashwin said: "We were worried that Indian people might not take it as send up, but generally they love it."

The band is now in talks with record companies and even a TV production company interested in producing a cartoon series based on its characters.





Shaun Campbell (left) and singer Ashwin Segkar with their computer cartoon band.
Below: Watch Boymongoose in action

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