

BCH 20 SCRIPTS — BATCH 1 (Scripts 1-5)

Too Expensive + Safety Objections

**HIGH Drama | Syed Bhai + 2 Teen Boys (14-17) | Kannada
| February 2026**

Actors: Syed Bhai + 2 Teen Boys (14-17 yrs) playing various roles **Locations:** BCH Store + Outdoor **Products:** Mix (Aoki Flex CR, EMotorad T-Rex+, General) **CTA:** Call Now **Language:** Street Kannada

SCRIPT 1: “ 33 PER DAY SECRET” — THE CHAI MATH

Attribute	Value
Format	Multi-character drama — Syed Bhai + Father + Kid
Duration	50-59 seconds
Platform	Instagram Reel
Language	Street Kannada
Hook Type	Math shock + Visual comparison
TG Trigger	Parents who calculate ROI before purchase
Objection Attacked	“ 56,000 is too expensive for a cycle”

HOOK [0:00-0:03]

TEXT OVERLAY:

"YOUR CHAI COSTS MORE THAN YOUR KID'S HAPPINESS "

VISUAL: Extreme close-up of a cutting chai glass — 20 written on it. Next to it: a tiny toy cycle. Camera pulls back to reveal father sipping chai at BCH billing counter, calculator in hand, stressed face.

AUDIO: Chai slurp sound + calculator beeps + dramatic silence

SETUP [0:03-0:15]

(CUT TO: Father (Teen Boy 1 in adult costume — fake mustache, formal shirt) at BCH billing counter. He's staring at the price tag on Aoki Flex CR. His face = pain.)

FATHER: “Syed Bhai... 56,000? Ishtu dud cycle ge? Naanu car EMI kattthid-dini, mane EMI kattthiddini... cycle EMI bere aa?” (*Syed Bhai... 56,000? This much money for a cycle? I’m paying car EMI, home EMI... cycle EMI on top?*) [*Rubbing forehead, genuine stress*]

(*Kid (Teen Boy 2) standing behind, looking at Aoki Flex CR with longing eyes. Touching the handlebar gently.*)

KID: “Appa... please...” [*Soft voice, puppy eyes*]

FATHER: “Maga... 56,000 antha gotthaa? Ninna school fees ashtel!” (*Son... do you know how much 56,000 is? Same as your school fees!*)

STORY ARC [0:15-0:35]

(*Father starts walking toward exit. Kid’s face drops. Syed Bhai watches. Then...*)

SYED BHAI: “Sir! Ondu nimsha! Neevu chai kudiyuthira?” (*Sir! One minute! Do you drink chai?*) [*Casually, leaning on counter*]

FATHER: “Haan... daily 2-3 chai...” (*Yes... 2-3 chai daily...*)

SYED BHAI: “Ondu chai eshtu?” (*One chai how much?*)

FATHER: “20...”

(*Syed Bhai grabs a WHITEBOARD. Starts writing BIG:*)

SYED BHAI: “ $20 \times 3 = 60$ per day chai ge kharchu maadthira.” ($20 \times 3 = 60$ per day you spend on chai.)

(*Writes next line:*)

SYED BHAI: “Aoki Flex CR — 56,000. Maga 5 years use maadthane minimum. $56,000 \div 1,825$ days = 30 PER DAY.” [*Circles 30 DRAMATICALLY*]

SYED BHAI: “Sir... neevu chai ge 60 kharchu maadthira... maga happiness ge 30 jaasthi aa?!” (*Sir... you spend 60 on chai... 30 is too much for your son’s happiness?!*) [*Points at father, then at kid*]

(*Father’s face: THE MATH HITS. Eyes go wide. Jaw slightly drops. Looks at chai, looks at kid, looks at whiteboard.*)

CLIMAX + BRAND [0:35-0:50]

FATHER: “Wait... 30 per day?! Naanu daily chai ge double kharchu maadthid-dini?!” (*Wait... 30 per day?! I’m spending double on daily chai?!*) [*Mind blown, calculator in hand verifying*]

(*Syed Bhai presents the Aoki Flex CR*)

SYED BHAI: “Sir... idu Aoki Flex CR. Lightest e-cycle. 25 kmph. 40 km range. School, tuition, friends — ella ready. Maga 5 years ride maadthane. Per day 30. Neevu 999 EMI kattbahudu... daily 33 ashte!” *(Sir... this is Aoki Flex CR. Lightest e-cycle. 25 kmph. 40 km range. School, tuition, friends — all ready. Son will ride 5 years. Per day 30. You can pay 999 EMI... just 33 daily!)*

TEXT OVERLAY:

" 33/Day = Aoki Flex CR | 60/Day = Chai | Your Kid > Your Chai "

(PRODUCT HERO SHOT: Aoki Flex CR gleaming under store lights)

COMEDY PAYOFF + CTA [0:50-0:59]

(Father puts down chai glass dramatically.)

FATHER: “Syed Bhai... chai stop. Cycle start!” *(Syed Bhai... chai stops. Cycle starts!)*

SYED BHAI: “Sir chai bidi beda... naanu helthirodu chai ge badlu cycle thogi antha alla... ERADNUU thogi!” *(Sir don't stop chai... I'm not saying take cycle instead of chai... take BOTH!) [Laughing]*

KID: “Appa! Appa! Seriously?!” *(Kid jumping, hugging father)*

FATHER: “Maga... ninna smile ge 33 per day worth aaguththe...” *(Son... your smile is worth 33 per day...)*

(FREEZE FRAME: Kid on Aoki, father holding chai + smiling, Syed Bhai with whiteboard showing 33)

END CARD:

Aoki Flex CR - 33/Day. Less Than Your Chai. | 15 FREE Accessories | EMI from 999 | CALL NOW

PRODUCTION NOTES

Element	Details
Characters	3 (Syed Bhai, Teen Boy 1 as Father, Teen Boy 2 as Kid)
Props	Cutting chai glass, whiteboard + marker, calculator, Aoki Flex CR, fake mustache for father
Key Shots	Chai close-up, whiteboard math, kid's puppy eyes, father's mind-blown face, product hero

Element	Details
Estimated Cuts	15-18

WHY THIS WILL GO VIRAL

1. **RELATABLE MATH:** Every Indian parent drinks chai. 33 vs 60 is undeniable logic.
 2. **SHAREABLE:** Kids will share this with parents saying “Appa nodi!” Parents will tag each other.
 3. **MEME POTENTIAL:** “Your chai costs more than my happiness” = Instagram caption gold.
 4. **EMI REFRAME:** 999/month or 33/day sounds way less scary than 56,000.
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5 VISUAL HOOKS FOR SCRIPT 1

VISUAL HOOK 1: “THE CHAI SLAM” (RECOMMENDED)

[0:00-0:01] - VISUAL: Chai glass SLAMMED on BCH counter - MOTION: Tea splashing, glass bouncing - AUDIO: Sharp slam sound

[0:01-0:02] - VISUAL: Camera zooms into the tea — “20” price written on glass - MOTION: Slow-mo splash settling - FACE: Father’s stressed face reflected in the tea

[0:02-0:03] - TEXT OVERLAY: “YOUR CHAI COSTS MORE THAN YOUR KID’S HAPPINESS ” - AUDIO: Slam echo → Silence

VIDEOGRAPHER: - Use real cutting chai (iconic visual) - Slam should be controlled but dramatic - Capture splash in slow-mo (120fps) - Father’s reflection in tea = bonus

EDITOR: - Slow-mo the splash (0.3x speed) - Zoom into 20 on glass - Text punches in at 0:02

VISUAL HOOK 2: “THE CALCULATOR BREAKDOWN”

[0:00-0:01] - VISUAL: Calculator being punched — “56000 ÷ 1825 =” - MOTION: Fingers hitting keys rapidly

[0:01-0:02] - VISUAL: Result appears: “30.68” - FACE: Father’s shocked face behind calculator - MOTION: Calculator thrust toward camera

[0:02-0:03] - TEXT OVERLAY: “ 56,000 ÷ 5 YEARS = 30/DAY. LESS THAN YOUR CHAI. ” - AUDIO: Calculator beeps → Gasp → Silence

VIDEOGRAPHER: - Pre-set calculation for smooth reveal - Father’s eyes widening = key moment - Calculator filling frame then pulling back

EDITOR: - Quick cuts of key presses - Hold on result number - Gasp sound synced with face

VISUAL HOOK 3: “THE SPLIT COMPARISON”

[0:00-0:01] - VISUAL: Split screen — LEFT: 3 chai cups (60) | RIGHT: Aoki Flex CR (33/day)

[0:01-0:02] - VISUAL: LEFT side gets RED X | RIGHT side gets GREEN CHECK - MOTION: Stamps appearing

[0:02-0:03] - TEXT OVERLAY: “ 60 ON CHAI? YES. 33 ON YOUR KID? ‘TOO EXPENSIVE.’ ” - AUDIO: Stamp sound × 2 → Question mark sound

VIDEOGRAPHER: - Clean product shots for both sides - Chai cups should be basic cutting chai (relatable) - Aoki should be hero-lit

EDITOR: - Perfect 50/50 split - Stamps add impact - Question at end creates engagement

VISUAL HOOK 4: “THE WALLET REVEAL”

[0:00-0:01] - VISUAL: Father opening wallet — multiple chai receipts/bills falling out - MOTION: Papers cascading down

[0:01-0:02] - VISUAL: He counts them — “ 60... 60... 60... per day ” - FACE: Realization dawning - MOTION: Head slowly dropping

[0:02-0:03] - TEXT OVERLAY: “ 21,900/YEAR ON CHAI. BUT 56,000 ON HIS KID IS ‘TOO MUCH.’ ” - AUDIO: Papers rustling → Heavy sigh

VIDEOGRAPHER: - Create prop receipts with chai amounts - Multiple slips = volume visual - Let papers fall naturally

EDITOR: - Slow cascade of receipts - Numbers adding up on screen - Land on the annual total = shock

VISUAL HOOK 5: “THE KID’S 33 COIN”

[0:00-0:01] - VISUAL: Kid holding out a 50 note — “Appa, idu 33 jaasthi ide” - MOTION: Small hand extending note

[0:01-0:02] - VISUAL: Father's face looking at the note, then at the kid - FACE: Guilt + love hitting simultaneously - MOTION: Father's hand slowly reaching for kid's hand

[0:02-0:03] - TEXT OVERLAY: "YOUR KID KNOWS IT'S ONLY 33/DAY. DO YOU?" - AUDIO: Coin/note sound → Emotional piano note

VIDEOGRAPHER: - Kid's hand should be small, innocent - Father's face = emotional breakthrough - The reaching moment = powerful

EDITOR: - Hold on kid's hand extended - Slow transition to father's face - Music swell with text

SCRIPT 2: "YAARIGE COSTLY?" — THE COMPARISON SHOCK

Attribute	Value
Format	Comedy drama — Syed Bhai + Rich Kid + Poor Kid
Duration	50-59 seconds
Platform	Instagram Reel
Language	Street Kannada
Hook Type	Comparison shock + Class contrast
TG Trigger	Kids 14-17 — social status + FOMO
Objection Attacked	"Too expensive" — reframing what's ACTUALLY expensive

HOOK [0:00-0:03]

TEXT OVERLAY:

" 2 LAKH PHONE OK. 50K CYCLE COSTLY. INDIAN PARENTS LOGIC "

VISUAL: Split screen. LEFT: Kid scrolling on shiny new iPhone. RIGHT: Same kid looking sadly at an e-cycle price tag. Camera shakes with a "what?!" effect.

AUDIO: Ironic comedy sound effect + record scratch

SETUP [0:03-0:15]

(CUT TO: School gate. Two boys — Teen Boy 1 (rich kid look — branded clothes, latest phone) and Teen Boy 2 (middle class — school uniform, older phone). They're walking out.)

RICH KID: “Maga... nanna Appa 1.5 lakh phone kottru birthday ge!” *(Dude... my dad gave 1.5 lakh phone for birthday!) [Showing off phone, flexing]*

MIDDLE KID: “Nice da... naanu Appa hathira e-cycle beku antha kelde... 50,000 antha... Appa heldru ‘TOO COSTLY!’” *(Nice... I asked my dad for an e-cycle... 50,000... Dad said ‘TOO COSTLY!’) [Deflated, looking at the ground]*

RICH KID: “Haha... cycle aa? Namma Appa ge helu — phone better investment antha!” *(Haha... cycle? Tell your dad — phone is better investment!)*

STORY ARC [0:15-0:35]

(CUT TO: Middle Kid goes home. Dad (played by Syed Bhai or narrated) is on sofa.)

MIDDLE KID: “Appa... 50,000 costly antha heldri... aadre Rahul appa 1.5 lakh phone kottiddare...” *(Dad... you said 50,000 is costly... but Rahul's dad gave 1.5 lakh phone...)*

(Father looks uncomfortable.)

(FANTASY SEQUENCE — Syed Bhai appears like a genie/advisor, background changes to BCH store)

SYED BHAI: “Boss! Ondu comparison maadona!” *(Boss! Let's make a comparison!)*

(WHITEBOARD COMPARISON:)

1.5 LAKH PHONE:

- Lasts 2-3 years max
- Screen time: 8 hrs/day
- Health: Eyes weak, posture bad
- Social: Alone in room
- Value after 2 years: 15,000

50,000 E-CYCLE:

- Lasts 5+ years
- Outdoor time: 1-2 hrs/day
- Health: Fit, active, fresh air
- Social: Group rides with friends
- Value after 2 years: Still riding!

SYED BHAI: “ 1.5 lakh phone 2 years nalli 15K value. 50K cycle 5 years nalli innu ride maadthane. YAARDDU COSTLY?!” (*1.5 lakh phone becomes 15K value in 2 years. 50K cycle — still riding in 5 years. WHICH IS COSTLY?!*)
[Getting louder, pointing at board]

CLIMAX + BRAND [0:35-0:50]

(*Kid’s face lights up. He has ammunition now.*)

(*CUT TO: Kid walks back to father with phone showing the comparison*)

MIDDLE KID: “Appa... phone 1.5 lakh — 2 years alli waste. Cycle 50,000 — 5 years use. Plus health. Plus friends. Plus school commute savings. Yaarddu better?” [Confident, using Syed Bhai’s logic]

(*Father’s face: the logic hits. He can’t argue.*)

FATHER (V.O.): “Maga correct heldane actually...” (*Son is actually right...*)

(*CUT TO: BCH Store. Father and kid walking in. Syed Bhai welcomes them.*)

SYED BHAI: “EMotorad T-Rex+ — strong frame, powerful motor, perfect for school! 50,000 nalli 5 years of happiness!”

TEXT OVERLAY:

"EMotorad T-Rex+ | 50K = 5 Years | Phone = 2 Years | Choose Smart"

COMEDY PAYOFF + CTA [0:50-0:59]

(*Kid on the EMotorad, riding through store. Happy face.*)

(*Rich Kid calls on phone.*)

RICH KID: “Maga... ninna cycle mele ride kodthiya?” (*Dude... will you give me a ride on your cycle?*)

MIDDLE KID: “Haha... 1.5 lakh phone nalli ride maadko da!” (*Haha... ride your 1.5 lakh phone!*) [Laughing, riding away]

(*FREEZE FRAME: Middle Kid riding, waving, Rich Kid watching enviously with phone in hand*)

END CARD:

EMotorad T-Rex+ - Smarter Than a Phone. | 15 FREE Accessories | CALL NOW

PRODUCTION NOTES

Element	Details
Characters	3 (Syed Bhai, Teen Boy 1 as Rich Kid, Teen Boy 2 as Middle Kid)
Props	Phones (one fancy, one basic), whiteboard, EMotorad T-Rex+, school bags
Key Shots	Phone flex, comparison whiteboard, kid's confidence moment, product hero
Estimated Cuts	18-22

WHY THIS WILL GO VIRAL

1. **EVERY KID RELATES:** Phone vs cycle debate happens in 90% of households.
2. **KID-TO-PARENT SHARING:** Kids will share this with parents as “proof” they need a cycle.
3. **STATUS FLIP:** The “poor” kid becomes cooler than the “rich” kid. Underdog story = shares.
4. **UNCOMFORTABLE TRUTH:** Parents who bought expensive phones but won't buy cycles will feel called out.
5. **MEME FORMAT:** “Indian Parents Logic” = ready-made viral template.

5 VISUAL HOOKS FOR SCRIPT 2

VISUAL HOOK 1: “THE PHONE vs CYCLE SLAM” (RECOMMENDED)

[0:00-0:01] - VISUAL: iPhone SLAMMED next to Aoki Flex CR on counter - MOTION: Phone bouncing, cycle steady - AUDIO: Phone slam sound

[0:01-0:02] - VISUAL: Price tags appear — “1,50,000” on phone, “50,000” on cycle - MOTION: Zoom into prices

[0:02-0:03] - TEXT OVERLAY: “2 LAKH PHONE OK. 50K CYCLE COSTLY. INDIAN PARENTS LOGIC” - AUDIO: Record scratch → Silence

VIDEOGRAPHER: - Place phone and cycle side by side - Phone should look small/fragile next to the cycle - Price tags should be bold and clear

EDITOR: - Slam effect with screen shake - Price tags punch in - Comedy sound timing is key

VISUAL HOOK 2: “THE SCREEN TIME COUNTER”

[0:00-0:01] - VISUAL: Phone screen time report — “8 hours 23 minutes today”
- MOTION: Finger scrolling the report

[0:01-0:02] - VISUAL: Kid’s tired face, red eyes, dark room - FACE: Zombie-like, phone glow on face

[0:02-0:03] - TEXT OVERLAY: “8 HOURS ON PHONE. 0 HOURS OUTSIDE. BUT CYCLE IS ‘COSTLY.’ ” - AUDIO: Notification sounds → Eerie silence

VIDEOGRAPHER: - Show real screen time report (8+ hours) - Kid should look genuinely drained - Dark room with only phone glow = powerful

EDITOR: - Contrast between bright screen and dark room - Face should look unhealthy - Text hits with impact

VISUAL HOOK 3: “THE 2-YEAR GRAVEYARD”

[0:00-0:01] - VISUAL: Old phones in a drawer — cracked screens, outdated models - MOTION: Drawer opening to reveal phone graveyard

[0:01-0:02] - VISUAL: Each phone has a price tag — “ 80K”, “ 60K”, “ 1.2L”
- MOTION: Camera pans across the dead phones

[0:02-0:03] - TEXT OVERLAY: “ 3,40,000 IN OLD PHONES. BUT 50K CYCLE IS ‘WASTE.’ ” - AUDIO: Drawer open → Sad piano notes for each phone

VIDEOGRAPHER: - Collect 4-5 old phones (everyone has them) - Prop price tags on each - Drawer = coffin visual

EDITOR: - Pan should be slow, each phone = a loss - Total amount appearing = shock value

VISUAL HOOK 4: “THE EYESIGHT CARD”

[0:00-0:01] - VISUAL: Kid’s spectacles/eye prescription card — “Power: -1.5”
- MOTION: Card being placed on table

[0:01-0:02] - VISUAL: Phone placed next to the card (the cause) - FACE: Parent’s worried face in background

[0:02-0:03] - TEXT OVERLAY: “ 1.5 LAKH PHONE GAVE HIM -1.5 EYES. 50K CYCLE WOULD’VE GIVEN HIM HEALTH. ” - AUDIO: Card place → Glasses clink → Sad tone

VIDEOGRAPHER: - Real-looking eye prescription - Phone as the culprit - Parent's concern visible

EDITOR: - Slow reveal of connection - Numbers matching (-1.5 eyes, 1.5 lakh phone) is poetic

VISUAL HOOK 5: "THE FRIEND COUNT"

[0:00-0:01] - VISUAL: Phone kid's contacts — "Online friends: 500. Real friends met this week: 0" - MOTION: Scrolling through contacts

[0:01-0:02] - VISUAL: Cycle kid's photo — riding with 5 real friends, laughing - MOTION: Photo appearing over the contact list

[0:02-0:03] - TEXT OVERLAY: "500 ONLINE FRIENDS. 0 REAL ONES. CYCLE KIDS HAVE BOTH. " - AUDIO: Notification spam → Real laughter

VIDEOGRAPHER: - Fake contact list showing 500+ contacts - Real photo of group ride - Contrast loneliness vs connection

EDITOR: - Digital (cold) vs Real (warm) contrast - Laughter audio over the text

SCRIPT 3: "EMI REJECTED TWIST" — THE DREAM SAVER

Attribute	Value
Format	Emotional drama — Father + Syed Bhai + Kid
Duration	50-59 seconds
Platform	Instagram Reel
Language	Street Kannada
Hook Type	Emotional shock + Redemption
TG Trigger	15% buyers earn < 20K/month. 30% don't qualify for EMI
Objection Attacked	"Too expensive / Can't afford EMI"

HOOK [0:00-0:03]

TEXT OVERLAY:

"EMI REJECTED. FATHER'S HANDS SHAKING. THEN SYED BHAI DID THIS "

VISUAL: Extreme close-up of trembling hands on BCH billing counter. A paper with “EMI APPLICATION — REJECTED” stamp in RED. Camera pulls back to reveal father’s devastated face.

AUDIO: Stamp sound → Complete silence → Single heartbeat

SETUP [0:03-0:15]

(CUT TO: BCH store. Father (Teen Boy 1 in working class costume — simple shirt, rough hands makeup) standing at counter. Kid (Teen Boy 2) behind him, hopeful eyes.)

FATHER: “Syed Bhai... EMI apply maadidde... reject aaytu...” *(Syed Bhai... I applied for EMI... got rejected...)* [Voice barely above whisper, looking down]

(He places the rejection paper on counter. His hands are shaking.)

FATHER: “Naanu daily wage worker... monthly 18,000 salary... bank heldru income sufficient alla antha...” *(I’m a daily wage worker... 18,000 monthly salary... bank said income not sufficient...)*

(Kid’s face falls. He was so close to getting the cycle. His hand slowly lets go of the Aoki handlebar.)

KID: “Parvaagilla Appa... beda...” *(It’s okay Papa... don’t need it...)* [Trying to be brave, lip trembling]

STORY ARC [0:15-0:35]

(Syed Bhai watches this exchange. His face changes from business mode to HUMAN mode.)

(FLASHBACK CUTS — Quick montage:) - Father’s rough hands working at construction site - Father counting crumpled notes at home - Kid watching friends ride e-cycles from bus window - Kid showing father BCH Instagram videos on a cracked phone

(BACK TO PRESENT)

SYED BHAI: “Sir... nillri.” *(Sir... wait.)* [Quiet, firm, serious]

(Father stops. Turns back.)

SYED BHAI: “Bank reject maadide. BCH reject maadalla.” *(Bank rejected. BCH won’t reject.)* [Looks directly at father]

FATHER: “Heghe Syed Bhai? Naanu full payment maadakke agalla...” *(How Syed Bhai? I can’t make full payment...)*

SYED BHAI: “25 years inda naanu ee business nalli iddini. 18,000 salary nalli maga ge cycle beku antha barthira... adu courage. Adu love. Naanu reject maadalla.” *(25 years I’ve been in this business. You come on 18,000 salary wanting a cycle for your son... that’s courage. That’s love. I won’t reject.)*

CLIMAX + BRAND [0:35-0:50]

SYED BHAI: “Naavu arrange maadona. Partial payment iga. Remaining monthly. Bank hathira alla — nanna hathira. Trust basis.” *(We’ll arrange. Partial payment now. Remaining monthly. Not with bank — with me. Trust basis.)*

(Father’s eyes widen. He can’t believe it.)

FATHER: “Seriously Syed Bhai?” *[Voice cracking]*

SYED BHAI: “Sir... neevu 6 months bega maga ge promise maadiddira... naan adanna break aagoke bidalla.” *(Sir... you promised your son 6 months ago... I won’t let that break.)*

(Syed Bhai brings out the Aoki Flex CR. Places it in front of the kid.)

(Kid’s face journey: Disbelief → Understanding → PURE JOY)

SYED BHAI: “Aoki Flex CR. Lightest. Fastest. Perfect for school commute. Iga ninna.” *(Aoki Flex CR. Lightest. Fastest. Perfect for school commute. Now it’s yours.)*

TEXT OVERLAY:

"BCH Doesn't Reject Dreams. | Aoki Flex CR | Special Payment Plans Available"

COMEDY PAYOFF + CTA [0:50-0:59]

(Kid on the cycle. First throttle twist. The MAGIC face. Father watching with wet eyes but smiling.)

(Father reaches into pocket, pulls out crumpled notes.)

FATHER: “Syed Bhai... idu first payment...” *[Placing notes on counter carefully]*

SYED BHAI: “Sir... ondu condition ide...” *[Serious face]*

(Everyone freezes.)

SYED BHAI: “Maga school first class pass aagbeku! Alla andre cycle vaapas!” *(Son must pass first class! Otherwise cycle returns!) [Breaking into a smile]*

KID: “Done Syed Bhai! First class guarantee!” *[Saluting from the cycle]*

(Everyone laughs. Father wipes his eyes. Syed Bhai pats his shoulder.)

END CARD:

Aoki Flex CR - We Don't Reject Dreams | Special Payment Plans | CALL NOW

PRODUCTION NOTES

Element	Details
Characters	3 (Syed Bhai, Teen Boy 1 as Father, Teen Boy 2 as Kid)
Props	EMI rejection paper with red stamp, crumpled notes, cracked phone, Aoki Flex CR
Key Shots	Shaking hands close-up, rejection stamp, kid letting go of handlebar, kid's joy face
Emotional Level	VERY HIGH — this needs real emotional performance
Estimated Cuts	20-25

WHY THIS WILL GO VIRAL

1. **REAL STORY:** 30% of customers don't qualify for EMI. This is THEIR story being told.
 2. **TRUST BUILDING:** Shows BCH cares about people, not just money. 65% trust BCH over brand.
 3. **EMOTIONAL DEPTH:** Father's shaking hands + kid's brave face = tear-jerker content.
 4. **SHARE TRIGGER:** People share stories of kindness. This positions BCH as the "good guys."
 5. **POSITIONS BCH UNIQUELY:** No other cycle store talks about EMI rejection or alternative payment.
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5 VISUAL HOOKS FOR SCRIPT 3

VISUAL HOOK 1: "THE REJECTION STAMP" (RECOMMENDED)

[0:00-0:01] - VISUAL: Red "REJECTED" stamp coming down in slow-mo -
MOTION: Stamp approaching paper, ink splashing on impact

[0:01-0:02] - VISUAL: Paper showing “EMI APPLICATION — REJECTED”
- FACE: Father’s chin visible above paper, trembling - MOTION: Paper placed
on counter with shaking hands

[0:02-0:03] - TEXT OVERLAY: “EMI REJECTED. FATHER’S HANDS
SHAKING. THEN SYED BHAJI DID THIS ” - AUDIO: Stamp SLAM →
Paper crinkle → Silence

VIDEOGRAPHER: - Create prop rejection letter with real-looking stamp -
Stamp should be dramatic (overhead angle) - Hands should genuinely tremble -
Chin/lower face visible = vulnerability without full reveal

EDITOR: - Slow-mo the stamp impact (0.3x) - Red ink = visual punch - Text
appears in silence

VISUAL HOOK 2: “THE SHAKING HANDS”

[0:00-0:01] - VISUAL: Extreme close-up of rough, calloused hands placing
crumpled notes - MOTION: Hands visibly trembling, notes being placed one
by one

[0:01-0:02] - VISUAL: Three crumpled notes on counter — not enough - FACE:
Not visible — hands ARE the story

[0:02-0:03] - TEXT OVERLAY: “HIS HANDS BUILD HOUSES. HIS DREAM:
SON’S FIRST E-CYCLE. ” - AUDIO: Paper on counter (gentle) → Single piano
note

VIDEOGRAPHER: - Find/create rough-looking hands (makeup if needed) -
Each note placed = precious - Macro lens for hand detail

EDITOR: - Slow, deliberate placement - Counter should be clean (notes are
the focus) - Piano note = emotional anchor

VISUAL HOOK 3: “THE KID LETTING GO”

[0:00-0:01] - VISUAL: Kid’s hand on Aoki handlebar — gripping tight - MO-
TION: Fingers slowly releasing, one by one

[0:01-0:02] - VISUAL: Hand fully released, hanging by side - FACE: Kid’s
brave face, fighting tears - MOTION: Stepping back from the cycle

[0:02-0:03] - TEXT OVERLAY: “HE LET GO OF THE HANDLEBAR. HIS
FATHER COULDN’T LET GO OF THE DREAM. ” - AUDIO: Grip release
→ Silence → Heartbeat

VIDEOGRAPHER: - Close-up on fingers releasing - Kid should look brave,
not crying - The letting go = powerful metaphor

EDITOR: - Slow the finger release - Cut to face at exact moment of full release
- Heartbeat sound = tension

VISUAL HOOK 4: “THE CRACKED PHONE VIDEO”

[0:00-0:01] - VISUAL: Cracked phone screen playing BCH Instagram video -
MOTION: Thumb scrolling through Aoki Flex CR content

[0:01-0:02] - VISUAL: Kid’s face reflected in cracked screen, watching longingly
- FACE: Dream visible through broken screen

[0:02-0:03] - TEXT OVERLAY: “HE WATCHED BCH VIDEOS ON A
CRACKED PHONE FOR 6 MONTHS. TODAY HE WALKED IN. ” -
AUDIO: Phone audio of BCH video → Muffled → Silence

VIDEOGRAPHER: - Use actually cracked phone - BCH content playing on
it - Kid’s reflection in screen = beautiful shot

EDITOR: - Cracked screen adds to the struggle story - Reflection shot is the
money shot - Audio from phone should be slightly distorted

VISUAL HOOK 5: “THE BUS WINDOW”

[0:00-0:01] - VISUAL: Kid looking out of bus window — friends riding e-cycles
visible - MOTION: Bus moving, friends riding alongside

[0:01-0:02] - VISUAL: Kid’s face pressed against glass, fogging it up - FACE:
Pure longing, isolation - MOTION: Friends waving, kid can’t wave back

[0:02-0:03] - TEXT OVERLAY: “EVERY DAY FROM THE BUS. EVERY
DAY THE SAME DREAM. ” - AUDIO: Bus engine → Kids laughing outside
→ Silence inside bus

VIDEOGRAPHER: - Shoot from inside bus (or car pretending to be bus)
- Friends on cycles should look happy - Kid’s face pressed on glass = FOMO
visual

EDITOR: - Contrast: freedom outside vs trapped inside - Audio split: happy
outside, quiet inside - Fog on glass from breath = detail

SCRIPT 4: “AMMA KA SPEED LOCK” — THE SAFETY SHOWDOWN

Attribute	Value
Format	Family comedy drama — Syed Bhai + Mom + Dad + Kid
Duration	50-59 seconds
Platform	Instagram Reel
Language	Street Kannada
Hook Type	Mother's panic + Comedy resolution
TG Trigger	Mother = safety blocker (100% of moms worry about speed)
Objection Attacked	"25 kmph is too fast / Accident risk"

HOOK [0:00-0:03]

TEXT OVERLAY:

"AMMA: '25 KMPH?! NANNA MAGA SAAYBAHUDU!' SYED BHAIR: 'AMMA... RELAXXX' "

VISUAL: Mother's face in EXTREME close-up — eyes wide with terror, hand over mouth. Behind her: kid on e-cycle zooming past (motion blur). She looks like she's seen a ghost.

AUDIO: Screech sound + Mother's gasp + dramatic music sting

SETUP [0:03-0:15]

(CUT TO: BCH store. A family enters — Teen Boy 1 as Dad (relaxed), Teen Boy 2 as Kid (excited), and Syed Bhai narrating as we see the "Mom" through voice-over and reactions.)

(Since we have 2 teen boys + Syed Bhai, one teen boy plays the kid, Syed Bhai plays himself, and we use VOICE-OVER + back-of-head shots for the mother character, OR Syed Bhai mimics the mother's dialogue in comedy style.)

SYED BHAIR (narrating to camera): "Amma-Appa maga hathira BCH ge bandru. Appa ready. Maga ready. Aadre Amma..." *(Mom-Dad came with son to BCH. Dad ready. Son ready. But Mom...)*

(CUT TO: Mom's voice — off-screen or Syed Bhai mimicking in high-pitched voice)

AMMA (V.O.): “E-CYCLE?! 25 KMPH?! Nanna maga ge yenu aadru?! Traffic nalli yenu aadru?! BEDA BEDA BEDA!” (*E-CYCLE?! 25 KMPH?! What if something happens to my son?! In traffic?! NO NO NO!*)

KID: “Amma... please...” [*Defeated, he’s heard this 100 times*]

DAD: “Bidi... Amma ge convince maadoke Syed Bhai ge bidona...” (*Leave it... let’s let Syed Bhai convince Mom...*)

STORY ARC [0:15-0:35]

(*Syed Bhai cracks knuckles. Challenge accepted.*)

SYED BHAI: “Amma... ondu nimsha. Neevu walking speed eshtu goththa?” (*Mom... one minute. Do you know what walking speed is?*)

AMMA (V.O.): “Walking speed? 4-5 kmph...”

SYED BHAI: “Correct! Brisk walk = 7 kmph. Iga nodri...” (*Correct! Brisk walk = 7 kmph. Now watch...*)

(*Syed Bhai pulls out the Aoki Flex CR. Shows the SPEED LOCK feature on the display.*)

SYED BHAI: “Aoki Flex CR nalli SPEED LOCK ide. Neevu phone nalli set maadbahudu — MAX 10 kmph, 15 kmph, or 20 kmph. AMMA CONTROL NALLI IRUTHTHE!” (*Aoki Flex CR has SPEED LOCK. You can set from phone — MAX 10 kmph, 15 kmph, or 20 kmph. MAMA IS IN CONTROL!*)

(*Shows phone screen with speed lock setting*)

SYED BHAI: “15 kmph set maadi — idu Amma neevu brisk walk maadidre DOUBLE ashte. Scooter 60 kmph. Car 40 kmph. Idu 15 kmph. Yaarddu safe?” (*Set 15 kmph — this is just DOUBLE your brisk walk. Scooter is 60 kmph. Car is 40 kmph. This is 15 kmph. Which is safer?*)

(*Pulls out FREE helmet*)

SYED BHAI: “Plus — helmet FREE. Knee guards FREE. Elbow pads FREE. 15 accessories nalli safety kit full ide!” (*Plus — helmet FREE. Knee guards FREE. Elbow pads FREE. Full safety kit in 15 accessories!*)

CLIMAX + BRAND [0:35-0:50]

(*Amma’s voice changes from panic to interest*)

AMMA (V.O.): “Speed lock ide na? Naanu control maadbahudu na?” (*There’s speed lock? I can control it?*)

SYED BHAI: “Amma... neevu bedroom nalli kuthkondu phone nalli maga speed control maadbahudu. Maga jaasthi speed maadakke try maadidre — cycle BLOCK aagutte!” *(Mom... you can sit in bedroom and control son’s speed from phone. If son tries to go faster — cycle BLOCKS!)*

AMMA (V.O.): “Hmm... adu safe ide actually...” *(Hmm... that’s actually safe...)*

(Kid puts on helmet. Full safety gear. Sits on Aoki Flex CR.)

TEXT OVERLAY:

"Aoki Flex CR | Speed Lock: Amma Controls | Helmet + Safety Kit FREE | 15 kmph = Safe"

(PRODUCT HERO SHOT with speed lock display visible)

COMEDY PAYOFF + CTA [0:50-0:59]

AMMA (V.O.): “Okay... thogoli. AADRE speed lock 10 kmph ge set maadthini!” *(Okay... buy it. BUT I’m setting speed lock to 10 kmph!)*

KID: “10 KMPH?! Amma... adu walking speed!” *[Horrified]*

SYED BHAI: “Maga... 10 kmph nalli start maadu... Amma trust gain maadu... mundhe speed increase aagutte!” *(Son... start at 10 kmph... gain Mom’s trust... speed will increase later!)* *[Winks at camera]*

DAD: “Syed Bhai... nangondu beku... Amma ne 10 kmph ge lock maadli...” *(Syed Bhai... I need one too... let Amma lock me at 10 kmph too...)* *[Everyone laughs]*

(FREEZE FRAME: Kid in full gear on Aoki, doing thumbs up)

END CARD:

Aoki Flex CR - Amma-Locked, Amma-Approved | Speed Lock + FREE Safety Kit | CALL NOW

PRODUCTION NOTES

Element	Details
Characters	3 on screen (Syed Bhai, Teen Boy 1 as Dad, Teen Boy 2 as Kid) + Amma voice-over
Amma Solution	Use voice-over + off-screen dialogue. OR Syed Bhai mimics Amma in comedic high voice. OR use a female staff member for voice.

Element	Details
Props	Speed lock phone screen (create prop screenshot), helmet, knee guards, elbow pads, Aoki Flex CR
Key Shots	Speed lock feature close-up, safety gear being put on, kid in full gear, phone control screen
Estimated Cuts	18-22

WHY THIS WILL GO VIRAL

1. **EVERY AMMA RELATES:** Safety is the #1 mother concern. This addresses it HEAD ON.
2. **COMEDY + EDUCATION:** Speed lock feature explained through comedy — not boring product demo.
3. **SPEED COMPARISON:** 15 kmph vs brisk walk vs scooter = visual math that kills the fear.
4. **TAGGING GOLD:** Kids tag moms. Moms tag other moms. “Amma nodi, speed lock ide!”
5. **PRODUCT FEATURE AS HERO:** Speed lock becomes the selling point, not a footnote.

5 VISUAL HOOKS FOR SCRIPT 4

VISUAL HOOK 1: “THE AMMA GASP” (RECOMMENDED)

[0:00-0:01] - VISUAL: Mother’s face — EXTREME close-up — EYES ONLY - MOTION: Pupils dilating, head snapping to side - AUDIO: Loud screech sound

[0:01-0:02] - VISUAL: Hand flying to mouth - FACE: Pure maternal terror - MOTION: Quick cut to e-cycle zooming past (motion blur)

[0:02-0:03] - TEXT OVERLAY: “AMMA: ‘25 KMPH?! NANNA MAGA SAAYBAHUDU!’ ” - AUDIO: Gasp → Silence → Comedy sting

VIDEOGRAPHER: - Use staff member or actor for Amma’s eyes/hands - Gasp must be GENUINE (surprise them) - Motion blur on cycle = feels fast

EDITOR: - Eyes fill 80% of frame - Head snap should be sudden - Comedy sting after terror = tone shift

VISUAL HOOK 2: “THE SPEED LOCK CLICK”

[0:00-0:01] - VISUAL: Phone screen — finger pressing “SPEED LOCK: 15 KMPH” - MOTION: Lock icon appearing, clicking into place

[0:01-0:02] - VISUAL: Heavy vault/lock sound effect - FACE: Amma’s relieved face behind phone

[0:02-0:03] - TEXT OVERLAY: “AMMA CAN LOCK SON’S SPEED. FROM HER PHONE. GAME CHANGER. ” - AUDIO: Vault lock sound → Relief exhale

VIDEOGRAPHER: - Create prop phone screen showing speed lock UI - Lock should feel HEAVY and SECURE - Amma’s relief = the money shot

EDITOR: - Lock animation should be satisfying - Vault sound = security feeling - Text appears with confidence

VISUAL HOOK 3: “THE WALKING RACE”

[0:00-0:01] - VISUAL: Amma walking briskly. E-cycle rolling beside her at SAME SPEED - MOTION: Side by side, matching pace

[0:01-0:02] - VISUAL: Speed overlay on both: “Amma: 7 kmph | Cycle: 7 kmph” - MOTION: They’re the SAME speed

[0:02-0:03] - TEXT OVERLAY: “E-CYCLE AT 7 KMPH = AMMA’S WALK. NOT SO SCARY NOW? ” - AUDIO: Footsteps + gentle cycle sound → Comedy relief music

VIDEOGRAPHER: - Someone walking, cycle rolling alongside - Speed overlay graphics added in edit - Both should match pace perfectly

EDITOR: - Speed numbers appearing side by side - The matching speed = instant realization - Comedy music = tension relief

VISUAL HOOK 4: “THE SAFETY GEAR TRANSFORMATION”

[0:00-0:01] - VISUAL: Kid standing plain (no gear) - MOTION: RAPID cuts as gear gets added

[0:01-0:02] - VISUAL: Helmet → Knee guards → Elbow pads → Gloves (quick cuts, gear flying on) - MOTION: Iron Man suit-up style

[0:02-0:03] - TEXT OVERLAY: “ALL THIS SAFETY GEAR. ALL FREE. AMMA... RELAX. ” - AUDIO: Metal clangs with each gear piece → Superhero music

VIDEOGRAPHER: - Shoot each gear addition separately - Quick cuts = transformation energy - Final pose should be superhero-like

EDITOR: - Match cut / jump cut style - Each gear = metallic sound - Final pose = freeze frame + text

VISUAL HOOK 5: “THE CONTROL PANEL”

[0:00-0:01] - VISUAL: Phone showing cycle control app — speed, location, battery - MOTION: Finger swiping through features

[0:01-0:02] - VISUAL: “SPEED: 12 kmph ” “LOCATION: School ” “BATTERY: 80% ” - FACE: Amma’s calm face, sipping chai, monitoring

[0:02-0:03] - TEXT OVERLAY: “AMMA MONITORS SPEED, LOCATION, BATTERY. FROM HOME. ” - AUDIO: Notification dings → Calm music

VIDEOGRAPHER: - Create prop app screens showing controls - Amma calm = contrast from earlier panic - Chai = she’s relaxed now

EDITOR: - Clean UI screens - Check marks appearing = satisfaction - Calm vs panic contrast

SCRIPT 5: “HELMET FREE DRAMA” — THE SAFETY KIT SURPRISE

Attribute	Value
Format	Comedy + Product showcase — Syed Bhai + Father + Kid
Duration	45-55 seconds
Platform	Instagram Reel
Language	Street Kannada
Hook Type	Comedy fall + Safety reveal
TG Trigger	Parents who worry about injuries
Objection Attacked	“Safety — what if he falls / gets hurt?”

HOOK [0:00-0:03]

TEXT OVERLAY:

"KID FELL OFF CYCLE. PARENTS PANICKED. THEN THEY SAW THIS... "

VISUAL: Kid falling off cycle in SLOW MOTION (staged, comedic — exaggerated fall on soft ground). Parents' hands reaching out. FREEZE at moment of impact.

AUDIO: Slow-mo whoosh → Impact → Gasp

SETUP [0:03-0:15]

(CUT TO: BCH store. Father (Teen Boy 1) walks in worried.)

FATHER: “Syed Bhai... naanu e-cycle thogobeku aadre ond bhaya ide...” *(Syed Bhai... I want to buy an e-cycle but I have one fear...)*

SYED BHAI: “Enu bhaya sir?” *(What fear sir?)*

FATHER: “Maga biddre? Accident aadre? Knee broken aadre? Hospital bills ashte!” *(What if son falls? Accident? Broken knee? Hospital bills are this much!) [Counting on fingers, stress building]*

KID (Teen Boy 2): “Appa... naanu fall aagalla...” *(Dad... I won't fall...)*

FATHER: “Nee huttidaga biddiyalla first... cycle mele bidthiya confirm!” *(You fell when you were born first... on cycle you'll definitely fall!) [Classic dad logic]*

STORY ARC [0:15-0:35]

SYED BHAI: “Sir... maga fall aagthane. Guaranteed.” *[Dead serious face]*

(Father and kid both look shocked)

FATHER: “SEE! Ivnu ne helthiddare!” *(SEE! Even he's saying it!)*

SYED BHAI: “Sir... every cyclist falls. Professional cyclists fall. Tour de France nalli fall aaguththe. Aadre...” *(Sir... every cyclist falls. Professionals fall. Tour de France has falls. But...)*

(DRAMATIC PAUSE)

SYED BHAI: “Fall aagidaga enu irbekku goththa? PROTECTION!” *(When you fall, you know what you need? PROTECTION!)*

(Syed Bhai goes behind the counter. Starts pulling out items one by one like a magician.)

Item 1: HELMET — drops it on floor. It BOUNCES. Doesn't break. “Helmet — FREE! Idu biddru odayalla!” *(Helmet — FREE! Even if dropped, doesn't break!)*

Item 2: KNEE GUARDS — straps them on mannequin/kid “Knee guards — FREE! Idu idrodu fall aadru knee safe!” (*Knee guards — FREE! With these, fall and knee is safe!*)

Item 3: ELBOW PADS — shows flexibility “Elbow pads — FREE!”

Item 4: REFLECTIVE VEST — glows in store lighting “Night riding vest — FREE! Night nalli glow aagutte!” (*Night riding vest — FREE! Glows at night!*)

Item 5: BELL + LIGHT — rings bell loudly “Bell + Light — FREE!”

(Counter is now COVERED with safety accessories. 15 items total.)

CLIMAX + BRAND [0:35-0:50]

SYED BHAI: “Sir... 15 accessories. ALL FREE. Safety kit complete. Helmet, guards, pads, lights, bell, lock, pump, toolkit — ELLA FREE!” (*Sir... 15 accessories. ALL FREE. Safety kit complete. Helmet, guards, pads, lights, bell, lock, pump, toolkit — ALL FREE!*)

FATHER: “Ella FREE?! Catch enu?” (*All FREE?! What’s the catch?*)

SYED BHAI: “Catch illa sir. BCH nalli cycle thogondre 15 accessories free. Neevu bere yelli sigutte heli?” (*No catch sir. Buy cycle at BCH, 15 accessories free. Tell me where else you get this?*)

(Kid starts putting on ALL the gear. Helmet, knee guards, elbow pads, reflective vest...)

TEXT OVERLAY:

"15 FREE Accessories | Full Safety Kit Included | Only at BCH"

COMEDY PAYOFF + CTA [0:50-0:59]

(Kid is now wearing ALL 15 accessories at once. He looks like a ROBOT / IRON MAN. Can barely move. Walking stiff-legged toward the cycle.)

KID: “Appa... naanu iga fall aadru enu aagalla... aadre cycle mele hogakke agthilla!” (*Dad... now even if I fall nothing will happen... but I can’t get on the cycle!*) [Trying to lift leg over cycle, failing comically]

(Everyone laughs. Syed Bhai helps remove some gear.)

SYED BHAI: “Maga... ella ondsaari haakbaarda! Helmet + guards ashte regular ge!” (*Son... don’t wear everything at once! Just helmet + guards for regular use!*)

FATHER: “Syed Bhai... iga bhaya illa. Cycle thogona!” (*Syed Bhai... no fear now. Let’s buy the cycle!*)

(*FREEZE FRAME: Kid on cycle with proper gear, thumbs up, father relaxed*)

END CARD:

E-Cycle + 15 FREE Safety Accessories | Fall-Proof Your Kid | CALL NOW - BCH

PRODUCTION NOTES

Element	Details
Characters	3 (Syed Bhai, Teen Boy 1 as Father, Teen Boy 2 as Kid)
Props	Helmet, knee guards, elbow pads, reflective vest, bell, light, pump, lock, toolkit — all 15 accessories
Key Visual	Counter covered with 15 items = impressive. Kid in ALL gear = comedy gold. Helmet bounce test = trust.
Estimated Cuts	18-22
Safety	Fall scene must be CLEARLY staged and comedic — soft landing, exaggerated

WHY THIS WILL GO VIRAL

1. **ADDRESSES #1 PARENT FEAR:** Safety concern killed with comedy + proof.
 2. **PRODUCT SHOWCASE WITHOUT BORING:** 15 accessories revealed like magic show = entertaining.
 3. **HELMET BOUNCE TEST:** Physical proof = trust. “If the helmet can handle a fall, so can your kid.”
 4. **IRON MAN KID:** Visual comedy of kid in all gear = screenshot/share moment.
 5. **15 FREE ACCESSORIES:** The offer itself is shareable — parents tell other parents.
-

5 VISUAL HOOKS FOR SCRIPT 5

VISUAL HOOK 1: “THE HELMET BOUNCE” (RECOMMENDED)

[0:00-0:01] - VISUAL: Helmet dropped from height — approaching ground in slow-mo - MOTION: Spinning as it falls

[0:01-0:02] - VISUAL: BOUNCE. Helmet bounces back up. Intact. - MOTION: Bouncing like a ball - AUDIO: Impact → Bounce → Intact

[0:02-0:03] - TEXT OVERLAY: “THIS HELMET IS FREE. IT CAN HANDLE THIS. YOUR KID IS SAFE. ” - AUDIO: Bounce → Confident music sting

VIDEOGRAPHER: - Drop from 5-6 feet - Capture the bounce in slow-mo (120fps) - Helmet should look undamaged after - Ground should be concrete (not soft — shows durability)

EDITOR: - Slow-mo the drop (0.5x) - Normal speed bounce (satisfying) - Text appears with confidence

VISUAL HOOK 2: “THE IRON MAN KID”

[0:00-0:01] - VISUAL: Kid standing with NO gear - MOTION: Quick flash → Fully geared up (jump cut)

[0:01-0:02] - VISUAL: Kid in ALL 15 accessories — looks like robot - FACE: Kid trying to move, can barely walk - MOTION: Stiff robot walk toward camera

[0:02-0:03] - TEXT OVERLAY: “15 SAFETY ACCESSORIES. ALL FREE. YOUR KID = IRON MAN. ” - AUDIO: Iron Man suit-up sound → Stiff walking → Laughter

VIDEOGRAPHER: - Before/after is the gag - Kid should play up the stiffness - All gear should be REAL (not props)

EDITOR: - Jump cut transformation - Robot walking = comedy timing - Add metallic sound effects

VISUAL HOOK 3: “THE FALL TEST”

[0:00-0:01] - VISUAL: Kid (in full gear) DELIBERATELY falling on soft surface - MOTION: Exaggerated comedic fall

[0:01-0:02] - VISUAL: Kid gets up immediately — “I’m fine!” gesture - FACE: Big smile, not hurt at all - MOTION: Dusting off, thumbs up

[0:02-0:03] - TEXT OVERLAY: “HE FELL. HE’S FINE. BECAUSE 15 FREE ACCESSORIES. ” - AUDIO: Fall sound → Silence → “I’m okay!” → Relief music

VIDEOGRAPHER: - Soft surface underneath (grass/mat) - Fall should be CLEARLY staged (comedy, not scary) - Kid bouncing back = the proof

EDITOR: - Slight slow-mo on fall - Quick cut to standing up - Thumbs up = punctuation

VISUAL HOOK 4: “THE COUNTER PILE”

[0:00-0:01] - VISUAL: Empty BCH counter - MOTION: Accessories being THROWN onto counter one by one

[0:01-0:02] - VISUAL: Counter OVERFLOWING with 15 items - MOTION: Last item lands on top of pile - AUDIO: Each item = thud/clang sound

[0:02-0:03] - TEXT OVERLAY: “15 ACCESSORIES. ZERO COST. ALL THIS IS FREE WITH YOUR CYCLE. ” - AUDIO: Final thud → Silence → Impressed whistle

VIDEOGRAPHER: - Each item thrown with energy - Counter fills up = impressive - Wide shot showing the volume

EDITOR: - Quick cuts of each item landing - Count appearing (1, 2, 3... 15) - Final number “15 FREE” = big text

VISUAL HOOK 5: “THE PARENT REACTION”

[0:00-0:01] - VISUAL: Father’s face — worried, stressed - MOTION: Syed Bhai placing helmet in father’s hands

[0:01-0:02] - VISUAL: Father examines helmet, feels the quality, tests the strap - FACE: Worry transforming to confidence - MOTION: Nods slowly, looks at kid

[0:02-0:03] - TEXT OVERLAY: “APPA’S FACE: FROM FEAR TO FAITH. ONE HELMET CHANGED EVERYTHING. → ” - AUDIO: Anxiety music → Relief exhale → Confident tone

VIDEOGRAPHER: - Father’s face journey is KEY - Helmet should feel substantial in his hands - The transformation from worry to confidence = emotional arc

EDITOR: - Start worried, end confident - Music mirrors the emotion shift - Text punctuates the change

END OF BATCH 1

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