

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 ashte!” (*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 ashtel!” (*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 kottid dare...” (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.
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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

- REAL STORY:** 30% of customers don't qualify for EMI. This is THEIR story being told.
 - TRUST BUILDING:** Shows BCH cares about people, not just money. 65% trust BCH over brand.
 - EMOTIONAL DEPTH:** Father's shaking hands + kid's brave face = tear-jerker content.
 - SHARE TRIGGER:** People share stories of kindness. This positions BCH as the "good guys."
 - 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 BHAI 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 - MOTION: 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 BHAI: '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 BHAI (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 ondsari haakbaarda! Helmet + guards ashte regular gel!” (*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

- ADDRESSES #1 PARENT FEAR:** Safety concern killed with comedy + proof.
 - PRODUCT SHOWCASE WITHOUT BORING:** 15 accessories revealed like magic show = entertaining.
 - HELMET BOUNCE TEST:** Physical proof = trust. “If the helmet can handle a fall, so can your kid.”
 - IRON MAN KID:** Visual comedy of kid in all gear = screenshot/share moment.
 - 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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