BCH 20 SCRIPTS — BATCH 2 (Scripts 6-10)

Servicing + Won't Use Much Objections

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

SCRIPT 6: "11 PM EMERGENCY CALL" — THE MIDNIGHT SAVIOR

Attribute	Value
Format	Emotional drama — Father's midnight crisis
Duration	50-59 seconds
Platform	Instagram Reel
Language	Street Kannada
Hook Type	Time shock + Desperation
TG Trigger	Parents fear: "What if it breaks and no one helps?"
Objection Attacked	"Servicing is far / What if it breaks down?"

HOOK [0:00-0:03]

TEXT OVERLAY:

"11 PM. E-CYCLE BROKE. HE CALLED 5 NUMBERS. ONLY ONE PICKED UP. "

VISUAL: Phone screen showing "11:07 PM". Call log visible: 4 calls — ALL "NO ANSWER" in red. Fifth call connecting… "SYED BHAI - BCH" with green phone icon. Father's desperate face lit by phone glow in dark room.

AUDIO: Phone ring tone → Voicemail beep (4 times) → RING… RING… "Hello?"

SETUP [0:03-0:15]

(CUT TO: Evening. Teen Boy 2 (as Kid) comes home pushing e-cycle. Chain broken. Wheel wobbly. He's upset.)

KID: "Appa! Cycle chain snapped! Wheel also loose!" *[Panicking, showing the damage]*

(Teen Boy 1 as Father checks the cycle. Concerned face.)

FATHER: "Yaavaga aaytu idu?" *(When did this happen?)*

KID: "School inda barthiddag… middle of road nalli stop aaytu… naanu push maadkondu bande…" *(Coming from school… stopped in middle of road… I pushed it all the way home…)*

FATHER: "Okay… naanu service center ge call maadthini…" *(Okay… I'll call the service center…)*

STORY ARC [0:15-0:35]

(MONTAGE of father calling different numbers — each one fails:)

CALL 1: Generic cycle shop — "Sorry sir, e-cycle service maadalla. Normal cycle ashte." *(Sorry sir, we don't service e-cycles. Only normal cycles.)*

CALL 2: Online brand helpline — AUTOMATED VOICE: "All agents are busy. Estimated wait time: 47 minutes."

CALL 3: Local mechanic — "E-cycle aa? Motor ide, naanu touch maadalla sir." *(E-cycle? Has a motor, I won't touch it sir.)*

CALL 4: Brand service center — NO ANSWER. Voicemail.

(Father's frustration building with each call. Kid watching, getting sadder.)

FATHER: "Yaaru phone ettakke ready illa rathri 9 PM aadmele!" *(Nobody is ready to pick up phone after 9 PM!)*

(Father looks at phone. Scrolls to "SYED BHAI - BCH". Hesitates. It's 11 PM.)

FATHER: "11 PM… pick up maadthara…?" *[Dials anyway, last hope]*

(RING… RING…)

SYED BHAI (on phone): "Hello! Syed Bhai here. Enu aaytu sir?" *(Hello! Syed Bhai here. What happened sir?) [Bright, awake, ready to help]*

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

(Father almost collapses with relief)

FATHER: "Syed Bhai! 11 PM ge phone ettidiri! Chain broken, wheel loose… maga ge naale school ide…" *(Syed Bhai! You picked up at 11 PM! Chain broken, wheel loose… son has school tomorrow…)*

SYED BHAI: "Sir relax maadi. Naale beligge 9 AM ge store ge banni. Chain + wheel 2 hours nalli fix maadthini. Maga school ge late aagalla." *(Sir relax.*

Come to store tomorrow 9 AM. Chain + wheel fixed in 2 hours. Son won't be late for school.)

(CUT TO: Next morning. BCH store. Mechanic working on cycle. Syed Bhai supervising.)

(TIME-LAPSE: Cycle being fixed. Chain replaced. Wheel trued. 90 minutes.)

SYED BHAI: "Sir... done. Chain new haakiddivi. Wheel aligned maadiddivi. Full check-up maadiddivi. BCH service — 48 hours max. Usually same day." *(Sir... done. New chain installed. Wheel aligned. Full check-up done. BCH service — 48 hours max. Usually same day.)*

TEXT OVERLAY:

"Other brands: NO ANSWER. BCH: 11 PM PICKUP. 48-HOUR SERVICE. 25 YEARS TRUST."

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

(Kid rides fixed cycle out of store. Happy.)

FATHER: "Syed Bhai... 11 PM ge phone etthidiri... thank you..." *[Emotional]*

SYED BHAI: "Sir... 25 years inda naanu ee business nalli iddini. Customer call aadre — rathri 2 AM aadru pick up maadthini!" *(Sir... 25 years in this business. Customer calls — even 2 AM I'll pick up!)*

FATHER: "2 AM?! Syed Bhai... neevu malagthira yaavaga?!" *(2 AM?! Syed Bhai... when do you sleep?!)*

SYED BHAI: "Cycles safe idrodu naanu safe aagi malagthini!" *(When cycles are safe, I sleep safe!)* *[Winks]*

(FREEZE FRAME: Kid riding, father waving, Syed Bhai on phone ready for next call)

END CARD:

BCH - 11 PM Phone Pickup. 48-Hour Service. 25 Years Trust. | 8 Mechanics In-House | CALL NOW

PRODUCTION NOTES

Element	Details
Characters	3 (Syed Bhai, Teen Boy 1 as Father, Teen Boy 2 as Kid)
Props	Multiple phones for call montage, broken chain prop, cycle with issues, mechanic tools

Element	Details
Key Shots	Phone screen at 11 PM, call log showing rejections, BCH mechanic working, time-lapse fix
Estimated Cuts	20-25

WHY THIS WILL GO VIRAL

1. **RELATABLE NIGHTMARE:** Every parent fears "what if it breaks and no one helps?" This shows the answer.
2. **11 PM PICKUP:** The time creates instant drama. "Who answers at 11 PM?" BCH does.
3. **SERVICE DIFFERENTIATION:** No other cycle store makes content about after-sales service.
4. **TRUST CONTENT:** This is the authority-building content that makes 65% trust BCH over the brand.

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5 VISUAL HOOKS FOR SCRIPT 6

VISUAL HOOK 1: "THE CALL LOG" (RECOMMENDED)

[0:00-0:01] - VISUAL: Phone screen — call log showing 4 red "NO ANSWER" entries - MOTION: Scrolling through failed calls

[0:01-0:02] - VISUAL: 5th call connecting — "SYED BHAI - BCH" — GREEN - FACE: Father's relieved face behind phone - AUDIO: Ring → "Hello!"

[0:02-0:03] - TEXT OVERLAY: "11 PM. E-CYCLE BROKE. HE CALLED 5 NUMBERS. ONLY ONE PICKED UP. " - AUDIO: Relief exhale → Hope music

VIDEOGRAPHER: - Create prop call log (screenshot or real) - Red "missed" vs Green "connected" = visual contrast - Father's relief is key emotion

EDITOR: - Quick scroll through failures - Hold on the GREEN connected call - Relief music with text

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VISUAL HOOK 2: "THE DARK ROOM PHONE"

[0:00-0:01] - VISUAL: Dark room, only phone screen glowing on father's face - MOTION: Phone showing "11:07 PM" + CALLING…

[0:01-0:02] - VISUAL: Father's face — desperation, exhaustion, last hope - FACE: Bags under eyes, phone pressed to ear

[0:02-0:03] - TEXT OVERLAY: "11 PM. DARK ROOM. LAST HOPE. ONE NUMBER LEFT. " - AUDIO: Silence + Phone ringing

VIDEOGRAPHER: - Shoot in actual dark room - Phone = only light source - Father should look genuinely desperate

EDITOR: - Dark mood, phone glow dramatic - Time stamp visible - Ringing sound builds tension

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VISUAL HOOK 3: "THE BROKEN CHAIN"

[0:00-0:01] - VISUAL: Close-up of snapped chain, links scattered - MOTION: Chain falling to ground in slow-mo

[0:01-0:02] - VISUAL: Kid standing next to stranded cycle on road - FACE: Lost, scared, alone

[0:02-0:03] - TEXT OVERLAY: "CHAIN BROKE. MIDDLE OF ROAD. NO HELP. UNTIL ONE CALL. " - AUDIO: Chain snap → Metal on ground → Silence

VIDEOGRAPHER: - Use actual broken/old chain - Kid should look stranded (empty road) - Chain on ground = visual proof

EDITOR: - Slow-mo chain falling - Cut to kid stranded - Silence builds urgency

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VISUAL HOOK 4: "THE VOICEMAIL MONTAGE"

[0:00-0:02] - VISUAL: Quick cuts of 4 phone calls — all going to voicemail - MOTION: Different phones, same result - AUDIO: "The number you have dialled..." × 4

[0:02-0:03] - TEXT OVERLAY: "4 CALLS. 4 VOICEMAILS. 0 HELP. THEN HE CALLED BCH. " - AUDIO: Voicemail beeps → Sudden silence → Ring

VIDEOGRAPHER: - Shoot 4 quick call attempts - Each should feel more desperate - Automated voices = frustrating

EDITOR: - Rapid cuts (0.5 sec each) - Same frustrating pattern - Break with BCH call connecting

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VISUAL HOOK 5: "THE MECHANIC TIME-LAPSE"

[**0:00-0:01**] - VISUAL: Broken cycle on BCH service stand - MOTION: Mechanic's hands entering frame

[**0:01-0:02**] - VISUAL: Time-lapse of repair — chain, wheel, check-up - MOTION: Hands moving fast, tools clicking

[**0:02-0:03**] - TEXT OVERLAY: "2 HOURS. FIXED. OTHER BRANDS: 48 DAYS. BCH: 48 HOURS. " - AUDIO: Tools clicking (fast) → Satisfied ding

VIDEOGRAPHER: - Set up camera for time-lapse - Show real mechanic hands - Before → After visible

EDITOR: - Speed up repair footage (20x) - Before/after split at end - Numbers comparison = impact

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SCRIPT 7: "48 HOURS vs 48 DAYS" — THE SERVICE SPLIT

Attribute	Value
Format	Split-screen comparison drama
Duration	45-55 seconds
Platform	Instagram Reel
Language	Street Kannada
Hook Type	Split screen contrast + Number shock
TG Trigger	Ola-type service horror stories
Objection Attacked	"Servicing is far / Online has bad service"

HOOK [0:00-0:03]

TEXT OVERLAY:

"ONLINE CYCLE SERVICE: 48 DAYS. BCH SERVICE: 48 HOURS. SAME PROBLEM. "

VISUAL: Split screen. LEFT (red-tinted): Customer screaming on phone, "HOLD" music playing, counter showing "DAY 48." RIGHT (green-tinted): Customer smiling at BCH, mechanic working, counter showing "HOUR 2."

AUDIO: Hold music LEFT + Mechanic tools RIGHT (split audio)

SETUP [0:03-0:15]

(CUT TO: Syed Bhai at BCH store, addressing camera.)

SYED BHAI: "Eradu customer. Same problem — motor issue. Same week nalli broken. Ondu online inda thogondiddu. Ondu BCH inda. Enu aaytu nodri…" *(Two customers. Same problem — motor issue. Same week breakdown. One bought online. One from BCH. Watch what happened…)*

(SPLIT SCREEN BEGINS)

STORY ARC [0:15-0:35]

LEFT — "ONLINE CUSTOMER" (Teen Boy 1):

DAY 1: Calls helpline. 45 minutes on hold. Finally gets through. "Sir, ticket raised. We'll send a technician."

DAY 7: No technician. Calls again. "Sir, your area has no service center. Ship the cycle to Hyderabad."

DAY 14: Ships cycle. 2,000 shipping cost. No cycle for kid.

DAY 30: "Sir, part not available. Wait 2 more weeks."

DAY 48: Finally gets cycle back. But different scratch on frame. "Sir, that was already there."

(Online customer's face gets more frustrated with each cut)

RIGHT — "BCH CUSTOMER" (Teen Boy 2):

HOUR 0: Walks into BCH. "Syed Bhai, motor acting up."

HOUR 1: Syed Bhai's mechanic diagnosing. "Motor controller issue. Part available."

HOUR 2: Fixed. Test ride done. "All good sir."

(BCH customer smiling, kid riding out)

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

(Split screen ends. Syed Bhai in center.)

SYED BHAI: "Same problem. Online: 48 DAYS, 2,000 shipping, no cycle for kid. BCH: 48 HOURS, zero shipping, kid happy."

(Counts on fingers:)

SYED BHAI: "BCH nalli — 8 mechanics IN-HOUSE. Parts IN STOCK. 25 years experience. Neevu cycle thogondaga naan FOREVER responsible." *(At BCH — 8 mechanics IN-HOUSE. Parts IN STOCK. 25 years experience. When you buy, I'm FOREVER responsible.)*

TEXT OVERLAY:

"BCH: 8 Mechanics | Parts In-Stock | 48-Hour Service | 25 Years Trust"

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

(Online customer (Teen Boy 1) walks into BCH store, carrying his "shipped back" cycle)

ONLINE CUSTOMER: "Syed Bhai… online inda thogonde… worst mistake. Innondu BCH inda thogothini!" *(Syed Bhai… bought online… worst mistake. Buying another one from BCH!)*

SYED BHAI: "Welcome to the family! Iga 48 days alla… 48 HOURS nalli fix maadthini!"

ONLINE CUSTOMER: "48 hours luxury feel aaguththe after 48 days!" *(48 hours feels like luxury after 48 days!)*

(Both laugh)

END CARD:

BCH - 48 Hours, Not 48 Days | 8 In-House Mechanics | CALL NOW

PRODUCTION NOTES

Element	Details
Characters	3 (Syed Bhai, Teen Boy 1 as Online Customer, Teen Boy 2 as BCH Customer)
Split Screen	Shoot both sides separately, combine in edit
Props	Phones, hold music playing, day counters, mechanic tools, shipping box
Estimated Cuts	22-28 (split screen heavy)

WHY THIS WILL GO VIRAL

1. **OLA COMPARISON:** Everyone knows Ola service horror. This taps into that universal anger.
2. **NUMBERS DON'T LIE:** 48 hours vs 48 days is undeniable.
3. **FEAR KILLER:** Parents who worried about service now see BCH has 8 mechanics in-house.
4. **SHAREABLE:** Online buyers will share this saying "this is what happened to me."

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5 VISUAL HOOKS FOR SCRIPT 7

VISUAL HOOK 1: "THE DAY COUNTER SPLIT" (RECOMMENDED)

[0:00-0:01] - VISUAL: Split screen — LEFT: Day counter ticking "DAY 48" | RIGHT: Hour counter "HOUR 2" - MOTION: Numbers changing

[0:01-0:02] - VISUAL: LEFT: Customer frustrated | RIGHT: Customer smiling - FACE: Contrast in emotions

[0:02-0:03] - TEXT OVERLAY: "ONLINE: 48 DAYS. BCH: 48 HOURS. SAME PROBLEM. " - AUDIO: Ticking LEFT $\rightarrow$ Ding RIGHT

VIDEOGRAPHER: Shoot both scenarios separately. Counter graphics added in edit. **EDITOR:** Split exactly 50/50. Audio contrast is key.

VISUAL HOOK 2: "THE HOLD MUSIC"

[0:00-0:02] - VISUAL: Phone on speaker, hold music playing, timer showing "47:32" - AUDIO: Actual annoying hold music

[0:02-0:03] - TEXT OVERLAY: "47 MINUTES ON HOLD. ONLINE SERVICE. DAY 1 OF 48. " - AUDIO: Hold music $\rightarrow$ Silence

VIDEOGRAPHER: Play real hold music. Timer counting. Frustration. **EDITOR:** Hold music = everyone's nightmare. Let it play.

VISUAL HOOK 3: "THE SHIPPING BOX"

[0:00-0:01] - VISUAL: Cycle being packed into shipping box - MOTION: Struggle to fit, parts loose

[0:01-0:02] - VISUAL: " 2,000 SHIPPING" label slapped on box - MOTION: Stamp/label placement

[**0:02-0:03**] - TEXT OVERLAY: "PAID 2,000 TO SHIP YOUR OWN CYCLE. FOR REPAIRS. ONLINE LIFE. " - AUDIO: Box tape → Stamp → Sad music

VIDEOGRAPHER: Show the absurdity of shipping a cycle. **EDITOR:** Each step = more ridiculous.

VISUAL HOOK 4: "THE MECHANIC HANDS"

[**0:00-0:01**] - VISUAL: BCH mechanic's hands expertly working on motor - MOTION: Quick, confident, experienced movements

[**0:01-0:02**] - VISUAL: 8 mechanics visible in service area (wide shot) - TEXT: "8 IN-HOUSE MECHANICS"

[**0:02-0:03**] - TEXT OVERLAY: "8 MECHANICS. PARTS IN STOCK. FIXED TODAY. NOT NEXT MONTH. " - AUDIO: Tools clicking → Confident music

VIDEOGRAPHER: Show real mechanics at work. Wide shot of service area. **EDITOR:** Expert hands = trust. Numbers = credibility.

VISUAL HOOK 5: "THE EMPTY PARKING SPOT"

[**0:00-0:01**] - VISUAL: Empty spot where kid's cycle usually parks at school - MOTION: Other cycles around it, one spot empty

[**0:01-0:02**] - VISUAL: Kid walking to school (no cycle), friends riding past - FACE: Left out, jealous

[**0:02-0:03**] - TEXT OVERLAY: "DAY 48. NO CYCLE. SHIPPED FOR REPAIRS. FRIENDS RIDING. HE'S WALKING. " - AUDIO: Cycle sounds → Walking footsteps → Sad tone

VIDEOGRAPHER: School gate setting. Empty parking spot. Kid walking alone. **EDITOR:** Loneliness of no cycle. FOMO visual.

SCRIPT 8: "SUMMER BREAK CHALLENGE" — THE KM COMPETITION

Attribute	Value
Format	Competition/Challenge — Two kids racing for KMs
Duration	50-59 seconds
Platform	Instagram Reel

Attribute	Value
Language	Street Kannada
Hook Type	Challenge hook + Competition energy
TG Trigger	Kids love competitions. Parents love results.
Objection Attacked	"Won't use after 3 months" — through gamification

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HOOK [0:00-0:03]

TEXT OVERLAY:

"2 KIDS. 30 DAYS. WHOEVER RIDES MORE KM – WINS 15 EXTRA ACCESSORIES. "

VISUAL: Two kids side by side at BCH, arms crossed, competitive stare-down. Syed Bhai between them like a referee. Whiteboard behind showing "SUMMER KM CHALLENGE" with both names.

AUDIO: Boxing bell ring + crowd cheering

SETUP [0:03-0:15]

(CUT TO: BCH Store. Syed Bhai addressing camera with both kids (Teen Boy 1 and Teen Boy 2).)

SYED BHAI: "Summer break start aagide. Ee eradu huduguru bore aagthiddare antha BCH ge bandiddare. Naanu ondu challenge kottiddini..." *(Summer break has started. These two boys were bored so came to BCH. I gave them one challenge...)*

SYED BHAI: "30 days. Maximum KM ride maadidavnu — 15 EXTRA accessories FREE! Loser ge — ondu selfie nanna jothege in BCH polo!" *(30 days. Whoever rides maximum KMs — 15 EXTRA accessories FREE! Loser — one selfie with me in BCH polo!)*

KID 1 (Teen Boy 1): "Easy! Naanu 500 KM maadthini!" *(Easy! I'll do 500 KM!)*

KID 2 (Teen Boy 2): "Hah! Naanu 600 KM!" *(Hah! I'll do 600 KM!)*

STORY ARC [0:15-0:35]

(MONTAGE with day counters and KM trackers:)

WEEK 1: - KID 1: Rides everywhere — school, tuition, friend's house, park. KM: 87 - KID 2: Rides whenever he feels like. KM: 45

SYED BHAI (V.O.): "Week 1 nalli ne difference start aaytu. Kid 1 — ROUTINE set maadida. Kid 2 — MOOD mele depend aagthidda." *(Week 1 itself the difference started. Kid 1 — set ROUTINE. Kid 2 — depended on MOOD.)*

WEEK 2: - KID 1: Added grocery runs for mom. KM: 195 - KID 2: Skipped 3 days for gaming. KM: 78

WEEK 3: - KID 1: Friends joining his route. Group rides daily. KM: 312 - KID 2: "Bisi jaasthi" (Too hot). KM: 102

WEEK 4: - KID 1: Competitive fire burning. Morning rides added. KM: 438 - KID 2: Panic mode. Tries to catch up in last week. KM: 180

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

(CUT TO: Day 30. BCH Store. Both kids with their cycles. Syed Bhai has the scoreboard.)

SYED BHAI: "Results! Kid 1 — 438 KM! Kid 2 — 180 KM!" *[Announces like sports commentator]*

(Kid 1 celebrates. Kid 2 deflated.)

SYED BHAI: "Difference enu gotthu? Kid 1 — routine set maadida. School, tuition, grocery, friends — daily ride. Kid 2 — mood inda ride maadida."

SYED BHAI: "Cycle toy alla, tool maadidre… 438 KM 30 days nalli! EMotorad T-Rex+ — perfect for this. Strong frame, long range, daily commute ready."

TEXT OVERLAY:

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"Routine Wins. Mood Loses. | EMotorad T-Rex+ | Built for KMs, Not Dust"
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COMEDY PAYOFF + CTA [0:50-0:59]

(Kid 2 wearing BCH polo for the loser selfie. Embarrassed but laughing.)

KID 2: "Next month rematch beku!" *(Need a rematch next month!)*

KID 1: "Sure! Aadre nee routine set maadu first!" *(Sure! But set routine first!)*

SYED BHAI (to camera): "Summer challenge join aagbeku andre… cycle thogoli, challenge start maadona! Call maadi!"

END CARD:

BCH Summer Challenge | Ride More, Win More | EMotorad T-Rex+ | CALL NOW

PRODUCTION NOTES

Element	Details
Characters	3 (Syed Bhai as referee, Teen Boys as competitors)
Props	Whiteboard scoreboard, day counter, KM tracker, BCH polo, 15 accessories display
Key Shots	Competitive stare-down, weekly KM comparisons, celebration, loser selfie
Estimated Cuts	22-28 (montage heavy)

WHY THIS WILL GO VIRAL

1. **CHALLENGE FORMAT:** Most engaging format on Instagram. Kids love competition.
2. **ROUTINE vs MOOD:** Teaches the lesson while entertaining. Parents SAVE this.
3. **REAL NUMBERS:** 438 KM in 30 days = impressive social proof.
4. **LOSER SELFIE:** Comedy moment that makes it shareable.
5. **SUMMER TIMING:** Release during summer break = perfect timing.

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5 VISUAL HOOKS FOR SCRIPT 8

VISUAL HOOK 1: "THE STARE-DOWN" (RECOMMENDED)

[0:00-0:01] - VISUAL: Two kids face-to-face, competitive stare - MOTION: Camera slowly zooms between them

[0:01-0:02] - VISUAL: Syed Bhai drops hand between them (starting signal) - MOTION: Both grab helmets simultaneously

[0:02-0:03] - TEXT OVERLAY: "2 KIDS. 30 DAYS. WHOEVER RIDES MORE KM — WINS. " - AUDIO: Boxing bell → Engine rev → Challenge music

VIDEOGRAPHER: Shoot stare-down close. Both should look intense. **EDITOR:** Slow zoom builds tension. Bell = start signal.

VISUAL HOOK 2: "THE SCOREBOARD"

[**0:00-0:01**] - VISUAL: Whiteboard showing "DAY 30 RESULTS" - MOTION: Hand writing final numbers

[**0:01-0:02**] - VISUAL: "438 KM" vs "180 KM" — gap is massive - FACE: Winner celebrating, loser jaw-dropped

[**0:02-0:03**] - TEXT OVERLAY: "438 vs 180. ROUTINE vs MOOD. THE WINNER IS CLEAR. " - AUDIO: Marker squeak → Celebration sound

VIDEOGRAPHER: Large readable scoreboard. Numbers should shock. **EDITOR:** Circle the winning number. Emphasize the gap.

VISUAL HOOK 3: "THE SPLIT WEEK"

[**0:00-0:01**] - VISUAL: Split screen — LEFT: Kid riding at 6 AM | RIGHT: Kid sleeping at 6 AM - MOTION: Action vs Inaction

[**0:01-0:02**] - VISUAL: KM counters — LEFT: climbing | RIGHT: stuck - MOTION: Numbers changing LEFT, static RIGHT

[**0:02-0:03**] - TEXT OVERLAY: "SAME CYCLE. SAME SUMMER. DIFFERENT ROUTINE. DIFFERENT RESULTS. " - AUDIO: Morning birds LEFT → Snoring RIGHT

VIDEOGRAPHER: Morning routine contrast. Energy difference. **EDITOR:** Split screen with counter overlay. Audio contrast.

VISUAL HOOK 4: "THE LOSER SELFIE"

[**0:00-0:01**] - VISUAL: Kid in oversized BCH polo, embarrassed face - MOTION: Being pushed into frame by winner

[**0:01-0:02**] - VISUAL: Selfie being taken with Syed Bhai - FACE: Loser grimacing, Syed Bhai big smile

[**0:02-0:03**] - TEXT OVERLAY: "LOSER'S PUNISHMENT: BCH POLO SELFIE. DON'T BE THIS KID. RIDE MORE. " - AUDIO: Camera click → Laughter

VIDEOGRAPHER: Genuine embarrassment + fun energy. **EDITOR:** Comedy timing. Selfie should look awkward/funny.

VISUAL HOOK 5: "THE ODOMETER RACE"

[**0:00-0:01**] - VISUAL: Two odometer screens side by side — numbers climbing - MOTION: LEFT climbing fast, RIGHT climbing slow

[**0:01-0:02**] - VISUAL: Gap widening — "438" vs "180" - MOTION: Numbers freeze at final count

[**0:02-0:03**] - TEXT OVERLAY: "THE NUMBERS DON'T LIE. ROUTINE = KMS. " - AUDIO: Counting sounds → Freeze → Impact sound

VIDEOGRAPHER: Create prop odometer screens or use graphics. **EDITOR:** Numbers racing = engaging. Freeze at final = dramatic.

SCRIPT 9: "CYCLE ATTENDANCE REGISTER" — THE HABIT HACK

Attribute	Value
Format	Educational drama — Father implements tracking system
Duration	50-59 seconds
Platform	Instagram Reel
Language	Street Kannada
Hook Type	Innovative idea + Results proof
TG Trigger	Parents want ACTION PLAN, not just a product
Objection Attacked	"Won't use after 3 months" — with SYSTEM

HOOK [0:00-0:03]

TEXT OVERLAY:

"HE TREATED HIS SON'S CYCLE LIKE SCHOOL. ATTENDANCE REGISTER. 21/21 DAYS. "

VISUAL: A school-style attendance register — but instead of subjects, it says "CYCLE RIDE." 21 days, all checked with green ticks. Father's proud hand holds it up.

AUDIO: Pen check marks (tick tick tick) → Triumphant music sting

SETUP [0:03-0:15]

(CUT TO: Father (Teen Boy 1) at BCH buying cycle. Syed Bhai at counter.)

FATHER: "Syed Bhai... cycle thogothini. Aadre ondu doubt — maga 3 months aadmele use maadthano?" *(Syed Bhai... I'll buy the cycle. But one doubt — will my son use it after 3 months?)*

SYED BHAI: "Honest answer — 70% kids stop. AADRE naanu nimge ondu hack helthini..." *(Honest answer — 70% kids stop. BUT I'll tell you one hack...)*

(Syed Bhai pulls out a blank register)

SYED BHAI: "Ee register nodri. School nalli attendance idutte alla? Same system — CYCLE ATTENDANCE REGISTER." *(See this register. School has attendance right? Same system — CYCLE ATTENDANCE REGISTER.)*

STORY ARC [0:15-0:35]

SYED BHAI: "21 days — daily cycle ride mandatory. School, tuition, whatever. Appa sign maadthare. 21/21 complete maadidre..." *(21 days — daily cycle ride mandatory. School, tuition, whatever. Dad signs. Complete 21/21 and...)*

(Dramatic pause)

SYED BHAI: "BCH inda 5 EXTRA accessories FREE!" *[Holds up 5 accessories]*

(Father takes the register. Goes home.)

(MONTAGE:)

DAY 1: Kid (Teen Boy 2) reluctant. "Attendance register aa?! School tharane!" Father marks tick.

DAY 5: Kid getting used to it. Rides to tuition. Father marks tick.

DAY 10: Kid starts ENJOYING. Comes home excited. "Appa, 10/21 done!" ×10

DAY 15: Kid's friends join the ride. He doesn't want to miss a day. ×15

DAY 18: RAIN DAY. Kid looks at register. 18/21. Puts on raincoat. Goes anyway. ×18

DAY 21: Kid comes home. "APPA! 21/21! COMPLETE!" Big smile. Father marks final tick.

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

(CUT TO: BCH Store. Father and kid with completed register. Syed Bhai examines it.)

SYED BHAI: "21/21! Perfect attendance! Maga… neenu GOLD customer!" *(21/21! Perfect attendance! Son… you are a GOLD customer!)*

(Gives 5 extra accessories)

SYED BHAI: "Sir… iga register beda. 21 days aadmele habit automatic aagutte. Maga iga on his own ride maadthane."

(Father shows register to camera)

FATHER: "Ee simple register — 56,000 cycle waste aagoke bidlilla. Best hack ever." *(This simple register — didn't let 56,000 cycle go to waste. Best hack ever.)*

TEXT OVERLAY:

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"Aoki Flex CR + Attendance Register = Zero Dust | 21 Days = Habit"
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COMEDY PAYOFF + CTA [0:50-0:59]

KID: "Appa… 21 days over. Register beda iga?" *(Dad… 21 days over. Don't need register now?)*

FATHER: "Beda maga… aadre iga neen nanna workout attendance mark maadthiya?" *(Don't need it son… but now will you mark MY workout attendance?) [Pats his belly]*

KID: "Appa… ninage 42 days beku!" *(Dad… you need 42 days!)*

(Both laugh)

SYED BHAI: "Attendance register beku andre… cycle thogondaga FREE kodthini! Call maadi!"

END CARD:

```
Aoki Flex CR | Free Attendance Register + 5 Bonus Accessories | 21 Days = Habit | CALL NOW
```

PRODUCTION NOTES

Element	Details
Characters	3 (Syed Bhai, Teen Boy 1 as Father, Teen Boy 2 as Kid)

Element	Details
Props	School-style register, green pen for ticks, 5 extra accessories, raincoat
Key Shots	Register close-ups, daily tick marks, rain day determination, 21/21 celebration
Estimated Cuts	20-25

WHY THIS WILL GO VIRAL

1. **ACTIONABLE:** Parents SAVE videos that give them a clear plan. This IS the plan.
2. **SCHOOL PARALLEL:** "Attendance register" is a concept every Indian parent/kid knows.
3. **21-DAY SCIENCE:** Habit formation science backing = credibility.
4. **BCH BONUS:** 5 extra accessories for completion = real incentive.
5. **RAIN DAY SCENE:** Kid riding in rain to keep streak = emotional + inspiring.

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5 VISUAL HOOKS FOR SCRIPT 9

VISUAL HOOK 1: "THE REGISTER CHECK" (RECOMMENDED)

[**0:00-0:01**] - VISUAL: Pen checking off "DAY 21 " on register - MOTION: Satisfying checkmark being drawn

[**0:01-0:02**] - VISUAL: Pull back — ALL 21 DAYS checked green - FACE: Father's proud smile behind register

[**0:02-0:03**] - TEXT OVERLAY: "21/21. PERFECT ATTENDANCE. ZERO DUST. THE HACK THAT WORKS. " - AUDIO: Pen check → Triumphant music

VIDEOGRAPHER: Create prop register. Green ticks should be bold. **EDITOR:** Slow check on Day 21. Pull back reveals all ticks. Satisfying.

VISUAL HOOK 2: "THE RAIN RIDE"

[**0:00-0:01**] - VISUAL: Rain pouring. Kid looking at register: "18/21" - MOTION: Kid putting on raincoat, determination

[0:01-0:02] - VISUAL: Kid riding in rain, smile on face - FACE: Determined, not bothered by rain

[0:02-0:03] - TEXT OVERLAY: "DAY 18. RAINING. HE RODE ANYWAY. 3 MORE TO GO.   " - AUDIO: Rain → Cycle through water → Inspiring music

VIDEOGRAPHER: Use hose/spray for rain. Kid in raincoat. Commitment visible. **EDITOR:** Rain = obstacle. Riding through it = hero moment.

VISUAL HOOK 3: "THE EMPTY vs FULL REGISTER"

[0:00-0:01] - VISUAL: Split — LEFT: Empty register (all unchecked) | RIGHT: Full register (21)

[0:01-0:02] - VISUAL: LEFT: Dusty cycle behind | RIGHT: Kid riding behind

[0:02-0:03] - TEXT OVERLAY: "SAME REGISTER. ONE FATHER USED IT. ONE DIDN'T. RESULT? " - AUDIO: Empty silence LEFT → Victory music RIGHT

VIDEOGRAPHER: Two registers side by side. **EDITOR:** Contrast = the lesson.

VISUAL HOOK 4: "THE STREAK COUNTER"

[0:00-0:02] - VISUAL: Numbers counting up: "1… 5… 10… 15… 18… 21!" - MOTION: Each number = a quick flash of kid riding

[0:02-0:03] - TEXT OVERLAY: "21 DAY STREAK. UNBROKEN. NOW IT'S A HABIT. " - AUDIO: Count sounds → Celebration at 21

VIDEOGRAPHER: Quick ride flashes for each number. **EDITOR:** Fast paced counting. Celebration at 21.

VISUAL HOOK 5: "THE BONUS ACCESSORIES"

[0:00-0:01] - VISUAL: 5 accessories laid out — with "BONUS" tags - MOTION: Hand placing "21/21" register next to them

[0:01-0:02] - VISUAL: Kid's excited face looking at the prizes - FACE: "I earned these!" pride

[0:02-0:03] - TEXT OVERLAY: "COMPLETE 21 DAYS. WIN 5 EXTRA ACCESSORIES. FREE. THE BCH HACK. " - AUDIO: Prize reveal sound → Excitement

VIDEOGRAPHER: Accessories displayed like prizes. Register = proof. **EDITOR:** Prize reveal energy. Kid's pride is the payoff.

SCRIPT 10: "GROUP RIDE PRESSURE" — THE FOMO AWAKENING

Attribute	Value
Format	FOMO drama — Kid left out, then joins back
Duration	50-59 seconds
Platform	Instagram Reel
Language	Street Kannada
Hook Type	FOMO visual + Peer pressure
TG Trigger	Kids' biggest fear = being left out of friend group
Objection Attacked	"Won't use after 3 months" — friends pull them back

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HOOK [0:00-0:03]

TEXT OVERLAY:

"HIS FRIENDS RIDE PAST HIS HOUSE EVERY DAY. HE JUST WATCHES. DAY 47.   "

VISUAL: Kid's face pressed against window glass. Outside: 3-4 friends riding e-cycles past his house, laughing. His breath fogs up the glass. Dusty cycle visible behind him in the room.

AUDIO: Kids laughing outside + Silence inside + Single heartbeat

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SETUP [0:03-0:15]

(CUT TO: Kid (Teen Boy 2) sitting in his room. Phone in hand but not engaged. Looking out window every few minutes.)

KID (V.O.): "2 months hinde naanu ella friends jothege ride hogthidde…" *(2 months ago I used to ride with all my friends…)*

(FLASHBACK — Bright, happy: Kid riding with friends, laughing, racing)

KID (V.O.): "Ondu day… phone game bandthu. Cycle boring anthu. Stop maade." *(One day… phone game came. Thought cycle was boring. Stopped.)*

(BACK TO PRESENT — Dark room, kid alone)

KID (V.O.): "Iga friends daily ride hogthare… naanu room nalli…" *(Now friends ride daily… I'm in my room…)*

STORY ARC [0:15-0:35]

(EVERY DAY — same scene: Friends ride past. Kid watches from window.)

DAY 1 of watching: Friends wave. Kid waves back weakly.

DAY 7: Friends don't even look at his house anymore. New route.

DAY 14: Kid sees friends' Instagram stories — group ride, new places explored, laughing.

DAY 20: Friends post a group photo — one spot empty (where kid used to be).

(Kid sees the photo. Stares at the empty spot. THAT'S where he should be.)

KID: "Naanu aa photo nalli irbeku…" *(I should be in that photo…)*

(He looks at the dusty cycle in the corner. Walks to it. Touches it. Wipes dust with his hand.)

(CUT TO: Kid cleaning the cycle. Pumping tyres. Wiping it down. Determination building.)

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

(Next morning. Kid wakes up early. Puts on helmet. Walks to cycle.)

(Rides to the usual meeting spot. Friends are there.)

FRIEND 1: "Arey! Bande nodi! Yelli hogidde 2 months?!" *(Hey! He's here! Where were you for 2 months?!)*

KID: "Phone nalli lost aagidde… cycle miss maade…" *(Got lost in phone… missed the cycle…)* [Honest, slightly embarrassed]

FRIEND 2: "Bidi bidi… today 10 KM ride hogona! Ready aa?" *(Leave it… today let's do 10 KM ride! Ready?)*

(Group rides off together. Kid in the group again. Smiling.)

(Syed Bhai appears, narrating to camera:)

SYED BHAI: "Friends pull stronger than phone push. Cycle na group activity maadi — dust settle aagalla. Aoki Flex CR — friends jothege ride maadakke perfect. Lightweight, fast, 40 KM range."

TEXT OVERLAY:

"Friends > Phone. Group Rides > Solo Gaming. Aoki Flex CR –
Ride Together."

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

(Group riding. Kid falls slightly behind.)

FRIEND 1: "Maga… 2 months break thogondidiya… fitness down aagide!" *(Dude… you took 2 months break… fitness is down!)*

KID: "Shut up da! Phone game nalli fitness baralla!" *(Shut up! Phone games don't give fitness!)* *[Panting but laughing]*

FRIEND 2: "Innondu 2 months gap thogondre group inda remove maadthivi!" *(Take another 2 month break and we'll remove you from the group!)*

KID: "Never again! Cycle is life!"

(FREEZE FRAME: Group riding together, kid back in his spot)

END CARD:

Aoki Flex CR – Don't Watch From the Window. Join the Ride. | CALL NOW

PRODUCTION NOTES

Element	Details
Characters	3 main (Syed Bhai narrates, Teen Boy 1 as Friend, Teen Boy 2 as Main Kid)
Props	Dusty cycle, phone, helmet, window glass (for breathing scene)
Key Shots	Face at window, friends riding past, group photo with empty spot, cycle cleaning, group reunion
Emotional Level	HIGH — loneliness + FOMO + redemption
Estimated Cuts	22-28

WHY THIS WILL GO VIRAL

1. **EVERY KID'S FEAR:** Being left out of the friend group is the WORST thing for a teen.
2. **FOMO TRIGGER:** Watching friends have fun without you = visceral emotional response.
3. **GROUP PHOTO:** Empty spot where kid should be = screenshot-worthy, shareable.
4. **REDEMPTION ARC:** The comeback moment feels EARNED. Viewers cheer.
5. **FRIEND PRESSURE > PARENT PRESSURE:** Friends pulling back is more powerful than parents pushing.

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5 VISUAL HOOKS FOR SCRIPT 10

VISUAL HOOK 1: "THE WINDOW STARE" (RECOMMENDED)

[**0:00-0:01**] - VISUAL: Kid's face pressed against foggy window glass - MOTION: Breath fogging glass, finger drawing sad face

[**0:01-0:02**] - VISUAL: Through the glass: friends riding past, laughing - MOTION: Friends moving, kid stationary

[**0:02-0:03**] - TEXT OVERLAY: "HIS FRIENDS RIDE PAST HIS HOUSE EVERY DAY. HE JUST WATCHES. DAY 47. " - AUDIO: Muffled laughter outside → Silence inside

VIDEOGRAPHER: Fog the glass with breath. Friends visible but blurry through glass. **EDITOR:** Inside = cold/silent. Outside = warm/alive. Contrast.

VISUAL HOOK 2: "THE EMPTY SPOT"

[**0:00-0:01**] - VISUAL: Group photo on phone — 4 friends + one EMPTY SPACE - MOTION: Circle drawn around empty spot

[**0:01-0:02**] - VISUAL: Kid's finger touching the empty spot on screen - FACE: Realization, regret

[**0:02-0:03**] - TEXT OVERLAY: "THAT EMPTY SPOT? THAT'S WHERE HE USED TO BE. " - AUDIO: Photo click → Sad music → Silence

VIDEOGRAPHER: Take real group photo with gap. Kid looking at phone. **EDITOR:** Circle the gap. Kid's touch on screen = emotional.

VISUAL HOOK 3: "THE DUST WIPE DECISION"

[0:00-0:01] - VISUAL: Kid's hand wiping dust off cycle seat - MOTION: Single determined wipe, dust cloud

[0:01-0:02] - VISUAL: Kid's face — determination replacing sadness - FACE: "I'm done watching" energy

[0:02-0:03] - TEXT OVERLAY: "DAY 47. HE STOPPED WATCHING. HE STARTED RIDING. " - AUDIO: Wipe sound → Determined breath → Action music

VIDEOGRAPHER: Real dust on seat. Single decisive wipe. Face transformation. **EDITOR:** Wipe = turning point. Music shift from sad to determined.

VISUAL HOOK 4: "THE INSTAGRAM SCROLL"

[0:00-0:01] - VISUAL: Kid scrolling friends' Instagram stories — group rides, adventures - MOTION: Thumb scrolling, each story more fun

[0:01-0:02] - VISUAL: Kid's reflection in phone — alone in dark room - FACE: FOMO hitting hard

[0:02-0:03] - TEXT OVERLAY: "WATCHING FRIENDS LIVE ON INSTAGRAM. WHILE HIS CYCLE DIES IN THE CORNER. " - AUDIO: Instagram story sounds → Lonely silence

VIDEOGRAPHER: Create prop stories of group rides. Kid in dark room. **EDITOR:** Stories should look fun. Kid's reality = contrast.

VISUAL HOOK 5: "THE GROUP REUNION RIDE"

[0:00-0:01] - VISUAL: Kid riding alone toward meeting spot - MOTION: Solo rider, morning light

[0:01-0:02] - VISUAL: Friends appear — "AREY! BANDE!" Celebration - FACE: Everyone smiling, group forming

[0:02-0:03] - TEXT OVERLAY: "47 DAYS LATER. HE CAME BACK. FRIENDS WELCOMED HIM. " - AUDIO: Solo wind → Group cheering → Riding together

VIDEOGRAPHER: Solo ride building anticipation. Group reaction = payoff. **EDITOR:** Build from solo to group. Celebration energy at end.

END OF BATCH 2

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