

BCH 20 SCRIPTS — BATCH 3 (Scripts 11-15)

Power + Procrastination + Online Cheaper Objections

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

SCRIPT 11: “AUTO vs E-CYCLE RACE” — THE BANGALORE TRAFFIC TEST

Attribute	Value
Format	Challenge/Race — Kid vs Auto Rickshaw
Duration	50-59 seconds
Platform	Instagram Reel
Language	Street Kannada
Hook Type	Race challenge + Speed surprise
TG Trigger	Kids 14-17 — speed, proving doubters wrong
Objection Attacked	“Not powerful enough / 25 kmph is slow”

HOOK [0:00-0:03]

TEXT OVERLAY:

"E-CYCLE vs AUTO RICKSHAW. BANGALORE TRAFFIC. WHO WINS? "

VISUAL: Split screen setup. LEFT: Kid on EMotorad at starting line. RIGHT: Auto rickshaw at same line. Both near school gate. Syed Bhai standing between them with a flag.

AUDIO: Racing countdown — 3... 2... 1... GO!

SETUP [0:03-0:15]

(CUT TO: Outside BCH. Syed Bhai with two boys.)

SYED BHAI: “Yella parents helthare — ‘25 kmph slow, auto better!’ Indu prove maadona!” *(All parents say — ‘25 kmph is slow, auto is better!’ Today we prove it!)*

KID 1 (Teen Boy 1): “Naanu auto nalli hogthini school ge. Daily 35 minutes.” *(I go in auto to school. Daily 35 minutes.)*

KID 2 (Teen Boy 2): “Naanu EMotorad nalli hogthini. Daily... 15 minutes.”
(*I go on EMotorad. Daily... 15 minutes.*) [*Smug smile*]

KID 1: “Suli heltiya! Auto faster!” (*You’re lying! Auto is faster!*)

SYED BHAI: “Suli alla antha prove maadona! RACE — BCH to Yelahanka School. Same route. Same traffic. Auto vs EMotorad. Ready?”

STORY ARC [0:15-0:35]

(*RACE BEGINS. Timer on screen.*)

MINUTE 0: Both start together. Auto zooms ahead on main road. Kid 2 keeps pace at 25 kmph.

MINUTE 5: TRAFFIC JAM. Auto STUCK. Cars bumper to bumper. Auto driver honking helplessly. Kid 2 on e-cycle — slips through gap, takes cycle lane. Still moving.

MINUTE 10: Auto hasn’t moved 100 meters. Kid 2 already taken shortcut through park path. Still pedaling happily.

MINUTE 15: Kid 2 arrives at school. Parks. Takes off helmet. Timer: “15:23”

(*CUT TO: Auto still in traffic. Kid 1 looking out, frustrated.*)

MINUTE 22: Auto arrives. Kid 1 jumps out. Timer: “22:47”

(*Kid 2 already sitting in class, waving from window*)

TEXT OVERLAY DURING RACE:

"E-CYCLE: Cycle lanes | Shortcuts | No traffic | Parking easy "
"AUTO: Traffic stuck | No shortcuts | Honking | Drop-off chaos "

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

(*CUT TO: BCH Store. Both kids with Syed Bhai. Results on board.*)

SYED BHAI: “E-Cycle: 15 minutes. Auto: 23 minutes. 8 MINUTES DIFFERENCE daily!” [*Writing on whiteboard*]

SYED BHAI: “8 minutes \times 2 (both ways) = 16 minutes daily save. Per month = 8 HOURS saved! Per year = 96 HOURS! Maga 4 FULL DAYS extra sleep bidu!” (*8 min \times 2 = 16 min daily. Monthly = 8 HOURS. Yearly = 96 HOURS! Son gets 4 FULL DAYS extra sleep!*)

(*Kid 1’s jaw drops*)

KID 1: “Appa! Nange cycle beku!”

SYED BHAI: “EMotorad T-Rex+ — 25 kmph. Bangalore traffic nalli 25 enough! Auto ge 40 kmph aadru traffic nalli 5 kmph ashte!”

TEXT OVERLAY:

"EMotorad T-Rex+ | 25 kmph > Bangalore Traffic | Faster Than Auto | Smarter Than Car"

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

KID 1: “Syed Bhai... auto 3,000 per month. Cycle... 0 per month!”

SYED BHAI: “Adu bere! $3,000 \times 12 = 36,000$ per year auto ge! 2 years = 72,000! EMotorad = 50,000 once. Already save!”

KID 1 (to auto outside): “Auto anna... sorry... retirement kodthiddini!”
(Auto uncle... sorry... I’m giving you retirement!)

(Auto driver shakes head, drives away, everyone laughs)

END CARD:

EMotorad T-Rex+ - Beats Bangalore Traffic | 0/Month Running Cost | CALL NOW

PRODUCTION NOTES

Element	Details
Characters	3 (Syed Bhai, Teen Boy 1 as Auto Kid, Teen Boy 2 as E-Cycle Kid)
Props	Auto rickshaw (borrow/rent for scene), EMotorad T-Rex+, timer display, whiteboard
Outdoor Shots	Traffic scene, cycle lane, school gate, shortcut path
Estimated Cuts	25-30 (race montage heavy)

WHY THIS WILL GO VIRAL

1. **BANGALORE TRAFFIC:** Every Bangalorean HATES traffic. This hits home.
2. **RACE FORMAT:** Competition content = highest engagement on Reels.
3. **MATH PROOF:** 96 hours/year saved = undeniable ROI for parents.
4. **AUTO RETIREMENT:** The comedy ending is meme-worthy.

5 VISUAL HOOKS FOR SCRIPT 11

VISUAL HOOK 1: “THE TRAFFIC SPLIT” (RECOMMENDED)

[0:00-0:01] - VISUAL: Split screen — LEFT: Auto stuck in jam | RIGHT: E-cycle cruising through lane - MOTION: LEFT static, RIGHT moving

[0:01-0:02] - VISUAL: Timer overlay — Both counting. LEFT slower. - FACE: LEFT frustrated | RIGHT smiling

[0:02-0:03] - TEXT OVERLAY: “E-CYCLE vs AUTO. BANGALORE TRAFFIC. WHO WINS?” - AUDIO: Honking LEFT → Wind RIGHT

VIDEOGRAPHER: Shoot traffic and cycle lane separately. Timer added in edit. **EDITOR:** Split with moving RIGHT, stuck LEFT = instant visual proof.

VISUAL HOOK 2: “THE ARRIVAL CONTRAST”

[0:00-0:01] - VISUAL: Kid parking e-cycle at school. Fresh, calm, early. [0:01-0:02] - VISUAL: 7 minutes later — auto kid running in, sweaty, late. [0:02-0:03] - TEXT OVERLAY: “ARRIVED 7 MIN EARLY vs 7 MIN LATE. SAME DISTANCE.” - AUDIO: Calm morning → Running panic

VIDEOGRAPHER: Same school gate. Two arrivals contrasted. **EDITOR:** Calm → Chaos contrast.

VISUAL HOOK 3: “THE SHORTCUT MAP”

[0:00-0:01] - VISUAL: Google Maps showing two routes — auto (red, congested) vs cycle (green, clear) [0:01-0:02] - VISUAL: Route times: “Auto: 23 min” vs “Cycle: 15 min” [0:02-0:03] - TEXT OVERLAY: “GOOGLE MAPS DOESN’T LIE. CYCLE WINS IN BANGALORE.” - AUDIO: Map sounds → Ding

VIDEOGRAPHER: Screen record actual Google Maps routes. **EDITOR:** Animated route drawing is engaging.

VISUAL HOOK 4: “THE SAVINGS CALCULATOR”

[0:00-0:01] - VISUAL: Calculator showing “ $3000 \times 12 = 36000$ ” - MOTION: Finger punching keys [0:01-0:02] - VISUAL: “ $\times 2 \text{ years} = 72,000$ ” appearing - FACE: Father’s shocked face [0:02-0:03] - TEXT OVERLAY: “72,000 ON

AUTO IN 2 YEARS. OR 50,000 ONE-TIME ON E-CYCLE. " - AUDIO: Calculator beeps → Mind-blown sound

VIDEOGRAPHER: Clear calculator display. Father's reaction. **EDITOR:** Numbers building = suspense. Final number = shock.

VISUAL HOOK 5: "THE SCHOOL GATE CROWD"

[0:00-0:01] - VISUAL: School gate chaos — 50 autos blocking road, honking
- MOTION: Camera panning the mess [0:01-0:02] - VISUAL: ONE kid riding
past the chaos on e-cycle, smiling - MOTION: Weaving through easily [0:02-0:03]
- TEXT OVERLAY: "EVERYONE STUCK. HE RIDES THROUGH. E-CYCLE EFFECT. " - AUDIO: Chaos → Peaceful cycling sound

VIDEOGRAPHER: School gate during drop-off (real chaos). Kid riding past.
EDITOR: Chaos vs calm contrast. Kid's smile = freedom.

SCRIPT 12: "UPHILL BEAST" — THE HILL CHALLENGE

Attribute	Value
Format	Challenge/Proof — Doubters proven wrong
Duration	45-55 seconds
Platform	Instagram Reel
Language	Street Kannada
Hook Type	Doubt → Proof format
TG Trigger	Kids want power + adults doubt e-cycles
Objection Attacked	"Not powerful / Can't handle hills"

HOOK [0:00-0:03]

TEXT OVERLAY:

"THEY SAID E-CYCLE CAN'T CLIMB HILLS. THIS KID PROVED THEM WRONG. "

VISUAL: Steep uphill road. Kid at the bottom on Aoki Flex CR. 3-4 people at bottom laughing, shaking heads. Kid looks up at the hill, then at doubters, then SMIRKS.

AUDIO: Laughter → Engine-like electric hum → Determined music

SETUP [0:03-0:15]

(CUT TO: Steep road near BCH. Syed Bhai with Kid (Teen Boy 2). Some “doubters” (Teen Boy 1 playing multiple quick roles through cuts).)

DOUBTER: “E-cycle ge power illa boss... uphill hogakke agalla... battery drain agutte!” *(E-cycle has no power boss... can’t go uphill... battery will drain!)*

SYED BHAI: “Neevu helthira agalla antha... naanu prove maadthini agutte antha!” *(You’re saying it can’t... I’ll prove it CAN!)*

SYED BHAI (to Kid): “Maga... Aoki Flex CR mele ee hill climb maadu. Pedal assist Level 5 haaku. Throttle use maadu. Nodona power eshtu ide!” *(Son... climb this hill on Aoki Flex CR. Set pedal assist Level 5. Use throttle. Let’s see the power!)*

STORY ARC [0:15-0:35]

(KID STARTS CLIMBING. Camera angles:)

Level 1 (bottom): Kid starts. Easy pace. Doubters watching.

Level 3 (middle): Hill getting steeper. Kid shifts to Pedal Assist 3. Legs pedaling with motor assist. Moving smoothly.

TEXT OVERLAYS during climb:

"Pedal Assist Level 1... 2... 3..."

Level 5 (steep section): Kid hits Level 5. FULL POWER. Motor humming. Kid not even struggling. Smiling while climbing.

"Level 5 - FULL POWER "

"Gradient: 15% incline"

"Speed: 18 kmph UPHILL"

(DOUBTERS at bottom: jaws dropping one by one)

DOUBTER: “Wait... uphill 18 kmph?!”

(KID REACHES TOP. Turns around. Gives a wave. Breathless but VICTORIOUS.)

(CUT TO: Syed Bhai at bottom, arms crossed, confident smile.)

SYED BHAI: “Power... illa antha helidri?” *(You said... it has no power?)*

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

(Kid rides back down to the group.)

KID: “Syed Bhai... Level 3 nalle hogbittu! Level 5 haaklilla kuda!” *(Syed Bhai... went up in Level 3 only! Didn’t even use Level 5!)*

SYED BHAI: “Nodri! Aoki Flex CR — 5 levels of pedal assist. 250W motor. Bangalore nalli yavdhu hill climb maadbahudu! Nandi Hills ge hogbahudu!” *(See! Aoki Flex CR — 5 levels of pedal assist. 250W motor. Any hill in Bangalore can be climbed! Can go to Nandi Hills!)*

TEXT OVERLAY:

"Aoki Flex CR | 5 Pedal Assist Levels | 250W Motor | Climbs Any Hill"

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

DOUBTER: “Syed Bhai... nange prove maadoke hill mele walk maadidde... naanu sathhogtiddini...” *(Syed Bhai... I walked up the hill to watch the proof... I’m dying...) [Panting, hands on knees]*

KID: “Uncle... nimage bere cycle beku. Naanu e-cycle nalli hogidde... neevu nadkondu hogidri!” *(Uncle... you need a cycle too. I went on e-cycle... you walked!)*

SYED BHAI: “Hill climb maadoke cycle beku andre... CALL MAADI!”

(FREEZE FRAME: Kid at top of hill, arms raised, Aoki Flex CR triumphant)

END CARD:

Aoki Flex CR - Climbs Hills. Climbs Doubts. | 5 Assist Levels | CALL NOW

PRODUCTION NOTES

Element	Details
Characters	3 (Syed Bhai, Teen Boy 1 as Doubter, Teen Boy 2 as Rider)
Location	MUST find a visible incline near BCH or anywhere in Yelahanka
Props	Speed display, pedal assist indicator, Aoki Flex CR
Key Shots	Bottom-of-hill start, mid-climb levels, top triumph, doubter jaw drops
Estimated Cuts	18-22

WHY THIS WILL GO VIRAL

1. **PROVING DOUBTERS WRONG:** Universal satisfying format. Everyone loves seeing doubters silenced.
 2. **VISUAL PROOF:** The hill climb IS the proof. No words needed.
 3. **PEDAL ASSIST EXPLAINER:** Level 1-5 shown in action = product demo without being boring.
 4. **BANGALORE CONTEXT:** Yelahanka/Bangalore has hills — this is LOCALLY relevant.
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5 VISUAL HOOKS FOR SCRIPT 12

VISUAL HOOK 1: “THE HILL STARE” (RECOMMENDED)

[0:00-0:01] - VISUAL: Kid at bottom looking UP at steep hill. Camera from behind, hill filling frame. [0:01-0:02] - VISUAL: Kid’s face — determined smirk. Doubters behind laughing. [0:02-0:03] - TEXT OVERLAY: “THEY SAID E-CYCLE CAN’T CLIMB HILLS. THIS KID PROVED THEM WRONG.” - AUDIO: Laughter → Determined music build

VIDEOGRAPHER: Low camera angle makes hill look steeper. Kid’s silhouette against sky. **EDITOR:** Scale of hill = the challenge. Kid’s smirk = confidence.

VISUAL HOOK 2: “THE LEVEL COUNTER”

[0:00-0:01] - VISUAL: Pedal assist display showing “LEVEL 1” - MOTION: Numbers changing: 1→2→3→4→5 [0:01-0:02] - VISUAL: With each level, bike surges forward - MOTION: Speed increasing visually [0:02-0:03] - TEXT OVERLAY: “5 LEVELS OF POWER. WHICH LEVEL KILLS THE HILL?” - AUDIO: Motor hum intensifying with each level

VIDEOGRAPHER: Display close-ups. Speed feeling with each level. **EDITOR:** Level up sound effects. Gaming energy.

VISUAL HOOK 3: “THE JAW DROP MONTAGE”

[0:00-0:02] - VISUAL: Quick cuts of 3 different people’s jaws dropping as kid climbs - MOTION: Each reaction more dramatic

[0:02-0:03] - TEXT OVERLAY: “THEIR FACES WHEN AN E-CYCLE CLIMBED THE HILL.” - AUDIO: Gasp × 3 → Comedy sound

VIDEOGRAPHER: Exaggerated reactions from different angles. **EDITOR:** Quick cuts. Each face funnier than last.

VISUAL HOOK 4: “THE TOP OF THE HILL”

[0:00-0:01] - VISUAL: Kid arrives at hilltop — victorious silhouette against sky - MOTION: Arms raised, cycle beneath [0:01-0:02] - VISUAL: Camera circles around showing the view - FACE: Pride, achievement [0:02-0:03] - TEXT OVERLAY: “FROM BOTTOM TO TOP. AOKI FLEX CR. NO SWEAT. ” - AUDIO: Wind → Triumphant music

VIDEOGRAPHER: Silhouette shot at golden hour = viral visual. **EDITOR:** Cinematic feel. Hero shot.

VISUAL HOOK 5: “THE WALKING DOUBTER”

[0:00-0:01] - VISUAL: Doubter walking up the hill, panting, struggling - MOTION: Slow, painful, sweating [0:01-0:02] - VISUAL: Kid on cycle ZOOMS past him, waves - MOTION: Speed blur as kid passes [0:02-0:03] - TEXT OVERLAY: “HE WALKED. KID RODE. SAME HILL. WHO’S LAUGHING NOW? ” - AUDIO: Panting → Whoosh → Laughter

VIDEOGRAPHER: Real panting struggle. Kid passing effortlessly. **EDITOR:** Contrast in effort = comedy.

SCRIPT 13: “LAST PIECE DRAMA” — THE BIDDING WAR

Attribute	Value
Format	Comedy drama — Two fathers competing for last cycle
Duration	50-59 seconds
Platform	Instagram Reel
Language	Street Kannada
Hook Type	Scarcity shock + Competition drama
TG Trigger	FOMO + Urgency psychology
Objection Attacked	“I’ll buy later / Let me think” — Procrastination killer

HOOK [0:00-0:03]

TEXT OVERLAY:

"2 FATHERS. 1 AOKI FLEX CR. BOTH KIDS CRYING. WHO GETS IT? "

VISUAL: Two fathers on either side of ONE Aoki Flex CR. Both gripping a handlebar each. Kids behind each father, eyes wide. Syed Bhai in the middle, referee style.

AUDIO: Dramatic wrestling match bell + crowd sounds

SETUP [0:03-0:15]

(CUT TO: BCH Store. Father A (Teen Boy 1) walks in with his kid (Teen Boy 2 in school uniform).)

FATHER A: "Syed Bhai! Aoki Flex CR beku! Last time bandidaaga stock illa antha heldri..." *(Syed Bhai! Need Aoki Flex CR! Last time I came you said no stock...)*

SYED BHAI: "Sir... good news. ONE piece just arrived. Last piece in Bangalore." *[Presents the cycle dramatically]*

(Father A reaches for it. BUT — another voice from behind:)

FATHER B (Syed Bhai plays/narrates): "Syed Bhai! Naanu 2 weeks inda wait maadthiddini! Aa cycle nanage promise maadidri!" *(Syed Bhai! I've been waiting 2 weeks! You promised that cycle to me!)*

(Both fathers stare at each other. Then at the cycle. Then at Syed Bhai.)

SYED BHAI: "Ayyoo... idu problem..." *[Scratching head]*

STORY ARC [0:15-0:35]

(COMEDY BIDDING WAR — escalating:)

FATHER A: "Naanu CASH kodthini! Full payment. Right now!" *(I'll pay CASH! Full payment. Right now!)* *[Opens wallet, starts counting]*

FATHER B: "Naanu cash PLUS extra service package thogothini!" *[Upping the bid]*

FATHER A: "Naanu cash + service + Syed Bhai ge biryani treat!" *[Desperate, adding food bribe]*

SYED BHAI: "Sir sir sir... idu cycle shop, auction house alla!" *(Sir sir sir... this is a cycle shop, not an auction house!)*

(Both kids watching. Kid A tugs father's shirt:)

KID A: “Appa... please... nanna friends ella idara... naanu maathra illa...” *(Dad... please... all my friends have it... only I don't...)*

(Kid B doing puppy eyes at his father)

(Syed Bhai sees both kids' faces. Gets serious.)

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

SYED BHAI: “Okay. Decision. First come, first served. Father A — neevu innadu bandidri. Idu nimma cycle.” *(Okay. Decision. First come, first served. Father A — you came today. This is your cycle.)*

(Father A celebrates! Kid A JUMPS with joy!)

(Father B's face drops. Kid B's face drops harder.)

SYED BHAI (to Father B): “Sir... relax. Naanu manufacturer ge call maadthini. 10 days nalli next batch barthide. AADRE...” *[Finger up]*

SYED BHAI: “...10 days nalli barthide... next time ‘think maadthini’ antha helbedi. Think maadtha maadtha miss aagutte!” *(...comes in 10 days... next time don't say ‘I'll think about it.’ While thinking, you miss out!)*

(Father B nods, books immediately)

TEXT OVERLAY:

"DON'T THINK. ACT. Aoki Flex CR - Limited Stock | Book Now or Wait Weeks"

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

(Father A's kid on the Aoki. Riding through store. Father B watching enviously.)

FATHER B: “Syed Bhai... naanu first bandiddidre...”

SYED BHAI: “Sir... ‘first bandiddidre’ is the saddest sentence in the world. Next time — first banni!” *[Pats his shoulder]*

FATHER A (passing by): “Boss... hesitate maadbaarda. GRAB maadu!” *(Boss... don't hesitate. GRAB it!)*

(FREEZE FRAME: Kid A on Aoki, Kid B pointing saying “next time!”)

END CARD:

Aoki Flex CR - Limited Stock. Don't Think. Act. | Book Now | CALL NOW

PRODUCTION NOTES

Element	Details
Characters	3 (Syed Bhai as himself + narrates Father B, Teen Boy 1 as Father A, Teen Boy 2 as Kid A)
Props	Cash/wallet, single Aoki Flex CR displayed prominently, “LAST PIECE” sign
Key Shots	Tug-of-war on cycle, bidding escalation, kids’ faces, celebration vs disappointment
Estimated Cuts	18-22

WHY THIS WILL GO VIRAL

1. **SCARCITY = URGENCY:** “Last piece in Bangalore” creates panic buying.
2. **COMEDY BIDDING:** The biryani bribe escalation = pure comedy.
3. **KIDS’ FACES:** The joy vs disappointment contrast = emotional shareable.
4. **ANTI-PROCRASTINATION:** Direct message — “think maadtha miss aagutte.”

5 VISUAL HOOKS FOR SCRIPT 13

VISUAL HOOK 1: “THE TUG OF WAR” (RECOMMENDED)

[0:00-0:01] - VISUAL: Two hands gripping opposite handlebars of ONE cycle
- MOTION: Both pulling slightly

[0:01-0:02] - VISUAL: Pull back — two fathers, one cycle, Syed Bhai in middle
- FACE: Both determined, competitive

[0:02-0:03] - TEXT OVERLAY: “2 FATHERS. 1 AOKI FLEX CR. BOTH KIDS CRYING. WHO GETS IT?” - AUDIO: Struggle sounds → Dramatic music

VIDEOGRAPHER: Each father on opposite side. Real tension. **EDITOR:** Quick cuts between faces. Dramatic music.

VISUAL HOOK 2: “THE LAST PIECE SIGN”

[0:00-0:01] - VISUAL: “LAST PIECE IN BANGALORE” sign placed on Aoki Flex CR - MOTION: Sign being placed dramatically [0:01-0:02] - VISUAL: Two fathers entering store simultaneously, eyes locking on cycle [0:02-0:03] - TEXT OVERLAY: “ONE LEFT. TWO WANT IT. DRAMA GUARANTEED.” - AUDIO: Sign placement → Door opening → Tension

VIDEOGRAPHER: Large visible sign. Both entries dramatic. **EDITOR:** Western showdown energy.

VISUAL HOOK 3: “THE CASH SLAM”

[0:00-0:01] - VISUAL: Cash being SLAMMED on counter - MOTION: Notes fanning out [0:01-0:02] - VISUAL: Second hand slamming MORE cash next to it - MOTION: Bidding war visual [0:02-0:03] - TEXT OVERLAY: “CASH WAR FOR THE LAST AOKI. THIS IS HOW POPULAR IT IS.” - AUDIO: Slam × 2 → Crowd reaction

VIDEOGRAPHER: Real cash slams (prop money). **EDITOR:** Each slam bigger. Competitive energy.

VISUAL HOOK 4: “THE KIDS’ SPLIT FACE”

[0:00-0:01] - VISUAL: Split screen — Kid A (hopeful) | Kid B (hopeful) [0:01-0:02] - VISUAL: Kid A celebrates | Kid B’s face FALLS [0:02-0:03] - TEXT OVERLAY: “ONE KID WINS. ONE WAITS. DON’T LET YOUR KID BE KID B. vs ” - AUDIO: Celebration LEFT → Sad tone RIGHT

VIDEOGRAPHER: Both kids’ reactions simultaneously. **EDITOR:** Joy vs heartbreak contrast.

VISUAL HOOK 5: “THE EMPTY STAND”

[0:00-0:01] - VISUAL: Empty display stand where Aoki was. “SOLD OUT” sign. [0:01-0:02] - VISUAL: Father B staring at empty stand, regret [0:02-0:03] - TEXT OVERLAY: “HE SAID ‘I’LL THINK ABOUT IT.’ NOW IT’S GONE.” - AUDIO: Wind through empty space → Regret music

VIDEOGRAPHER: Empty stand with outline where cycle was. **EDITOR:** Emptiness = the lesson. Regret face = the warning.

SCRIPT 14: “SUMMER OFFER MISSED” — THE REGRET FLASHBACK

Attribute	Value
Format	Flashback regret drama — Time travel format
Duration	50-59 seconds
Platform	Instagram Reel
Language	Street Kannada
Hook Type	Regret flashback + Price shock
TG Trigger	Parents who delay decisions
Objection Attacked	“I’ll buy next month / Let me wait for a deal”

HOOK [0:00-0:03]

TEXT OVERLAY:

"3 MONTHS AGO HE SAID 'NEXT MONTH.' NOW HE'S PAYING 8,000 MORE. "

VISUAL: Father staring at a new price tag in BCH. His face = SHOCK. He’s holding his phone showing old BCH Instagram post with previous lower price. The difference is visible.

AUDIO: Cash register sound + dramatic gasp

SETUP [0:03-0:15]

(CUT TO: PRESENT DAY. Father (Teen Boy 1) at BCH counter looking at price.)

FATHER: “Syed Bhai... 3 months hinde 48,000 irlilla?!” *(Syed Bhai... wasn’t this 48,000 three months ago?!)*

SYED BHAI: “Haan sir... iga 56,000. Manufacturer price increase maadidru. Plus offer expire aagide.” *(Yes sir... now 56,000. Manufacturer increased price. Plus offer expired.)*

FATHER: “But... but... 3 months hinde neevu heldri thogoli antha!” *(But... but... 3 months ago you told me to buy!)*

SYED BHAI: “Haan sir... neevu enu heldri?” *(Yes sir... what did YOU say?)*

(FLASHBACK WHOOSH SOUND)

STORY ARC [0:15-0:35]

(FLASHBACK — 3 MONTHS AGO. Brighter colors, “3 MONTHS AGO” stamp.)

(Same store. Same father. Syed Bhai showing the cycle.)

SYED BHAI (FLASHBACK): “Sir... summer offer! 48,000 + 20 FREE accessories + extra discount for early birds. Indu thogondre best!” (Sir... summer offer! 48,000 + 20 FREE accessories + extra discount. Buy today, best deal!)

FATHER (FLASHBACK): “Syed Bhai... next month thogothini. Salary barabeku.” (Syed Bhai... I’ll buy next month. Need salary to come.)

SYED BHAI (FLASHBACK): “Sir... offer ee month ashte...” (Sir... offer is this month only...)

FATHER (FLASHBACK): “Bidi bidi... next month barthi!” (Leave it... I’ll come next month!)

(FLASHBACK ends. WHOOSH back to present.)

(PRESENT: Father does the math on calculator:) - Was: 48,000 - Now: 56,000 - Difference: 8,000 MORE - Lost accessories: 20 → 15 (5 extra gone) - Lost discount: 2,000

TOTAL COST OF WAITING: 10,000+

(Father’s face as each number hits: devastation)

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

FATHER: “Syed Bhai... 10,000 extra just because naanu wait maade?!” (Syed Bhai... 10,000 extra just because I waited?!)

SYED BHAI: “Sir... prices only go UP. Offers only EXPIRE. Naanu aavaga helthidde — today best price.” (Sir... prices only go UP. Offers only EXPIRE. I told you then — today is best price.)

SYED BHAI: “Iga bere customers ge helthiddini — INDU thogoli. 56,000 iga. 3 months nalli 60,000+ aagbahudu.” (Now I’m telling other customers — buy TODAY. 56,000 now. In 3 months could be 60,000+.)

TEXT OVERLAY:

" 48,000 → 56,000 → ??,000 | Prices Only Go Up | Buy Now, Save Now"

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

FATHER: “Syed Bhai... time machine ide na nimma hathira?” (*Syed Bhai... do you have a time machine?*)

SYED BHAI: “Time machine illa sir... aadre today’s price ide. Idu kuda 3 months nalli change aagutte. Decide maadi!” (*No time machine sir... but today’s price exists. This will also change in 3 months. Decide!*)

FATHER: “Done! Iga thogothini! Innundu 3 months wait maadalla!” (*Done! Buying now! Not waiting another 3 months!*)

KID (appearing): “FINALLY!”

END CARD:

Today's Price = Best Price | Offers Don't Wait | Book Now | CALL NOW - BCH

PRODUCTION NOTES

Element	Details
Characters	3 (Syed Bhai, Teen Boy 1 as Father, Teen Boy 2 as Kid at end)
Props	Two price tags (old and new), calculator, phone showing old BCH post, flashback color filter
Key Shots	Price tag shock, flashback sequence, calculator math, father’s regret face
Estimated Cuts	18-22

WHY THIS WILL GO VIRAL

1. **REGRET IS UNIVERSAL:** Everyone has said “next month” and regretted it.
 2. **REAL MATH:** 10,000 cost of waiting = tangible, shareable number.
 3. **URGENCY CREATOR:** Viewers will think “I should buy NOW before price goes up.”
 4. **FLASHBACK FORMAT:** Cinematic and engaging. Stands out from regular reels.
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5 VISUAL HOOKS FOR SCRIPT 14

VISUAL HOOK 1: “THE PRICE TAG SHOCK” (RECOMMENDED)

[0:00-0:01] - VISUAL: Old price tag “ 48,000” crossed out. New tag: “ 56,000” - MOTION: Camera zooming into the difference [0:01-0:02] - VISUAL: Father’s hand holding both tags, shaking - FACE: Disbelief, regret [0:02-0:03] - TEXT OVERLAY: “3 MONTHS AGO: 48,000. TODAY: 56,000. HE WAITED. ” - AUDIO: Paper crinkle → Gasp → Regret music

VIDEOGRAPHER: Two real price tags. Clear numbers. **EDITOR:** Focus pull between old and new price. Shock face.

VISUAL HOOK 2: “THE CALENDAR RIP”

[0:00-0:01] - VISUAL: Calendar pages being ripped — month by month flying - MOTION: Pages flying, months passing [0:01-0:02] - VISUAL: Each month, price increases: 48K → 50K → 53K → 56K [0:02-0:03] - TEXT OVERLAY: “EVERY MONTH HE WAITED. EVERY MONTH PRICE WENT UP. ” - AUDIO: Page rip × 3 → Cash register

VIDEOGRAPHER: Prop calendar. Pages torn dramatically. **EDITOR:** Price overlay increasing with each page.

VISUAL HOOK 3: “THE CALCULATOR PAIN”

[0:00-0:01] - VISUAL: Calculator showing “56000 - 48000 = 8000” - MOTION: Result appearing [0:01-0:02] - VISUAL: Father’s face crumbling as he sees the difference [0:02-0:03] - TEXT OVERLAY: “ 8,000 LOST. FOR SAYING ‘NEXT MONTH.’ ” - AUDIO: Calculator beep → Heavy sigh

VIDEOGRAPHER: Clear calculator math. **EDITOR:** Number = punch. Face = aftermath.

VISUAL HOOK 4: “THE FLASHBACK WHOOSH”

[0:00-0:01] - VISUAL: Father at current store, colors normal - MOTION: WHOOSH effect, colors shift to bright/warm (flashback) [0:01-0:02] - VISUAL: Same store, 3 months ago, offer banners everywhere, lower price [0:02-0:03] - TEXT OVERLAY: “3 MONTHS AGO. SUMMER OFFER. HE SAID ‘NEXT MONTH.’ ” - AUDIO: Whoosh → Happy music (past) → Sad music (present)

VIDEOGRAPHER: Shoot same location with different decor/lighting. **EDITOR:** Transition effect between timelines.

VISUAL HOOK 5: “THE OFFER EXPIRED STAMP”

[0:00-0:01] - VISUAL: “SUMMER OFFER” banner - MOTION: Red “EXPIRED” stamp coming down [0:01-0:02] - VISUAL: Offer details fading away one by one [0:02-0:03] - TEXT OVERLAY: “OFFER EXPIRED. PRICE UP. DON’T LET THIS HAPPEN TO YOU. ” - AUDIO: Stamp → Items disappearing → Warning tone

VIDEOGRAPHER: Create offer banner. Red stamp prop. **EDITOR:** Items fading = loss visual. Urgent tone.

SCRIPT 15: “AMAZON UNBOXING HORROR” — THE ONLINE NIGHTMARE

Attribute	Value
Format	Comedy horror — Unboxing gone wrong
Duration	50-59 seconds
Platform	Instagram Reel
Language	Street Kannada
Hook Type	Unboxing excitement → Horror reveal
TG Trigger	88% say “saw you online” — many compare prices online
Objection Attacked	“Same cycle is cheaper online”

HOOK [0:00-0:03]

TEXT OVERLAY:

"SAVED 3,000 BUYING ONLINE. SPENT 8,000 FIXING THE MESS. "

VISUAL: Hands opening a large Amazon box excitedly. THEN — face drops. Inside: SCATTERED PARTS. Loose screws. No instructions. A damaged frame. The unboxing turns into a horror movie.

AUDIO: Happy unboxing music → RECORD SCRATCH → Horror music sting

SETUP [0:03-0:15]

(CUT TO: Father (Teen Boy 1) at home. Big Amazon/online box. Kid (Teen Boy 2) excited.)

FATHER: “Maga! 3,000 save maade online inda!” *(Son! Saved 3,000 buying online!) [Proud, holding scissors to cut tape]*

KID: “Appa best! Open maadi!” *[Jumping with excitement]*

(Father opens box. Dramatic pause. Both look inside.)

(Their faces: Excitement → Confusion → Horror)

FATHER: “Idu... idu enu?” *(This... what is this?)*

STORY ARC [0:15-0:35]

(Box contents revealed one by one — comedy of errors:)

ITEM 1: Frame... with a visible scratch. “Scratch already ide! New aa idu?!” *(Already has a scratch! Is this new?!)*

ITEM 2: Loose screws in a plastic bag. No labels. “Ee screws yelli hoguththe?! Manual illa!” *(Where do these screws go?! No manual!)*

ITEM 3: Handlebar... not matching the frame. “Idu match aagthilla!”

ITEM 4: Battery separate, no installation guide. “Battery heghe connect maadodu?! E-cycle mechanic beku!”

(Father tries assembling. FAST-FORWARD COMEDY: Wrong parts, things falling, kid holding flashlight, father frustrated.)

FATHER: “Okay... local mechanic ge hogona.” *(Okay... let’s go to local mechanic.)*

LOCAL MECHANIC: “E-cycle aa sir? Motor, battery, controller... naanu normal cycle ashte maadodu. 500 extra assembly fee... aadre guarantee kodalla.” *(E-cycle sir? Motor, battery, controller... I only do normal cycles. 500 extra assembly but no guarantee.)*

FATHER: “3,000 save maade... 500 mechanic, 2,000 missing parts, 5,000 headache value...” *(Saved 3,000... 500 mechanic, 2,000 missing parts, 5,000 headache value...)*

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

(Father walks into BCH carrying the half-assembled cycle parts in a bag.)

FATHER: “Syed Bhai... help!”

SYED BHAI: “Sir... online inda thogondira?” *[Immediate recognition]*

FATHER: “Haan... 3,000 save maadthini antha... 8,000 extra kharchu aagide!”

SYED BHAI: “Sir... BCH nalli enu sigutte nodri:” - “Fully assembled and test-ridden ” - “15 FREE accessories ” - “Service support 25 years ” - “Warranty doorstep ” - “8 in-house mechanics ”

SYED BHAI: “Online price: 53,000. Real cost: 61,000+. BCH price: 56,000 + everything included. Who’s cheaper NOW?”

TEXT OVERLAY:

"Online: 53K + 8K Problems = 61K | BCH: 56K All-Inclusive | WHO'S CHEAPER?"

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

FATHER: “Syed Bhai... idu return maadli... BCH inda thogothini!”

SYED BHAI: “Sir... return process goththa? 7-15 days. Shipping neevu. Refund 30 days. Plus 2,000 restocking fee.”

FATHER: “WHAT?! Iga 3,000 save aagodhu badhlu 12,000 loss!” *[Head in hands]*

KID: “Appa... next time Syed Bhai heliddantu keli!” *(Dad... next time listen to what Syed Bhai says!)*

SYED BHAI (to camera): “Online inda cycle beda! BCH ge banni — test ride maadi, assembled thogoli, tension free!”

END CARD:

BCH - See It. Ride It. Buy It. No Surprises. | 15 FREE Accessories | CALL NOW

PRODUCTION NOTES

Element	Details
Characters	3 (Syed Bhai, Teen Boy 1 as Father, Teen Boy 2 as Kid)
Props	Large cardboard box, scattered cycle parts, loose screws, scratched frame, BCH comparison display
Key Shots	Unboxing excitement → horror, scattered parts, assembly fail, BCH walk-in comparison

Element	Details
Estimated Cuts	22-28

WHY THIS WILL GO VIRAL

1. **UNBOXING FORMAT:** Everyone loves unboxing videos. This SUBVERTS the format.
 2. **RELATABLE NIGHTMARE:** Many people have had bad online shopping experiences.
 3. **REAL MATH:** 3,000 saved → 8,000+ lost = undeniable.
 4. **BCH vs ONLINE:** Direct comparison positions BCH as the smart choice.
 5. **COMEDY OF ERRORS:** Assembly fail = physical comedy that's shareable.
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5 VISUAL HOOKS FOR SCRIPT 15

VISUAL HOOK 1: “THE HORROR UNBOXING” (RECOMMENDED)

[0:00-0:01] - VISUAL: Box opening, hands excited, happy face - MOTION: Lid lifting slowly [0:01-0:02] - VISUAL: Inside revealed — CHAOS. Parts everywhere. - FACE: Smile DYING. Horror spreading. - AUDIO: Happy music → Record scratch → Horror sting [0:02-0:03] - TEXT OVERLAY: “SAVED 3,000 BUYING ONLINE. SPENT 8,000 FIXING THE MESS. ”

VIDEOGRAPHER: Build genuine excitement then reveal. Face transition is key. **EDITOR:** The dying smile is the money shot. Record scratch timing.

VISUAL HOOK 2: “THE SCATTERED PARTS”

[0:00-0:01] - VISUAL: Parts POURED OUT of box onto floor - MOTION: Cascade of random parts, screws rolling [0:01-0:02] - VISUAL: Close-up of ONE screw among dozens - TEXT: “WHERE DOES THIS GO?” [0:02-0:03] - TEXT OVERLAY: “147 PARTS. 0 INSTRUCTIONS. 53,000 WELL SPENT. ” - AUDIO: Parts clattering → Confused silence

VIDEOGRAPHER: Dump parts dramatically. **EDITOR:** The overwhelm is the point.

VISUAL HOOK 3: “THE PRICE COMPARISON BOARD”

[0:00-0:01] - VISUAL: Whiteboard — “ONLINE” on left, “BCH” on right - MOTION: Syed Bhai writing costs [0:01-0:02] - VISUAL: Online costs adding up. BCH stays fixed. [0:02-0:03] - TEXT OVERLAY: “ONLINE: 61K TOTAL. BCH: 56K ALL-IN. THE MATH IS CLEAR. ” - AUDIO: Marker squeak → Numbers adding → Impact

VIDEOGRAPHER: Clear whiteboard comparison. **EDITOR:** Numbers appearing one by one on online side = shock building.

VISUAL HOOK 4: “THE HOLD MUSIC TORTURE”

[0:00-0:02] - VISUAL: Phone on speaker — “Your call is important to us. Current wait: 47 minutes” - AUDIO: Actual hold music (everyone knows this torture) [0:02-0:03] - TEXT OVERLAY: “ONLINE SUPPORT. 47 MINUTES ON HOLD. DAY 1 OF MANY. ” - AUDIO: Hold music → Frustrated scream

VIDEOGRAPHER: Phone on table, timer counting. **EDITOR:** Hold music = universal pain trigger.

VISUAL HOOK 5: “THE BCH TEST RIDE vs ONLINE GAMBLE”

[0:00-0:01] - VISUAL: Split — LEFT: Kid test riding at BCH, smiling | RIGHT: Parts in box, question marks [0:01-0:02] - VISUAL: LEFT: “TRY BEFORE BUY” | RIGHT: “PRAY AFTER BUY” [0:02-0:03] - TEXT OVERLAY: “BCH: TRY BEFORE BUY. ONLINE: PRAY AFTER BUY. vs ” - AUDIO: Happy LEFT → Anxious RIGHT

VIDEOGRAPHER: Shoot BCH test ride. Box with question marks. **EDITOR:** The catchphrase is the hook. Split contrast.

END OF BATCH 3

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