

## 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

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### 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”

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#### 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!

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#### 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?”

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## 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 "

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## 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 × 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 × 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"

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**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

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**PRODUCTION NOTES**

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

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**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.

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## 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.

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### 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.

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### 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.

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### 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.

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#### 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.

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#### 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"

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#### 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

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## 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 aagutte!” (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!)

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## 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?)

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## 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"

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

**DOUBTER:** “Syed Bhai... nange prove maadoke hill mele walk maadidde... naanu satthogtiddini...” (*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

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**PRODUCTION NOTES**

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

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## 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.

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### **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.

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### **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.

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#### **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.

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#### **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.

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### **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

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## 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

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## 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*]

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## 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.)*

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## **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"

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## **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

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## PRODUCTION NOTES

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

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## 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.”
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## 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.

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## **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.

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## **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.

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## **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.

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## **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.

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## 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”

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### 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

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### 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 anthal!” (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)

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## 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)

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## 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"

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## 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! Innondu 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

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## PRODUCTION NOTES

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

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## 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.
-

## 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.

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### 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.

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### 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.

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### 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.

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#### **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.

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### **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”

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#### **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

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## 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 indal!” (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?)

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## 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...)

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## 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?"

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#### 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

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#### PRODUCTION NOTES

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

Element	Details
<b>Estimated Cuts</b>	22-28

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## 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.

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### 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.

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### **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.

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### **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.

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### **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.

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*END OF BATCH 3*

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