

BCH BLOCKER-TO-BUYER SCRIPTS

10 Scripts That Convert Objections to Sales | February 2026

Based on TG Research Blockers: - Father (78% decision maker) = Price focused - Mother = Safety focused - Grandparents = Technology confused - Joint families (45%) = Multiple decision makers

Available Resources: - Actors: 1 Father + Amma + 2 Kids + Syed Bhai + Ajji/Thatha - Location: BCH Store - Equipment: iPhone 15 Pro Max

Product: Aoki Flex CR **CTA:** 15 FREE Accessories + Call Now

SCRIPT 1: “SERVICING PAIN” → “SERVICE KING”

Blocker: “Store is far, servicing will be a headache”

Attribute	Value
Format	Problem-Solution Drama
Duration	50–59 seconds
Language	Street Kannada
Hook Type	Relatable frustration
TG Trigger	#1 objection at sales counter
Blocker Attacked	“Servicing is far/pain”

HOOK [0:00–0:03]

TEXT OVERLAY:

"BOUGHT E-CYCLE. PUNCTURE AAYTU. STORE 20 KM DOOR. "

VISUAL: Father standing on roadside with kid. Flat tyre visible. Both looking helpless.

AUDIO: Sad music sting + car honking

SETUP [0:03–0:15]

(FLASHBACK text: “2 WEEKS AGO”)

(CUT TO: Family at BCH store. Father hesitating.)

FATHER: “Syed Bhai... nanna worry idu — namma mane Whitefield... nimma store Yelahanka... puncture aadre 1 hour drive!” *[Genuine concern]*

AMMA: “Ha Syed Bhai... naavu kelavu Ola stories keldivi... service ge hogidre weeks aaguthe antha...” *[Adding to concern]*

SYED BHAI: “Sir... Ma’am... nimage ondu vishya helbeku...” *[Mysterious smile]*

STORY ARC [0:15–0:35]

SYED BHAI: “BCH nalli naavu cycle maari alla... RELATIONSHIP maarthivi!” *[Standing up with energy]*

(Pulls out a card/certificate)

SYED BHAI: “Idu Bicycle Care Plan — 999 per year! Enu siguthe nodri...” *[Shows card to camera]*

TEXT OVERLAYS appearing one by one:

" FREE Pickup from Your Home"

" 2-Day Repair Guarantee"

" FREE Drop Back"

" All Minor Repairs Covered"

" 24/7 WhatsApp Support"

FATHER: “Wait... neevu pickup maadthira? Naavu store ge baralla?” *[Surprised]*

SYED BHAI: “Sir... neevu WhatsApp maadri... naavu van kaLthivi... 48 hours alli ready!” *[Confident snap]*

(CUT TO: Montage showing the service — van picking up cycle, mechanic fixing, van dropping back)

CLIMAX + BRAND [0:35–0:50]

(BACK TO PRESENT: Father on roadside with puncture)

FATHER: “Amma... Syed Bhai ge WhatsApp maadu...” *[Calmly pulling out phone]*

(TEXT ON SCREEN: “2 Hours Later...”)

(BCH service van arrives. Mechanic takes cycle. Kid waves.)

(TEXT ON SCREEN: “Next Day...”)

(Van returns with fixed cycle. Kid rides happily.)

KID: “Appa! Fixed! Fast aaytu!” *[Excited, riding around]*

FATHER: “Syed Bhai... 999 ge idu siguthe antha helthira... idu PRICELESS!”
[Speaking to camera]

COMEDY PAYOFF + CTA [0:50–0:59]

(Father on phone with Syed Bhai)

FATHER: “Bhai... ondu doubt...” *[Serious face]*

SYED BHAI (on call): “Heli sir!”

FATHER: “Munde maga bere ondu puncture maadidre... innu ondu free service sigutha?” *[Cheeky grin]*

SYED BHAI: “SIR! Intentionally puncture maadbaardi!” *[Fake angry]*

(Everyone laughs. Kid pretending to puncture tyre in background. Father stops him.)

END CARD:

Aoki Flex CR + Bicycle Care Plan 999/year | Home Pickup | 2-Day TAT | CALL NOW

WHY THIS CONVERTS BLOCKERS

1. **#1 OBJECTION KILLED:** Distance/service fear is eliminated with home pickup.
 2. **OLA FEAR ADDRESSED:** Specific service promise vs vague “we’ll help.”
 3. **CLEAR VALUE:** 999/year for peace of mind = easy yes.
 4. **VISUAL PROOF:** Shows the actual service process.
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SCRIPT 2: “TOO EXPENSIVE” → “DAILY SAVINGS MATH”

Blocker: “56,000 is too much for a cycle”

Attribute	Value
Format	Calculator Drama
Duration	50–59 seconds

Attribute	Value
Language	Street Kannada
Hook Type	Shock math revelation
TG Trigger	Father = Price focused (78%)
Blocker Attacked	“Too expensive / Big investment”

HOOK [0:00–0:03]

TEXT OVERLAY:

"APPA SAID 56,000 IS WASTE. THEN I SHOWED HIM THIS. "

VISUAL: Kid holding calculator, father’s shocked face in background.

AUDIO: Cash register sound + dramatic music

SETUP [0:03–0:15]

(CUT TO: Family at BCH store. Father checking price tag.)

FATHER: “56,000?! E-cycle ge?! Nanna first bike 45,000 ge banditthu!”
[Shocked, stepping back]

KID 1: “Appa... aadre...”

FATHER: “Beda maga... idu waste of money. Auto nalli school ge hogi.” *[Dismissive wave]*

(Syed Bhai overhears. Walks over with a calculator.)

SYED BHAI: “Sir... 2 minutes. Ondu calculation maadona?” *[Holding calculator like a weapon]*

STORY ARC [0:15–0:35]

SYED BHAI: “Sir... maga school ge auto nalli hogthane?”

FATHER: “Ha... daily 100 round trip.”

(Syed Bhai typing on calculator. Screen visible.)

SYED BHAI: “100 x 25 days = 2,500/month. 2,500 x 12 months = 30,000/year.” *[Showing calculator]*

FATHER: “Hmm... adu correct...” *[Calculating mentally]*

SYED BHAI: “Sir... 2 years = 60,000 on AUTO alone! Maga college ge hog suru maadidre 4 years = 1,20,000!” *[Getting louder]*

TEXT OVERLAYS:

"Auto: 30,000/year"

"E-Cycle: 56,000 ONE TIME"

"2 Years: You SAVE 4,000"

"4 Years: You SAVE 64,000!"

FATHER: “Wait wait wait...” *[Mind blown, grabbing calculator]*

SYED BHAI: “PLUS — no auto waiting, no rain excuse, maga independent, fitness FREE!” *[Counting on fingers]*

CLIMAX + BRAND [0:35–0:50]

FATHER: “Aadre... upfront 56,000 kodakke...”

SYED BHAI: “EMI option ide sir! 999/month! Auto bill inda KAMMI!” *[Dropping the final bomb]*

(Father’s face: complete realization)

FATHER: “So... naanu 2,500 auto ge kodthini... instead of 999 EMI ge?!” *[Counting on fingers]*

KID 2: “Appa... 1,500 save aaguthe EVERY MONTH!” *[Jumping in]*

(PRODUCT SHOT: Aoki Flex CR with savings overlay)

"Aoki Flex CR: 999 EMI"

"vs Auto: 2,500/month"

"MONTHLY SAVINGS: 1,501"

COMEDY PAYOFF + CTA [0:50–0:59]

FATHER: “Syed Bhai... cycle thogthini...” *[Defeated but smiling]*

SYED BHAI: “Great choice sir!”

FATHER: “Aadre... iga 1,500 save aaguthe... adu nanna beer money!” *[Winking at camera]*

AMMA: “APPA! Adu nanna shopping money!” *[Appears from nowhere, arms crossed]*

(Family argument starts. Syed Bhai backs away slowly.)

END CARD:

WHY THIS CONVERTS BLOCKERS

1. **MATH > EMOTION:** Fathers respond to ROI calculation.
 2. **REFRAMES EXPENSIVE:** From “cost” to “savings.”
 3. **EMI COMPARISON:** 999 vs 2,500 is undeniable.
 4. **SHAREABLE:** Parents will save this to convince spouse.
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SCRIPT 3: “WON’T USE AFTER 3 MONTHS” → “THE ROUTINE HACK”

Blocker: “Kids stop using after 3 months, it’s just a toy”

Attribute	Value
Format	Honest Education Drama
Duration	50–59 seconds
Language	Street Kannada
Hook Type	Radical honesty shock
TG Trigger	70% usage drop after 3 months (TG data)
Blocker Attacked	“Kid won’t use much / temporary phase”

HOOK [0:00–0:03]

TEXT OVERLAY:

"70% KIDS STOP CYCLING AFTER 3 MONTHS. HERE'S HOW TO FIX IT. "

VISUAL: Split screen — LEFT: Dusty cycle in corner. RIGHT: Kid riding to school.

AUDIO: Dramatic pause + revelation sound

SETUP [0:03–0:15]

(CUT TO: BCH store. Parents looking worried.)

FATHER: “Syed Bhai... honest aagi heli — namma maga 3 months aadmele cycle use maadthana?”

AMMA: “Naavu helavu stories keldivi... cycle parking nalli dust aaguthe antha...” [*Concerned*]

SYED BHAI: “Ma’am... neevu right. 70% kids actually 3 months aadmele ride kammi maadthare.” [*Dead serious, nodding*]

(*Parents look at each other — “See, we were right!”*)

SYED BHAI: “AADRE... 30% kids DAILY ride maadthare. Difference enu goththa?” [*Leaning forward*]

STORY ARC [0:15–0:35]

(*Syed Bhai stands up. Draws on a whiteboard or paper.*)

SYED BHAI: “2 types of parents ide...”

TYPE 1 (left side): “Cycle kottru... maga ge beka antha bittru... weekend ride maadthane...”

(*Visual: Kid rides weekend, then less, then cycle in corner*)

TYPE 2 (right side): “Cycle kottru... DAY 1 inda school commute ge set maadidru...”

(*Visual: Kid riding to school daily, then tuition, then friends — habit formed*)

SYED BHAI: “Type 2 parents enu maadidru? ROUTINE alli SET maadidru!” [*Tapping board emphatically*]

TEXT OVERLAY:

"Week 1: School commute on cycle"

"Week 2: Add tuition commute"

"Week 3: Friends house on cycle"

"Week 4: HABIT FORMED = DAILY RIDER"

SYED BHAI: “21 days alli habit aaguthe. 3 months alli IDENTITY aaguthe — ‘naanu cyclist!’” [*Passionate*]

CLIMAX + BRAND [0:35–0:50]

(*Cut to the two kids listening*)

KID 1: “Appa... naanu school ge cycle nalli hogthini!” [*Raising hand like pledge*]

KID 2: “Naanu tuition ge!” [*Joining in*]

SYED BHAI: “Sir Ma’am... cycle neevu kodthira... SYSTEM naavu kodthivi!”
[Handing them a paper]

TEXT ON PAPER (shown to camera):

"BCH 21-DAY RIDER CHALLENGE"
"Day 1-7: School commute only"
"Day 8-14: Add tuition/coaching"
"Day 15-21: Add one friend visit"
"RESULT: Daily rider created!"

SYED BHAI: “Aoki Flex CR — 40 km range. School + tuition + friends = 10-15 km. Range problem ILLA!” *[Product integration]*

COMEDY PAYOFF + CTA [0:50–0:59]

FATHER: “Syed Bhai... idu plan chennagide... aadre maga follow maadalla andre?”

SYED BHAI: “Sir... simple. Maga ge heli — ‘cycle nalli school hogidre chocolate/ice cream!’” *[Laughing]*

KID 1: “DONE! Naanu daily hogthini!” *[Immediate agreement]*

KID 2: “Naanu 2 days hogthini — DOUBLE chocolate!” *[Negotiating]*

AMMA: “Appa... ivru namaginta smart aagiddare!” *[Laughing]*

END CARD:

Aoki Flex CR + BCH 21-Day Challenge | Build Riders, Not Dust Collectors | CALL NOW

WHY THIS CONVERTS BLOCKERS

1. **RADICAL HONESTY:** Admitting 70% drop builds INSANE trust.
 2. **SOLUTION PROVIDED:** Not just problem — clear 21-day system.
 3. **REFRAMES RESPONSIBILITY:** Parents control outcome, not luck.
 4. **SAVES FOR LATER:** Parents will save this as their “plan.”
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SCRIPT 4: “SAFETY FEAR — TRAFFIC” → “MOTHER’S CONTROL PANEL”

Blocker: “Traffic is dangerous, what if accident?”

Attribute	Value
Format	Amma-Focused Safety Drama
Duration	50–59 seconds
Language	Street Kannada
Hook Type	Mother’s nightmare visual
TG Trigger	Mothers = Safety focused
Blocker Attacked	“Traffic accidents / Safety”

HOOK [0:00–0:03]

TEXT OVERLAY:

"AMMA'S BIGGEST FEAR: TRAFFIC. SYED BHAI'S ANSWER: THIS. "

VISUAL: Mother’s worried face. Then cut to Aoki Flex CR with safety gear.

AUDIO: Heartbeat sound + calm resolution music

SETUP [0:03–0:15]

(CUT TO: BCH store. Mother pacing nervously. Father and kids excited.)

FATHER: “Syed Bhai... cycle finalize maadona?” *[Ready to buy]*

AMMA: “WAIT! Naanu ondu doubt kelbeku...” *[Stepping forward]*

AMMA: “Namma area nalli traffic CRAZY! Auto, bus, bike — ella speed nalli hogthare. Nanna maga safe aagirthana?!” *[Genuine fear, hand on heart]*

(Kids look at each other — “Not again, Amma...”)

SYED BHAI: “Ma’am... nimma concern 100% valid. Naanu amma feelings respect maadthini.” *[Serious, empathetic]*

STORY ARC [0:15–0:35]

SYED BHAI: “Amma... Aoki Flex CR nalli 3 SAFETY FEATURES ide — neevu control maadbahudu!” *[Walking to the cycle]*

FEATURE 1: *(Shows speed display)*

SYED BHAI: “Speed Lock — neevu max speed SET maadbahudu! 25 kmph beda... 15 kmph SET maadi!” *[Demonstrates setting]*

TEXT OVERLAY:

"SPEED LOCK: You Control Max Speed "

FEATURE 2: *(Pulls out helmet from accessory box)*

SYED BHAI: "ISI Certified Helmet — FREE with every Aoki!" *[Places on kid's head]*

TEXT OVERLAY:

"FREE HELMET: ISI Certified Protection "

FEATURE 3: *(Shows reflectors, lights)*

SYED BHAI: "Front light, rear reflectors, bell — sab FREE accessories nalli!" *[Pointing at each]*

TEXT OVERLAY:

"VISIBILITY KIT: Be Seen, Be Safe "

CLIMAX + BRAND [0:35–0:50]

AMMA: "Aadre... naanu track maadoke..."

SYED BHAI: "Ma'am! GPS tracker option ide! Phone nalli maga yellide nodbahudu!" *[Shows phone tracking option]*

(Mother's face softening)

SYED BHAI: "Amma... naavu BCH nalli cycle maari alla... SAFETY maarthivi!" *[Hand on heart]*

AMMA: "Hmm... speed 15 kmph ge lock maadbahudu..." *[Considering]*

KID 1: "Amma! 15 too slow! 20 aadru..." *[Protesting]*

AMMA: "15. Final." *[Mother voice, no negotiation]*

SYED BHAI: "Ma'am controls the speed. Deal done!" *[Handshake with mother]*

COMEDY PAYOFF + CTA [0:50–0:59]

(Father whispering to kid)

FATHER: "Maga... Amma horatu hogidaaga speed increase maadbahudu..." *[Conspiring]*

AMMA: "APPA! KELDAE!" *[Mother hearing, deadly look]*

FATHER: "Naanu... just kidding!" *[Scared, backing off]*

KID 1: “Appa... neevu yeshtu coward!” [*Shaking head*]

(*Syed Bhai laughing in background*)

END CARD:

Aoki Flex CR - Amma-Approved Safety! | Speed Lock + Free Helmet | CALL NOW

WHY THIS CONVERTS BLOCKERS

1. **SPEAKS TO MOTHER:** Specifically addresses her fears, not dismisses.
 2. **CONTROL GIVEN:** Speed lock puts HER in control = comfort.
 3. **TANGIBLE SAFETY:** Helmet, lights, reflectors = visible proof.
 4. **RELATABLE COMEDY:** Every family has this Amma-Appa dynamic.
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SCRIPT 5: “SPEED TOO FAST” → “THE SPEED LOCK DEMO”

Blocker: “25 kmph is too fast for my kid”

Attribute	Value
Format	Live Demonstration
Duration	45–55 seconds
Language	Street Kannada
Hook Type	Speed comparison visual
TG Trigger	Mother’s speed concern
Blocker Attacked	“E-cycle speed is dangerous”

HOOK [0:00–0:03]

TEXT OVERLAY:

"AMMA SAID 25 KMPH IS DANGEROUS. THEN WE SHOWED HER WALKING SPEED. "

VISUAL: Split screen — Walking vs Cycling speed comparison.

AUDIO: Speedometer beeping

SETUP [0:03–0:15]

(CUT TO: BCH store. Mother refusing.)

AMMA: “Beda! 25 kmph antha! Adu race car speed!” *[Adamant, arms crossed]*

FATHER: “Amma... 25 kmph ashtu fast alla...”

AMMA: “Ninge goththa? Naanu amma! Safety first!”

SYED BHAI: “Ma’am... ondu live demo maadona? Neevu judge maadi.” *[Challenging gently]*

STORY ARC [0:15–0:35]

(CUT TO: Outside BCH store. Open area.)

SYED BHAI: “Ma’am... first, normal walking speed nodona.”

(Amma walks normally. Syed Bhai with phone speedometer.)

SYED BHAI: “Walking speed: 5 kmph!” *[Showing phone]*

SYED BHAI: “Iga brisk walking...”

(Amma walks fast. Slightly out of breath.)

SYED BHAI: “Brisk walk: 7 kmph!”

SYED BHAI: “Iga jogging...”

(Kid 2 jogs. Normal pace.)

SYED BHAI: “Jogging: 10 kmph!”

TEXT OVERLAYS building:

"Walking: 5 kmph "

"Brisk Walk: 7 kmph "

"Jogging: 10 kmph "

"Cycling: 15-25 kmph"

SYED BHAI: “So Ma’am... Aoki 15 kmph ge lock maadidre... adu jogging speed thara!” *[Connecting the dots]*

CLIMAX + BRAND [0:35–0:48]

(Kid 1 on Aoki Flex CR. Speed locked at 15 kmph.)

SYED BHAI: “Watch — speed lock ON, max 15 kmph.”

(Kid rides. Smooth, controlled, not scary at all.)

AMMA: “Hmm... adu actually... okay ide...” *[Surprised, watching carefully]*

SYED BHAI: “Ma’am... neevu 18 kmph ge increase maadbahudu as he grows. Control NIMMADE!” *[Handing metaphorical keys]*

(Mother nods. Approving look to Father.)

COMEDY PAYOFF + CTA [0:48–0:58]

KID 1: “Amma... so I can have cycle?”

AMMA: “Ha... but...” *[Raising finger]*

AMMA: “Naanu helidaaga ONLY increase. Neevu touch maadbaardi!” *[Strict]*

KID 1: “Okay Amma!” *[Too quick agreement, suspicious smile]*

FATHER: “Syed Bhai... amma na convince maadidri... respect!” *[Saluting]*

END CARD:

Aoki Flex CR - Speed Lock = Amma's Peace of Mind | CALL NOW

SCRIPT 6: “ONLINE IS CHEAPER” → “THE SERVICE VALUE REVEAL”

Blocker: “Same cycle is cheaper online by 2,000”

Attribute	Value
Format	Reality Check Drama
Duration	50–59 seconds
Language	Street Kannada
Hook Type	Price comparison gone wrong
TG Trigger	Father checking online prices
Blocker Attacked	“Online is cheaper”

HOOK [0:00–0:03]

TEXT OVERLAY:

"ONLINE 2,000 CHEAP. BUT WATCH WHAT HAPPENED NEXT. "

VISUAL: Phone showing Amazon/Flipkart price. Then sad face emoji appearing.

AUDIO: Click sound + error buzz

SETUP [0:03–0:15]

(CUT TO: Father at BCH, checking phone.)

FATHER: “Syed Bhai... same Aoki online 54,000 ide... neenu 56,000 helthira...”
[Showing phone]

KID 1: “Appa! Online ge order maadi! 2,000 save!” *[Excited]*

SYED BHAI: “Sir... neevu right. Online cheaper irbahudu...” *[Nodding calmly]*

FATHER: “So... online thogolla?” *[About to leave]*

SYED BHAI: “Sure sir. Aadre... 3 questions kelbahudu?” *[Stopping him gently]*

STORY ARC [0:15–0:35]

SYED BHAI: “Question 1: Online cycle yaardu assemble maadthare?”

FATHER: “Umm... naanu... YouTube nalli nodthini...” *[Uncertain]*

SYED BHAI: “Electric cycle sir. Motor, battery, controller, wiring... YouTube ge possible na?” *[Raising eyebrow]*

(Father’s confidence drops)

SYED BHAI: “Question 2: First service yaaru maadthare?”

FATHER: “Local mechanic...”

SYED BHAI: “Sir... electric cycle mechanic? Bangalore nalli eshtu idare?”
[Rhetorical]

(Father looking at Amma)

SYED BHAI: “Question 3: Warranty claim ge yelli hogthira?”

FATHER: “Umm... company ge... email...”

SYED BHAI: “Sir... Ola electric scooter service experience goththa? 3 months waiting!” *[The killer blow]*

(Father’s face: realization)

CLIMAX + BRAND [0:35–0:50]

SYED BHAI: “Sir... BCH nalli 2,000 extra ge enu siguthe...” *[Counting on fingers]*

TEXT OVERLAYS:

" Expert Assembly (2,000 value)"
" Test Ride Before Buy"
" 15 FREE Accessories (5,000 value)"
" Service Center: 20 Mins Away"
" 2-Day Repair Guarantee"
" 25 Years Trust"

SYED BHAI: “Total value: 10,000+. Extra cost: 2,000. Net saving: 8,000!”
[Mic drop moment]

FATHER: “When you put it that way...” *[Convinced, putting phone away]*

COMEDY PAYOFF + CTA [0:50–0:59]

KID 2: “Appa... so BCH na online na?”

FATHER: “BCH obviously!”

KID 1: “But Appa... you said online is smarter...” *[Teasing]*

FATHER: “That was OLD Appa. NEW Appa is smart!” *[Laughing at himself]*

SYED BHAI: “Sir... NEW Appa makes GOOD decisions!” *[Patting back]*

END CARD:

Aoki Flex CR @ BCH - 2,000 Extra, 10,000 Value! | Service You Can Trust | CALL NOW

SCRIPT 7: “GRANDPARENTS DON’T APPROVE” → “AJJI’S FIRST RIDE”

Blocker: “Ajji/Thatha don’t understand e-cycles, they’re blocking purchase”

Attribute	Value
Format	Wholesome Generational Comedy
Duration	55–60 seconds
Language	Street Kannada
Hook Type	Age shock + curiosity

Attribute	Value
TG Trigger	Joint families (45%) + Grandparent blockers
Blocker Attacked	“Grandparents don’t approve / don’t understand”

HOOK [0:00–0:03]

TEXT OVERLAY:

"AJJI SAID 'ELECTRIC CYCLE BEDA!' THEN SHE SAT ON ONE. "

VISUAL: Elderly woman (Ajji) looking suspicious at e-cycle. Arms crossed.

AUDIO: Traditional music morphing to modern beat

SETUP [0:03–0:15]

(CUT TO: Family entering BCH — Father, Amma, 2 Kids, and AJJI)

FATHER: “Syed Bhai... namma maga ge cycle beku... aadre...” *[Looking back at Ajji nervously]*

AJJI: “Electric-gelectric enu beda! Namma kaaldalli normal cycle odisthidvi! Adu REAL cycling!” *[Stubborn, shaking head]*

KID 1: “Ajji please...” *[Puppy eyes]*

AJJI: “Current cycle ha? Current shock aadre?!” *[Worried about electricity]*

SYED BHAI: “Ajji... shock aagalla! But neevu ondu sari mele kuthkollri... nodi comfortable aaguththa antha...” *[Gentle challenge]*

STORY ARC [0:15–0:40]

(Everyone freezes. Did Syed Bhai just challenge Ajji?)

AJJI: “Naanu... cycle mele...?” *[Surprised]*

SYED BHAI: “Ajji... neevu try maadidre maga ge permission kodthira?” *[Negotiating]*

AJJI: “Hmm... sari. Nodona enu ide antha.” *[Accepting challenge]*

(THE BIG MOMENT: Ajji slowly sits on Aoki Flex CR. Staff holding it steady. Everyone nervous.)

SYED BHAI: “Ajjì... ee button nodri... nimma thumb ide... mella press maadi...” *[Guiding her hand to throttle]*

(Ajjì’s wrinkled thumb on throttle. She presses GENTLY. Cycle moves smoothly.)

AJJI: “AYYOO! Thaane hoguththe! Naanu pedal maadilla!” *[Shock + Delight mixed]*

(Family erupts! Clapping, laughing, recording on phones.)

(Ajjì goes a bit further. Actually enjoying it. Smiling wide.)

AJJI: “Idu... idu chennaagide! Market ge hogbahudu! Basket haakbahudu!” *[Practical Ajjì brain kicks in]*

CLIMAX + BRAND [0:40–0:52]

(Ajjì gets off. Turns to grandson.)

AJJI: “Maga... neenu thogo... AADRE...” *[Pointing finger]*

AJJI: “Nangondu beku! Market ge hogakke!” *[Dead serious]*

(Everyone’s jaw drops. Then laughter.)

SYED BHAI: “Ajjì! Nimage comfort model ide — big seat, low step-through, basket ready!” *[Showing another model]*

FATHER: “Syed Bhai... 2 cycles billing maadi...” *[Resigned to fate]*

COMEDY PAYOFF + CTA [0:52–0:60]

(Ajjì and Kid both on separate cycles in parking)

AJJI: “MELLAKKE! SAFETY FIRST!” *[Shouting at speeding kid]*

KID 1: “Ajjì! Neevu inda fast hogthira!” *[Ajjì actually going faster than expected]*

(Ajjì doing a slight drift. Everyone shocked.)

AJJI: “Naanu 1960s nalli champion cyclist! Ninage gothilla!” *[Hidden past revealed]*

(FREEZE FRAME on Ajjì’s proud face)

END CARD:

Aoki Flex CR - Ajjì-Approved! Age 3 to 83! | 15 FREE Accessories | CALL NOW

WHY THIS CONVERTS BLOCKERS

1. **JOINT FAMILY SOLUTION:** 45% have grandparent input — this addresses it.
2. **CONVERTS BLOCKER TO BUYER:** Ajji becomes customer herself!
3. **WHOLESONE + VIRAL:** Elderly on e-cycle = share-worthy content.
4. **OPENS GREY SEGMENT:** Plants seed for senior purchases.

SCRIPT 8: “BATTERY WILL FAIL (OLA FEAR)” → “25 YEAR TRUST”

Blocker: “Electric parts fail, like Ola scooters”

Attribute	Value
Format	Trust-Building Story
Duration	50–59 seconds
Language	Street Kannada
Hook Type	Ola nightmare → BCH solution
TG Trigger	Ola Electric fear = real concern
Blocker Attacked	“Battery/Electric will fail”

HOOK [0:00–0:03]

TEXT OVERLAY:

"CUSTOMER: 'OLA SERVICE 3 MONTHS AAYTHU!' MY ANSWER: "

VISUAL: Customer frustrated face. Then Syed Bhai calm face.

AUDIO: Frustration sound → confident music

SETUP [0:03–0:15]

(CUT TO: Father at BCH, hesitant.)

FATHER: “Syed Bhai... naanu Ola Electric scooter experience keldini... service ge 3 months... parts ge 6 months... scared aagiddini!” *[Genuine fear]*

AMMA: “Ha... namma friend Ola thogondru... iga dust aagide! No support!”

SYED BHAI: “Sir Ma’am... nimma fear 100% valid. Ola ne bejaan problems ide.” *[Nodding, not defending]*

FATHER: “So... e-cycle nu same problem aagutha?”

STORY ARC [0:15–0:38]

SYED BHAI: “Sir... Ola ge BCH ge difference helthini...” *[Standing up]*

COMPARISON 1: SYED BHAI: “Ola: Venture capital funding... BCH: 25 years own money.”

TEXT: “OLA: 5 years old | BCH: 25 years old”

COMPARISON 2: SYED BHAI: “Ola: Call center somewhere... BCH: Naanu Syed Bhai, personally available!”

TEXT: “OLA: Anonymous support | BCH: Owner’s number direct”

COMPARISON 3: SYED BHAI: “Ola: Nearest service 10 km... BCH: Yelahanka store + home pickup!”

TEXT: “OLA: Service center far | BCH: We come to YOU”

(Syed Bhai pulls out his phone)

SYED BHAI: “Sir... ee number nodri... nanna personal WhatsApp. Problem aadre... NAANU respond maadthini. Not some call center!” *[Showing screen]*

CLIMAX + BRAND [0:38–0:52]

FATHER: “Aadre... battery fail aadre?”

SYED BHAI: “Sir... Aoki battery: 800+ charge cycles. Average use: 5 years minimum. Plus 2 year warranty. Fail aadre? We replace, not repair!” *[Confident]*

TEXT OVERLAYS:

"Battery: 2-Year Warranty"

"Motor: 1-Year Warranty"

"Controller: 1-Year Warranty"

"BCH Support: LIFETIME"

SYED BHAI: “Sir... 25 years nalli naavu Yelahanka bitta hogilla. Ola 25 years alli irutha? Doubt.” *[Hard truth]*

(Father looks at Amma. She nods.)

COMEDY PAYOFF + CTA [0:52–0:59]

FATHER: “Syed Bhai... convince aagiddini... one question...”

SYED BHAI: “Heli sir!”

FATHER: “Neevu retire aadmele yaaru support kodthare?” *[Cheeky]*

SYED BHAI: “Sir! Naanu retire aagalla! Cycling is life! 80 years aadrinu illi irthini!” *[Passionate]*

KID 2: “Syed Bhai Ajji age aadrinu cycle maarthira?” *[Innocent question]*

SYED BHAI: “Tab nanna maga maarthane... family business!” *[Pointing at staff member]*

END CARD:

Aoki Flex CR - 25 Years Trust, Not 25 Months! | Personal Support Guaranteed | CALL NOW

SCRIPT 9: “EMI NOT APPROVED” → “THE 999 REALITY”

Blocker: “My income is low, EMI won’t be approved”

Attribute	Value
Format	Emotional Underdog Story
Duration	55–60 seconds
Language	Street Kannada
Hook Type	Sacrifice + emotional punch
TG Trigger	30% don’t qualify for EMI (major revenue leak)
Blocker Attacked	“EMI won’t be approved / Can’t afford”

HOOK [0:00–0:03]

TEXT OVERLAY:

"AUTO DRIVER BOUGHT 56,000 CYCLE FOR HIS SON. HOW? "

VISUAL: Working hands counting crumpled notes. Close-up, raw, emotional.

AUDIO: Soft emotional music

SETUP [0:03–0:15]

(CUT TO: Father in simple clothes at BCH. Kid looking at Aoki Flex CR longingly.)

FATHER: “Syed Bhai... nanna maga idanna 6 months inda kelpthiddane...”
[Humble, soft voice]

SYED BHAI: “Sir... yaake tarda bartiddira?”

FATHER: “Sir... naanu auto driver... salary 18,000... EMI approve aagalla antha bank heltu...” *[Looking down, embarrassed]*

(Syed Bhai’s face changes. Empathy.)

STORY ARC [0:15–0:38]

SYED BHAI: “Sir... EMI option ondu maatra alla...” *[Standing up, walking to father]*

OPTION 1: SYED BHAI: “No-cost EMI ide — 999/month, 0% interest, 3-month salary slip beda!”

TEXT: “Option 1: No-Cost EMI 999/month”

OPTION 2: SYED BHAI: “Down payment + balance — 20,000 iga, remaining later...”

TEXT: “Option 2: Flexible Down Payment”

OPTION 3: SYED BHAI: “Entry-level e-cycle — 35,000 range, same quality, smaller battery...”

TEXT: “Option 3: Budget Models Available”

FATHER: “Syed Bhai... naanu eshtu save maadiddini...” *[Opens wallet, counts notes — 25,000 visible]*

SYED BHAI: “Sir... 25,000 down, 31,000 balance... 2,500/month... 12 months... done!” *[Calculating quickly]*

CLIMAX + BRAND [0:38–0:52]

FATHER: “Syed Bhai... maga ge cycle siguthe na?” *[Hopeful, vulnerable]*

SYED BHAI: “Sir... neevu 6 months maga ge cycle kodakke kaadidri... naanu 6 MINUTES alli process maadthini!” *[High energy, committed]*

(QUICK CUTS: Paperwork done. Kid sitting on Aoki for first time. Throttle moment. Kid’s face: PURE JOY.)

(Father watching, teary-eyed but smiling.)

FATHER: “Naanu chikkvaaga cycle kanalla... nanna maga ge kodthiddini...”
[Emotional, to camera]

COMEDY PAYOFF + CTA [0:52–0:60]

(Kid rides in parking. Almost bumps into Syed Bhai. Syed Bhai jumps back.)

SYED BHAI: “Arey maga! Slow! Inna EMI start aagilla!” *[Dramatic dodge]*

(Everyone laughs. Father’s arm around Syed Bhai.)

FATHER: “Syed Bhai... neevu help maadidri... naanu lifetime BCH customer!”

SYED BHAI: “Sir... next time friend karakondru banni... referral discount kodthini!” *[Business brain never stops]*

END CARD:

Aoki Flex CR - EMI From 999 | Every Kid Deserves a Cycle | CALL NOW

WHY THIS CONVERTS BLOCKERS

1. **30% REVENUE LEAK:** Directly addresses EMI rejection problem.
 2. **MULTIPLE OPTIONS:** Not just one solution — three paths to purchase.
 3. **EMOTIONAL POWER:** Auto driver story = shareable, relatable, tear-worthy.
 4. **POSITIONS BCH AS HELPER:** Not just seller — problem solver.
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SCRIPT 10: “JUST A TOY/DISTRACTION” → “THE TRANSFORMATION PROOF”

Blocker: “It’s just a temporary distraction, like other toys”

Attribute	Value
Format	Before-After Transformation
Duration	55–60 seconds
Language	Street Kannada
Hook Type	Skeptic → Believer journey
TG Trigger	Parents know toys get abandoned
Blocker Attacked	“Temporary distraction / Just a toy”

HOOK [0:00–0:03]

TEXT OVERLAY:

"'IT'S JUST A TOY' - APPA 1 YEAR AGO. TODAY? WATCH. "

VISUAL: Split screen — Father saying “no” vs Father smiling now.

AUDIO: Time-lapse whoosh sound

SETUP [0:03–0:15]

(CUT TO: Text “1 YEAR AGO”)

(Father at BCH, refusing.)

FATHER (1 year ago): “Syed Bhai... idu waste. PlayStation thogonde dust aagide. Laptop dust aagide. Cycle nu same aaguthe!” *[Dismissive, walking away]*

KID (1 year ago): “Appa please...” *[Sad face]*

FATHER: “Beda! Toys beda, distractions beda!” *[Leaving store]*

(Syed Bhai looking disappointed)

STORY ARC [0:15–0:40]

(TEXT: “6 MONTHS LATER”)

(Father walks back into BCH. Different energy.)

FATHER: “Syed Bhai... remember me?”

SYED BHAI: “Ha sir! Neevu ‘just a toy’ heldri...” *[Remembering]*

FATHER: “Syed Bhai... nanna maga friend mane ge hogthidda... avna friend ge Aoki ide...” *[Building story]*

(FLASHBACK: Kid visiting friend. Friend has Aoki. They ride together. Kid comes home different.)

FATHER: “6 months inda maga na nodi... friend cycle mele everyday hogthane... school ge, tuition ge, cricket ge... EVERYTHING cycle mele!”

(FLASHBACK: Friend riding everywhere. Kid watching, inspired.)

FATHER: “Maga change aagide... phone use kammi aagide... outside hogthane... healthy aagiddane... because of that CYCLE!” *[Pointing emphatically]*

CLIMAX + BRAND [0:40–0:52]

SYED BHAI: “So sir... iga?”

FATHER: “Nanna maga ge beku. Same change beku!” *[Determined]*

SYED BHAI: “Sir... happy to hear! Aadre... remember ‘just a toy’?” *[Gentle tease]*

FATHER: “Syed Bhai... naanu wrong aagidde. Cycle is NOT a toy. Cycle is a TOOL. Tool for health, independence, and happiness!” *[Converted believer]*

(PRODUCT SHOT: Aoki Flex CR)

(Kid 1 sits on it. Same throttle moment. Same joy.)

TEXT OVERLAY:

"NOT A TOY. A TRANSFORMATION TOOL."

COMEDY PAYOFF + CTA [0:52–0:60]

SYED BHAI: “Sir... neevu 1 year late bandri... price 5,000 increase aagide...” *[Casual bomb]*

FATHER: “WHAT?!” *[Shocked]*

SYED BHAI: “Just kidding sir! Same price! Plus 15 FREE accessories!” *[Laughing]*

FATHER: “Syed Bhai... heart attack kodbaardi!” *[Relieved, laughing]*

KID 1: “Appa... iga neevu ‘just a toy’ helalla right?” *[Cheeky]*

FATHER: “Never again!” *[Hugging kid]*

END CARD:

Aoki Flex CR - Not a Toy. A Transformation. | 15 FREE Accessories | CALL NOW

WHY THIS CONVERTS BLOCKERS

1. **SKEPTIC → BELIEVER:** Relatable journey for hesitant parents.
 2. **SOCIAL PROOF:** Friend’s transformation = convincing evidence.
 3. **REFRAMES PRODUCT:** From “toy” to “tool” — changes perception.
 4. **TIME URGENCY:** Subtle “don’t wait like this father” message.
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SHOOTING PRIORITY ORDER

Priority	Script	Blocker	Why First
1	Script 2: “Too Expensive”	Price	Fathers’ #1 concern, math is compelling
2	Script 4: “Traffic Safety”	Safety	Mothers’ #1 concern, addresses directly
3	Script 1: “Servicing Pain”	Service	#1 objection at counter
4	Script 7: “Ajji’s Ride”	Grandparents	45% joint families, viral potential
5	Script 3: “3 Month Drop”	Usage	Radical honesty = trust building
6	Script 6: “Online Cheaper”	Price	Common objection, strong counter
7	Script 9: “EMI Rejected”	Finance	30% revenue leak, emotional story
8	Script 8: “Ola Fear”	Trust	Timely fear, builds BCH credibility
9	Script 10: “Just a Toy”	Value	Transformation content
10	Script 5: “Speed Demo”	Safety	Quick to shoot, supports Script 4

QUICK REFERENCE: BLOCKER → SOLUTION

Blocker	Solution in Script	Key Line
Servicing far	Home pickup, 2-day TAT	“WhatsApp maadi, naavu van kaLthivi”
Too expensive	EMI < Auto fare	“ 999 EMI vs 2,500 auto = 1,500 save!”

Blocker	Solution in Script	Key Line
Won't use	21-day routine system	"Routine alli set maadi = habit aaguthe"
Traffic unsafe	Speed lock + helmet	"Neevu speed control maadbahudu!"
Speed too fast	Live speed comparison	"15 kmph = jogging speed"
Online cheaper	Service value math	" 2,000 extra = 10,000 value"
Grandparents	Let them try it	"Ajjii ride maadidre approve maadthare!"
Ola fear	25 years trust	"Ola 5 years, BCH 25 years"
EMI rejected	Multiple payment options	"No-cost EMI / Down payment / Budget model"
Just a toy	Transformation proof	"Tool, not toy — health, independence, happiness"

END OF DOCUMENT

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