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VO: “Boss aik tawakebab, reshmi butter  
*masala, murg palao aur...*









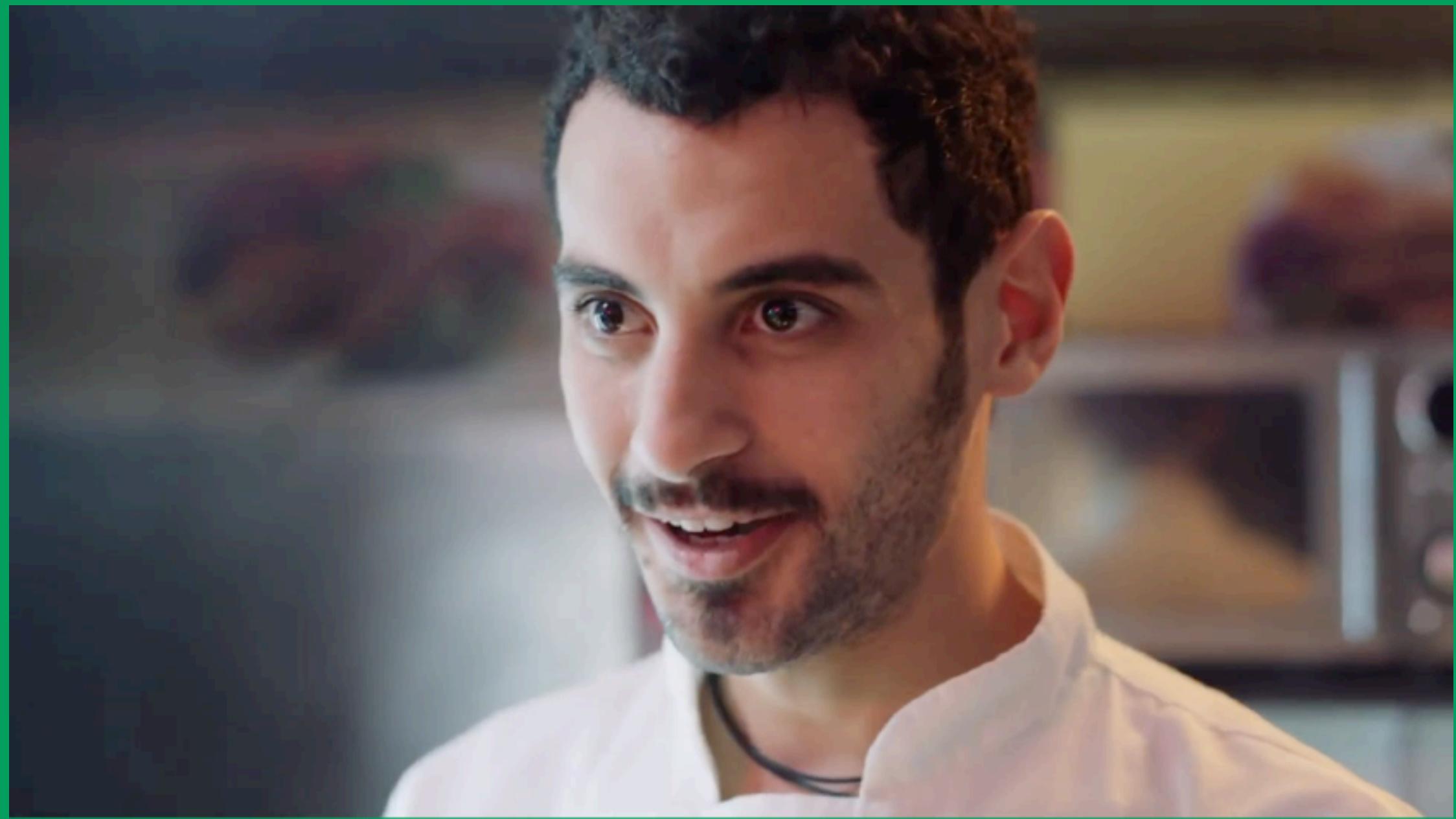






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This "ssss" sound is treated as an expressive equivalent to hand signs. Just as we use hand gestures to convey meaning when words fail, the "ssss" sound takes center stage, symbolizing the refreshing essence of 7up. The way the guy speaks, integrating the "ssss" sound, makes it come across as if the sound itself is synonymous with 7up. His speech seamlessly incorporates the "ssss" sound, highlighting its association with the refreshing drink.

....ssssss!"

