



The TVC opens with three young friends sitting at a lively dhaba food place, the ambiance buzzing with energy. A waiter approaches their table to take their order. The boys exchange knowing smiles, and one of them confidently says, "Boss, we'll have one tawa kebab, reshmi butter masala, murg palao, aur..."



VO: “Boss aik tawa kebab, reshmi butter  
masala, murg palao aur...

While the waiter is jotting down their order, a distinctive "ssss" sound emanates from the kitchen, hinting at the various delicious foods being prepared. The sizzling symphony adds to the vibrant atmosphere of the dhaba.