

**Rakshabandhan Special**

Ad script

Property of  
Nilesh Kumar

19 July 2025 18:27pm

#as-025

Nilesh Kumar  
+91 95081-20493  
[samaadhaan97@gmail.com](mailto:samaadhaan97@gmail.com)

## **SCENE 1**

**Location: Busy Urban Road - Evening**

Camera opens with slow ambient traffic sound in a dense traffic zone in Bengaluru. Inside a high-end car, a corporate girl in formal dress is zoned out, scrolling Instagram stories. Stories show people celebrating Raksha Bandhan.

Suddenly, a loud honk snaps her back to reality.

She leans out of the car window, irritated, observing the congested road with louder traffic noise. The camera quickly pulls back from her car, tracking backwards all the way to a nearby intersection.

At the intersection, a lady traffic police officer is actively managing traffic. Suddenly, an auto rams into her. The auto horn merges with an **alarm clock** sound.

## **SCENE 2**

(Location: Luxurious Apartment - Morning)

The same corporate girl is ready in her formal outfit with an ID card and wristwatch. She's tying her tie while waking up her brother.

**Corporate Girl:**

Bhai uth naa mujhe late ho raha hai, aa naa rakhi bahand du!

**Brother (groggy):**

Yaar thodi der sone de naa, please. Kal raat party mein late ho gaya tha.

**Corporate Girl:**

Maa dekh naa, utha naa bhai ko.

**Mumma (off-screen):**

Are sone de naa, bhai ko thaka hua hoga.

**Corporate Girl:**

Chal bhai tu so hi le... chal mai jaa rahi hu. Shaam ko gift ready rakhna, aa kar bahandti hu rakhi.

### **SCENE 3**

**Location: City Road**

A boy is speeding on a bike while talking on the phone.

**Boy (on call):**

Haan didi, mai bas nikal hi gaya hu... thodi der mein waha pahuchta hi  
hu...

Just then, another bike comes from the front and honks. Simultaneously, a third bike from the left hits him.

Lady traffic police from Scene 1 runs in, checks his injury and immediately calls 108.

Cut to: A lady doctor rushes in, kneels to examine the injured boy, finds a head injury, and gestures to get a stretcher.

Two lady nurses assist, and the injured boy is stretchered into the ambulance. The doctor also gets in and shuts the door.

Meanwhile, the crowd rushes toward the biker who caused the accident and starts beating him.

Suddenly, the biker shouts: "**Behan... Raksha kar!**" and raises his **right arm adorned with many Rakhi threads**.

A lady police officer arrives, **grabs his hand** and shouts: "**Ruk jao saare!**"

The crowd disperses. She signals him to get in the police jeep and takes the front seat herself.

### **SCENE 4**

**Location: Police Station**

The injured biker is escorted inside the police station by male officers. The lady officer from the previous scene walks in behind (back-shot).

Cut to: She reaches her desk, looks to the other side and offers a fake smile.

A group of girls in traditional dresses walk in and start tying Rakhi to the male police officers.

**Time-lapse Sequence:**

- Girls tie Rakhi to male police officers inside the station. The lady police officer fake-smiles.
- Girls tie Rakhi to male doctors in a hospital. The female doctor from Scene 3 fake-smiles.
- Girls tie Rakhi to male conductors and drivers at a bus stand. The female conductor observes with a fake smile.

**SCENE 5**

Sudden loud sound ends the montage. The camera rushes into a close-up of a bus driver.

A delivery girl taps his shoulder.

**Delivery Girl:**

Sir, aapka order.

**Driver:**

Ooh thanks!

He moves toward the female conductor, but fast backward tracking begins.

The female conductor morphs into the lady police officer.

The camera rotates to her front. Now the police station setup is back.

A male police officer hands her the parcel, opens it and says:

**Male police Officer:**

Maam... ahhhaha didi aap hume Rakhi nahi bandhiyega?

She cry-smiles.

The camera rotates to her back, now revealing a hospital.

The female doctor is tying Rakhi to the male doctor from Scene 3.

The camera zooms on the parcel in the doctor's hand.

Parcel is with the bus conductor.

Zoom out: The conductor runs to the delivery girl calling out:

**Conductor:**

Didi, aapne bhai ko Rakhi baandhte hue kaha jaa rahi ho!

**ENDING**

The frame blurs lightly.

**Company Logo Rolls Out**

In background: The delivery girl is tying Rakhi to the conductor.

**Sound Effect/VO:** "Get an extra 60% offer on Rakhi this Rakshabandhan."

--- CREDIT ROLL --

Rakshabandhan Special

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A Sister's Day Film by Q-Commerce -

Ad script

Duration: ~90 seconds

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**SCENE 1 EXT. CORPORATE OFFICE - NIGHT**

A tall glass office building. Most lights are off. The city behind it hums with quiet energy.

A lone woman, **RHEA (27)**, steps out. She's dressed in corporate formals, holding a laptop bag. She checks her phone, sighs, and starts walking.

**SFX:** Her heels click on the pavement. Mild traffic hum.

**SCENE 2 EXT. MAIN ROAD / FOOTPATH - CONTINUOUS**

Rhea walks briskly along the footpath. The road beside her is partially lit by streetlamps. A few vehicles pass occasionally.

She adjusts her sling bag on her shoulder, alert but composed.

**SCENE 3 EXT. DESERTED STREET - MINUTES LATER**

She now approaches a quiet, poorly lit street stretch. No people in sight.

Suddenly—

**VRROOOM!**

**Two bikers** enter the frame from behind, revving loud. They circle around her, honking, whistling.

**BIKER 1 (mocking)**

O madam, late night walk, haan?

**BIKER 2**

Thoda smile toh do!

Rhea stops in her tracks, clutching her bag tightly. Fear creeps into her eyes. She looks around. Empty.

Suddenly—

**VRRAAAAMM!**

A third bike – sleek, black, and FAST – **cuts between the bikers and Rhea**.

**A Q-Commerce DELIVERY RIDER (28)**, with a solid build, black helmet, and intense body language, brings his bike to a near-stop beside her. His delivery bag is slung securely behind him.

**SCENE 4 EXT. SAME STREET - CONTINUOUS**

The delivery rider doesn't say a word. He just stares at the bikers, calm but deadly serious. Slowly removes his helmet – reveals a strong face, jaw clenched.

His bouncer-like presence unsettles them.

**BIKER 1 (murmuring)**

Chal be, chhod...

The bikers exchange looks – then quickly U-turn and speed off. The rider watches till they vanish.

Rhea looks at him – unsure if she should be thankful or scared.

**SCENE 5 EXT. STREET END - MOMENTS LATER**

The Q-Commerce delivery rider is now riding behind her at a safe distance. He speaks in a calm but deep tone.

**DELIVERY RIDER**

Ma'am... ghar chhod doon?

Rhea is startled. His voice is firm and bold. She panics and walks faster. He slows down – says nothing more.

**SCENE 6 EXT. APARTMENT GATE - A FEW MINUTES LATER**

Rhea reaches a gated colony. She runs up and rings the doorbell rapidly.

**RHEA**

Bhaiya! Bhaiya!

From a distance, the Q-Commerce rider watches silently, parked across the street.

**SCENE 7 INT. APARTMENT DOOR / EXT. GATE - CONTINUOUS**

Rhea's BROTHER (30s) opens the door with a surprised look.

**BROTHER**

Arey... aa gayi? Itna late!?

She says nothing – just hugs him tightly. Behind them, the Q-Commerce rider approaches quietly, now holding a small Q-Commerce packet in hand.

**DELIVERY RIDER (softly)**

Sir... aapka order.

**BROTHER (cheerfully)**

Lo aa gaye bhaiya! Didi, dekho – aapki Raksha Bandhan gift!

He takes the packet from the delivery boy and hands it to her.

**SCENE 8 EXT. APARTMENT - MOMENTS LATER**

The Q-Commerce boy turns, walking back to his bike.

**DELIVERY RIDER (O.S.)**

Happy Raksha Bandhan.

Rhea and her brother pause. She turns around slowly. The rider walks back – now holding a small, neatly packed box.

**DELIVERY RIDER (softly, emotional)**

Didi... hum Bihar se hain.

Iss saal raksha bandhan pe ghar nahi jaa paye.

Behen ne rakhi courier kiya hai...

(a beat)

Aap baandh dengi Kya?

He reaches into his pocket, takes out a small Rakhi. Rhea is stunned. Her eyes welled up. She walks to him... and slowly ties the Rakhi on his wrist.

They both look at each other – no words exchanged. She smiles softly through tears.

**FADE TO BLACK**

**TEXT ON SCREEN:**

"Q-Commerce WISHES YOU A SAFE AND STRONG SISTER'S DAY."

**LOGO: Q-Commerce**

--- CREDIT ROLL --

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