

**DUREX - CHOSEN**

Ads Script - Retro Bollywood Serial-Themed TVC  
(English Version)

Duration: ~40-45 seconds

Property of  
Nilesh Kumar

18 December 2025 18:27pm

#as-056

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### **SCENE 1 – OPENING MONTAGE (FLASHBACKS)**

**VISUAL STYLE:** Black-and-white. Grainy texture. Slight film flickers. High-contrast lighting. Over-dramatic framing.

**CAMERA / EDIT:** Rapid intercuts. No smooth transitions – sharp emotional cuts.

#### **SHOTS:**

- A crying baby near a temple bell (bell rings loudly)
- A baby wrapped in cloth near a roadside gutter
- A small basket with a baby beside a dustbin

**SFX:** Temple bell clang. Wind. Distant traffic.

**NARRATOR** (deep, dramatic, authoritative):

“Kismat... kab, kahan... aur kaise likhi jaati hai... koi nahi jaanta.”

**CUT TO –**

### **SCENE 2 – PRESENT DAY: SCHOOL CORRIDOR**

**VISUAL STYLE:** Colour returns, but lighting remains soap-opera flat and theatrical. Slow ceiling fans. Long corridor. Echoing footsteps.

**MUSIC:** Background score drops into a low, tense drone.

**CAMERA:** Medium-wide shot – students forming a loose circle around one boy.

**DIALOGUE (OVERLAPPING, MOCKING):**

**Student 1** (loud):

“Tu toh mandir ke bahar mila tha na?”

**Student 2** (laughing):

“Nahi re... gutter se uthaya gaya tha!”

**Student 3** (smirking):

“Asli maa-baap ka toh hai hi nahi.”

**CAMERA:** Cut to the boy's face – head lowered. Silence.

**MUSIC:** Sudden dramatic pause.

### **SCENE 3 – THE TURNAROUND**

**CAMERA:** Ultra-slow zoom-in on the boy's face. A soft breeze moves his hair unrealistically.

The boy slowly lifts his head.

**BOY** (calm, controlled, firm):

"Haan Shayad... " (Beat) "At least I was *chosen*."

Students freeze.

**BOY** (steady, confident):

"Kuch bachche galti ke natize hote hain." (Beat) "Main...  
soch-samajh ke liya gaya faisla tha."

**MUSIC:** Emotional swell begins.

**SCENE 4 – EXIT SHOT**

**CAMERA:** Slow-motion wide shot.

The boy walks away confidently. Students look down – ashamed, speechless. FREEZE FRAME on the boy mid-walk.

Music sustains.

**SCENE 5 – BRAND & MESSAGE REVEAL**

**VISUAL:** Screen fades to black.

**TEXT** (center screen, bold, slow reveal):

"Unplanned things create rumours." (Beat) "Planned things create confidence."

**MUSIC:** Soft resolution note.

Cut to Durex pack.

**LOGO: DUREX**

**SUPER:** Plan it.

**FADE OUT.**

**DUREX - ONE NIGHT**

Ads Script - Durex X Panchayat(TVF)

(English Version)

Duration: ~45-60 seconds

Property of

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**SCENE 1 – LOCATION: BANRAKASH'S HOUSE, BIHAR VILLAGE – NIGHT**

A small, mud-plastered room. Cracked walls. A wooden bed (charpai-style). Only mobile screen light illuminates the room. Old wooden kewad (door) creaks.

**MUSIC:** Very low ambient hum. Crickets outside. Distant dog barking.

Banrakash (40s, village sarpanch + tent house owner) lies on the bed, phone propped against a steel glass. Panchayat web series playing. Light from the phone dances on his face.

The kewad opens slowly – krrrrr sound. Kranti Devi (wife) enters, wiping her hands on her pallu – tired, done with the day. Banrakash doesn't turn fully. Recognises her by sound.

**Banrakash** (grinning):

"Aa gayi...? Dekh li ho na... dono badi wali betiyan so gayi hain na...?" (beat, playful) "Aao na... aaj toh saal-girah bhi hai... kuch karte hain..."

**SFX:** Suddenly – soft crying. The camera tilts down.

Beside Banrakash lies Pintu (2 yrs) – starts crying loudly. Close-up on Kranti Devi's face – irritation, exhaustion. She snaps.

**Kranti Devi** (sarcastic, sharp):

"Bahut mann tha na ek ladka karne ka...? Lo... sambhalo ab raat bhar isi ko."

She grabs a pillow and chadar, moves to the other side of the bed.

**CUT TO –**

**SCENE 2 – RAPID INTERCUT MONTAGE (DAY TIME STRUGGLES)**

**EDIT STYLE:** Sharp cuts. No smooth transitions. Emotional jump-cuts.

**SHOT 1 – KITCHEN (DAY)**

Mud chulha. Smoke. Kranti Devi cooking. Chintu (son, maybe 6 yrs) runs in.

**Chintu:**

"Maiyya... bhukh lagal hai... humko bhi roti chahiye..."

**SHOT 2 – DINING TABLE**

Banrakash eating with two daughters. Both daughters together:

**Daughters (chorus):**

"Papa... school ki fees."

**SHOT 3 – LOW ANGLE**

Camera dips lower. Pintu, looking up innocently.

**Pintu:**

"Papa... mujhe bhi school jaana hai."

Music dips.

**SCENE 3 – LOCATION: SMALL TOWN MARKET / MALL – DAY**

Budget mall. Loud posters. Plastic banners.

A board reads: "BUY ONE GET ONE FREE"

Kranti Devi lights up seeing the offer. She hurriedly picks two dresses – hands them to one big daughter, one small daughter.

Then – she pauses. Camera racks focus on Pintu, standing empty-handed. Kranti Devi sighs.

**SCENE 4 – LOCATION: VILLAGE MELA – EVENING**

Mela. Jhula. Loud harmonium music. Crowd noise. Kranti Devi stands with two daughters. Banrakash holds Pintu in his arms. They approach the swing.

**Jhulewala casually:**

"Sir... kewal chaar hi allowed hai."

Silence. All eyes slowly turn towards Pintu. Sudden high comic beat.

**SFX / CHANT (IN DAUGHTERS' VOICE):** "Pintu to bawaseer... Pintu to bawaseer..."

**SCENE 5 – MEMORY / SATIRE SHOT, LOCATION: PANCHAYAT WALL – DAY**

Sachiv ji supervises a painter writing a slogan:

**TEXT ON WALL:** "Do bacche hai meetha kheer, usse zyada bawaseer."

Banrakash enters holding Pintu, daughters beside him. He reads the line. Explodes.

**Banrakash** (offended):

"Ee ka likh rahe ho Sachiv ji!? Do bacche hai meetha kheer... usse zyada bawaseer...! Kya matlab... mera Pintu bawaseer hai!?"

Daughters immediately start chanting again.

**Daughters** (teasing):

"Pintu to bawaseer... Pintu to bawaseer..."

**SCENE 6 – VOICE OVER + BRAND MESSAGE**

**VO** (Warm, composed, slightly amused):

"Children are blessings. But blessings... are best when they're planned." (beat) "In life, some decisions bring joy. Some bring responsibility. And some... bring very loud reminders at two a.m."  
(Small smile in voice)

"Love doesn't need more surprises. It needs better planning."

**SUPER + VO TOGETHER**

"DUREX. Because protection is not about stopping love— it's about choosing the right time for it."

**END FRAME**

**TEXT ON SCREEN:** "One night can change everything."

**DUREX LOGO**

**Fade out.**