Indigo — Auto wale ka baap bana IAS

Ad Script

Bollywood × TV News Parody × Social Comedy

(English Version)

Duration: ~65–90 seconds

Property of

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#as-070

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SCENE 1 — EXT. CITY ROAD — AFTERNOON - "THE EV RICKSHAW TRUTH"

The camera tracks an EV rickshaw entering frame. Two kids sit in front — one "driving." Adults sit casually in the back.

Suddenly— A POLICEMAN steps into frame. He raises his hand. SIREN BLIP. The rickshaw stops.

Close-up on the kids' nervous faces.

> **POLICEMAN** (stern, theatrical):
>
> "Tum dono ki umar kya hai? Aur abhi se rickshaw chalane lage?"

Kids gulp.

> **KID** (stammering):
>
> "S-sir… ab se nahi chalayege sir."

> **POLICEMAN** (serious):
>
> "Tumhare papa kahaan hain?"

> **KID** (Confident):
>
> "Papa ghar par hain, sir. Padhai kar rahe hain."

Dramatic pause. Wind blows. Music builds.

SCENE 2 — "MEDIA DHAMAAL"

Suddenly — a HIGHLY EXCITED TV REPORTER slides into frame.

> **REPORTER** (over-acting, breathless):
>
> "To dekha aapne! Ek rickshaw-wala ka baap… banne jaa raha hai IAS!"

Camera whip-pans to kids.

> **REPORTER** (more dramatic):
>
> "Ghar par baap kar raha hai padhai… aur sadak par dhoop mein beta chala raha hai rickshaw!"

He looks into the camera like it's National Crisis Day.

CUT TO:

SCENE 3 — INT. NEWS STUDIO — NIGHT - "BREAKING! SUPER BREAKING!"

Mega-animated graphics: "THE BIGGEST NEWS RIGHT NOW" Anchor leans forward.

ANCHOR (thundering):

"Aaj ki sabse badi khabar! Main repeat karta hoon— SABSE. BADI. KHABAR."

Suddenly he cuts off.

ANCHOR (interrupting):

"Aur main aapko yahin rokunga!"

He turns.

ANCHOR (shouting):

"Hello Rabish! Rabish, can you hear me!? Wahan ground par kya ho raha hai!?"

SCENE 4 - EXT. PUBLIC PARK — EARLY MORNING, WINTER FOG — "RABISH IN THE FOG"

Reporter RABISH stands with a mic. Fog everywhere.

RABISH (serious documentary tone):

"Ji haan… jaisa ki aap dekh sakte hain— thand zordaar hai."

Camera pans to random park people… wearing sweaters… reading books… WITH backpacks.

RABISH (confused, amazed):

"Yahaan kuch ajeeb ho raha hai. Jo log pehle har cheez par judgement dete the… aaj woh sab… padhai kar rahe hain!"

He points at random "uncle-types" studying.

RABISH:

"Yeh uncle! Yeh aunty! Sab wapas college jaa rahe hain!"

SCENE 5 — "NATION WANTS TO STUDY"

CUT BACK TO ANCHOR.

He slams the desk dramatically.

ANCHOR (electrified):

"Ji haan! Bade log, chhote log—sab wapas student ban rahe hain!"

He leans closer.

ANCHOR (peak drama):

"Sharma ji ke pita ji bhi! Yes ladies and gentlemen—Sharma. Ji. Ke. Pita. Ji. Have. Re-joined. College!"

Flashing banner: "BREAKING: EVERYONE IS BECOMING A STUDENT"

ANCHOR (shouting happily):

"Par kyun!? Akhir sab log student WAPAS kyun ban rahe hain!?"

SCENE 6 — "THE TRUTH IS REVEALED"

Sudden silence. He stares into the camera.

VOICEOVER (dramatic, echoing — like Aakashvani):

"Kyuki… jab Indigo de…" (Pause.)"College students ko…"(Echo swells.) "Har flight ticket par extra 25% discount…" (Beat.) "To bhala kaun student nahi banega?"

SCENE 7 — CLEAN BRAND REVEAL

VISUAL: Happy students boarding planes. Adults too — proudly flashing student ID cards

FINAL BRAND VO — ENGLISH, CLEAR, PREMIUM

VOICEOVER (warm, confident):

"IndiGo Student Discount — Get an additional 25% off on every flight ticket. If you're a student, flying gets lighter."

LOGO: IndiGo