

**Delivery Partners - Sheher Ki Dhadkan**

Ad Script - Documentary Voice

(English Version - Hindi Narration)

Duration: ~90-110 seconds

Property of

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#as-062

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**SCENE 1 Location: Cityscape - Early Morning**

**Mood:** SOFT LIGHT | QUIET START

A calm, wide skyline. Dawn spills across buildings. Roads begin to fill. The city stretches awake – slowly, gently. No rush. No noise. Just life beginning.

**NARRATION** (soft, reflective):

“Sheher ke paas ek awaaz hoti hai... kabhi dhoop jaisi... kabhi baarish jaisi... aur kabhi... bilkul khamosh.”

(Pause. Let the silence breathe.)

A faint bike engine fades in... somewhere far.

**SCENE 2 Location: City Street - Morning**

**Mood:** MOVEMENT WITHOUT FACE

A rider passes through the frame. Helmet on. Bag visible. We never see his full face – only presence. Only motion.

**NARRATION:**

“Us khamoshi mein... ek halki si bike ki awaaz sunai deti hai... aur ek muskurata sa chehra sheher se guzar jaata hai.”

CUT – soft.

**SCENE 3 Location: Chai Stall**

**Mood:** WARMTH | QUIET HUMANITY

Close-up – steaming chai poured into a kulhad. His hand lifts it. He warms his fingers. We only see hands. Not face. He keeps the kulhad back – gently. No drama.

**NARRATION:**

“Jaise yeh mitti ka kulhad... subah garam chai ke saath thodi der ka sukoon deta hai... aur phir chupchaap side par rakh diya jaata hai.”

**SCENE 4 Location: Paan Shop**

**Mood:** STREET LIFE | STILL HUMBLE

A hanging lighter flicks. Flame appears. The rider's hand enters the frame – brief, respectful.

**NARRATION:**

"Jaise paan shop ka lighter kehta hai- 'Main dhoop ho ya baarish... logon ke liye jalta rehta hoon.'" (Beat.) "Par woh... har mausam mein jalte raaston par chalata rehta hai."

**SCENE 5 Location: Roadside / Signal**

**Mood:** TIME | PATIENCE

CLOSE-UP – watch on his wrist. Time glows silently.

**NARRATION:**

"Ek ghadi bas waqt batati hai... par woh... logon ka waqt bachata hai."

CUT TO –

- A mother waiting at the door
- A student at a desk
- An elderly couple beside a lamp

No sound. Only stillness.

**SCENE 6 Location: Traffic Signal - Day**

**Mood:** CITY BREATHING

Red light. The rider waits calmly. Rain dots the helmet visor.

**NARRATION:**

"Traffic signal sochta hai – 'Main sheher ko chalata hoon.'" (Beat.) "Par woh... sheher ko jodta hai."

CUT TO –

- Grocery reaching a kitchen
- Dinner reaching a dining table
- Medicine reaching a patient
- Food reaching tired friends

**SCENE 7 Location: Market Streets - Night**

**Mood:** WHEN CITY RESTS

Shutters roll down. Neon fades. Lanes empty. The world slows.

**NARRATION:**

"Raat ko jab shutter gir jaata hai... sheher aaram kar leta hai."

CUT – The rider continues forward. Headlight cutting through darkness. Quiet. Steady.

**NARRATION:**

"Par woh... abhi bhi chal raha hota hai. Bina shor ke." "Kyuki uske liye raaste rukte nahi... bas zara dheere ho jaate hain."

**SCENE 8 Location: Empty City Corners**

**Mood:** WHAT IF?

Close-ups of still objects: Kulhad – cracked. Lighter – unlit. Signal – blinking dark.

**NARRATION:**

"Socho... agar yeh sab ruk jaaye... toh sheher dheere ho jaayega."  
(Beat.)

The camera holds.

**NARRATION (lower, honest):**

"Lekin agar woh hi ruk jaaye... toh sheher ruk sa jaayega."

**SCENE 9 Location: Homes | Hostels | Hospitals**

**Mood:** THE HUMAN IMPACT

Montage:

- Student smiles at late-night meal
- Elderly couple relaxes
- Family laughs around the table

Deliveries arrive. Peace enters with them.

**NARRATION:**

"Kyuki woh sirf cheezein nahi pahunchata... woh sukoon pahunchata hai." "Apne sapanon ko thodi der ke liye side par rakhkar... doosron ke din ko aasaan banata hai."

**SCENE 10 Location: Night Road - Wide Shot**

**Mood:** WARM PRIDE

The rider disappears into the night. Streetlights trail into soft golden bokeh.

**NARRATION – FINAL PROMISE:**

"Isliye... aaj sirf 'thank you bhaiya' nahi kehna. Kehna – 'Tumhare bina yeh sheher sheher nahi rehta.' Tumhara raasta, tumhari mehnat, tumhari thakan, tumhari muskaan... sab important hai.

Jo log sheher ka khayal rakhte hain – unka khayal rakhna sirf policy nahi... hamari zimmedaari hai. Hamara vaada hai.

Kyuki dhadkan wahi hoti hai jo sabke liye dhadakti hai. Hamare Delivery Partners. Sabse pehle. Hamesha."

**BRAND REVEAL** – QUIET. DIGNIFIED.

LOGO fades in. The score resolves softly.