

AJAY × AJAY × AJAY × AJAY

Ads Script

The Meesho Multiverse Fashion Ad

Duration: ~40-45 seconds

Property of

Nilesh Kumar

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#as-053

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SCENE 1 – EXT. EMPTY HIGHWAY – EARLY MORNING (RETRO 90s LOOK)

Warm, dusty sunrise. The highway is completely empty. Retro film grain & halation glow. Slight low-angle lens flare for 90s dramatic effect.

CAMERA: Slow dolly into the empty highway.

MUSIC CUE 1 (Retrofied Honey Singh): A 90s-style remix of “*Suno mere veero... aaj meri kahani...*” begins playing from far away, like it’s coming through a truck stereo.

A huge decorated Punjabi truck appears from the horizon, wobbling slightly but vibing with the beat. The truck gets closer...

MUSIC CUE SWITCH: Music abruptly transitions into a retro, high-pitch Bollywood drop from “*Chahe koi mujhe jungli kahe!!!*”

Just as the loud “*HAYEEEE–HEEE!!*” drop hits–

CUT TO

A wild deer sprints into the middle of the road. The truck driver SCREAMS.

BLAAAHHHH!! (Truck horn blasting repeatedly)

Tires screeching, Metal rattling. The truck swerves left → right → left ...

IMPACT MOMENT

Truck hits the divider and FLIPS SLOW MOTION (super filmy), dust cloud exploding into the air. Truck lands sideways.

Silence.

SFX: emergency brakes hiss... psssshhhhhh. Smoke rises from the bonnet.

Wide drone shot from above. The crashed truck lies diagonally across the highway. From the back of the truck, men start jumping out and running away – silhouettes only, no faces shown. They scatter into bushes and farmlands.

CAMERA SLOW ZOOM

One figure climbs down from the top of the truck, holding a rope tied to the cargo, and runs into the bushes. We still do NOT see his face.

SCENE 3 – EXT. HIGHWAY – TRUCK FRONT – CONTINUOUS

Into frame walks a very familiar man – THE MEME GUY. Sweating, panicking, pacing while shouting into a phone.

MEME GUY (on call, iconic dialogue):

“Arreeeee yaaar!!! Hello... HNNN malik... Are malik, wo thoda sa galti ho gayi... Haan haan, wo kya hai na ki... thodi si neend lag gayi thi... To gadi palat gayi, raste me thoda sa... Aur sab AJAAYEEE bhag gaye malik... sab! Sab bhag gaye!”

As he says this—

A DUPLICATE AJAY DEVGAN runs out of the truck behind him, stops, does a salute and runs off into the bushes. The meme guy freezes.

ON PHONE (angry voice):

“Arreeeee kya bak rahe ho tum???”

CUT.

SCENE 4 – EXT. RACECOURSE ARENA – DAY

SFX: BANG! (Starter pistol)

Two horses race onto the track. Crowd roaring.

MUSIC CUE 2: “DEKHO DEKHO DEKHO – WOH AA GAYA!!!”

CAMERA PUSH IN, Duplicate Ajay Devgan #2 rides BOTH HORSES standing with one foot on each – classic Ajay stunt style. The crowd loses their mind.

SCENE 5 – EXT. STADIUM STANDS – CONTINUOUS

TABU sits in the VIP audience, clapping and cheering: “Come on Ajay!!!”

ZOOM OUT – REVEAL

Behind Tabu, another duplicate Ajay Devgan is sitting casually with Rakul Preet Singh, feeding her popcorn. Rakul giggles. Ajay duplicate winks. Tabu has no idea he’s sitting behind her.

SCENE 6 – INT. COMMENTARY BOX – CONTINUOUS

Two commentators sit with mics. One of them is Duplicate Ajay Devgan #4. Beside him sits Kajol, shaking her head.

COMMENTATOR AJAY (dramatic line delivery):

"Hume to apno ne loota... Gairo me kahan dum tha... Hamare ghode waha
ruke- jaha GADHA KAM tha!!"

Kajol facepalms.

CUT.

SCENE 7 – EXT. STADIUM LED SCREEN – CONTINUOUS

The crowd gasps. On the giant LED screen–

THE ORIGINAL AJAY DEVGAN APPEARS, He is standing with the cheerleaders, doing his famous hook step in perfect rhythm. Crowd whispers intensify.

AUNTY IN CROWD (shouting):

"ITNE SAAARE AJAY!!!!"

Cameras whip to the screen again – LED SCREEN SPLITS INTO FOUR PANELS – ALL AJAYS PARALLEL

SCENE 8 – EXT. STADIUM | CROWD REACTION – CONTINUOUS

A little boy sitting next to the aunty tugs her saree and says:

BOY:

"Ye toh... Meesho ka Ajay Devgan hai!"

The crowd gasps. Murmurs spread like a wave:

Crowd whispering:

"Meesho ka Ajay?? Meesho wala Ajay Devgan?? Fashion Ajay?? Budget
Ajay??"

CUT TO BRAND VO.

VOICE OVER (crisp, modern, confident):

"Chokiye mat. Hum tight nahi – Meesho hain. Fashion – wo jo har
generation me chha jaaye. Brand – wo jo budget me aa jaaye.
Meesho. Ab har fashionable kapda – Budget me bhi. Quality me
bhi."

LOGO POPS IN – MEESHO

FADE OUT.