

DELHIVERY - Deliver the Grind

Ads Script - Human Grit / Sports Reality TVC

(English Version)

Duration: ~60-75 seconds

Property of

Nilesh Kumar

23 December 2025 18:27pm

#as-060

Nilesh Kumar

+91 95081-20493

nileshkumar29102004@gmail.com

**SCENE 1 Location: Indoor Wrestling Arena - Day - WRESTLING MAT
(CLOSE-UP, STRUGGLE)**

The match is already underway. Tight close-up – a woman wrestler lies flat on the mat. Her body is drenched in sweat. Breath heavy. Muscles trembling.

Her opponent pins her down, mounted over her chest, pushing her shoulders hard into the mat. A sharp movement – the opponent's hand slaps across her face.

The sound echoes. But we never cut wide. We stay close on the fallen wrestler's face – eyes open, steady, absorbing the hit.

NARRATION (calm, grounded):

"Zindagi har baar jeet ke shor se shuru nahi hoti. Kabhi-kabhi..."

A bead of sweat rolls into her eye. She doesn't blink.

NARRATION:

"woh mitti par gire hue, thake hue shareer se shuru hoti hai."

(Pause)

Her fingers curl slowly against the mat.

NARRATION:

"Jo log paseene mein bheeg chuke hote hain na..."

The crowd noise muffles.

NARRATION:

"woh haare hue nahi hote." (Her breath steadies.) "Woh bas... kuch pal ke liye khamosh ho jaate hain."

CUT – HARD, CONTINUOUS

**SCENE 2 Location: Small Bedroom - Night– BEDROOM TRANSITION
(REALITY CUT)**

A head jerks up suddenly. But it's not the opponent's. It's her husband. The same woman wrestler lies on a bed – sweat-soaked, exhausted.

They are mid-intimacy. Her face is blank. Focused. Elsewhere. The room is dim. A fan creaks overhead. She lies back, breathing heavily.

Her husband shifts beside her, catching his breath. He turns, softly asks –

HUSBAND:

"Kya lagta hai... iss baar hua?"

She doesn't look at him. Just a slow nod. "Yes." She turns to the other side. Closes her eyes.

NARRATION:

"Sapne ek hi raat mein nahi toot-te." (Silence.) "Woh roz thode-thode bhaari hote jaate hain."

Her husband stares at the ceiling.

NARRATION:

"Itne bhaari... ki ek din haath unhe sambhaal nahi paate." (Silence. The fan keeps turning.) "Par hausle ka bojh alag hota hai."

Her breathing slows.

NARRATION:

"Woh girta nahi." (Her husband exhales deeply.) "Woh bas... zimmedaari ban kar kandhon par aa jaata hai."

CUT TO DAY

SCENE 3 Location: Indoor Stadium - Day - WEIGHTLIFTER / GODOWN / TRUCK

A Haryanvi weightlifter stands in the center frame. Crowd roaring. He attempts a deadlift. The bar shakes. Too heavy. The weight slips, grazing his head – CRASHES to the floor.

Gasps.

CUT – CONTINUOUS

Location: Wheat Godown - Day

The same man now lifts a heavy wheat sack. Throws it onto his shoulder. It slips – Falls – Dust rises. He ties the back of a truck, wipes sweat from his face, climbs in.

NARRATION:

"Roz ki mehnat." (Truck engine starts.) "Roz ka bojh."

The truck pulls out.

NARRATION:

"Aur roz ek sawaal – ab aage kya?" (soft) "Zindagi aksar poochti nahi..." (The truck moves forward.) "Bas chalati rehti hai."

SCENE 4 Location: Highway Road - Late Afternoon - HIGHWAY / CHILDREN / WRESTLING GROUND

The truck bears the Delhivery branding. The driver rests one arm on the window. His face – heavy, thoughtful. Ahead, children jog along the side of the road, laughing. The truck slows.

A little further – a wrestling match is happening in an open field. A crowd gathered.

The man watches. His face still. He parks the truck on the side. Steps down. Walk toward the crowd. Sits quietly among them. Watching. His eyes drop to the ground.

NARRATION:

"Jawab aksar saamne hota hai."

He lifts his head again. Suddenly – the roar of the same indoor wrestling crowd from Scene 1. Hooting. Whistles. Victory noise. He lowers his gaze again.

NARRATION:

"Par hum nazar neeche karke chal rahe hote hain." (Pause) (He looks back at the ground.) "Jo log apne sapnon se door dikhte hain na..."

A man taps his shoulder. The field is now empty. Everyone has left.

NARRATION:

"asal mein wahi unke sabse kareeb hote hain."

The man gestures – time to go. The weightlifter nods. Walks back. Drives off. The sun sets.

SCENE 5 – EMPTY GROUND / SUNSET

The wrestling ground lies empty. Dust settles. Silence.

NARRATION:

"Kabhi ek kadam aage badha kar." (The truck disappears into the horizon.) "Kabhi kisi ka haath thaam kar."

The sky turns orange.

NARRATION:

"Aur kabhi... sirf khud ko yaad karke." (Silence drops) "Kyuki mauka kabhi tayaar nahi hota." (Darkness creeps in.) "Tayaar hote hai hum."

SCENE 6 Location: Bedroom - Night - NIGHT / WIFE WAKES / BAG TAKEN

The husband gently shakes his wife awake. She opens her eyes. Confused. Determined. He reaches up, pulls down a wrestling bag from the rack. Place it in her hands. She grips it.

NARRATION:

"Jab hausla jagta hai..." (She sits up.) "Toh andhera peeche reh jaata hai."

SCENE 7 Location: Open Ground - Dawn - SUNRISE / RUNNING TOGETHER

The sky glows soft pink. Both husband and wife stand in tracksuits. He gestures forward. They start running. Together. Footsteps sync. Breath aligns.

NARRATION:

"Dobara shuru karna kamzori nahi hoti." (They keep running)
"Dobara shuru karna... hausle ki pehchaan hoti hai" (Sound of footsteps syncing)

CLIMAX - BRAND REVEAL

VOICEOVER (strong, elevated):

"That's why at Delhivery, we don't just move parcels."

Cut - Delhivery truck moving.

VO:

"We move courage."

Cut - woman wrestler running.

VO:

"We move belief."

Cut – weightlifter driving.

VO:

"And we move the strength that helps people stand up—again."
(Beat) "Because we know this for sure"

The road stretches ahead.

VO:

"Delays belong to logistics. Not to dreams. Don't wait for the right moment. Don't let the delay decide your direction."

LOGO: DELHIVERY

VO (final):

"Not just delivering destinations. Delivering the drive to move forward."

FADE OUT.