Cadbury 5 Star

Ads Script - Kabhi kuch na karke bhi dekho.

(English Version)

Duration: ~40 seconds

Property of

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#as-038

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Location: Bihar - Developing Town Crossroad - Day

Ambient noise: loud traffic chaos — autos honking, fruit-thela bells, bike engines revving, people shouting. The frame opens on a cramped, noisy crossroad. Shops on all sides. A car driver leans out of his window arguing. Two bikers stand on their bikes yelling

Camera floats above the chaos → then slowly pushes in. Suddenly — the sound of a dhol + loud speaker cuts through the traffic.

Crowd (chanting): "Neta ji zindaaabaad! Neta ji zindaaabaad!"

Cut to a moving car. Neta ji rises dramatically from the sunroof — white kurta, absurdly long garlands, smug smile. Behind him, supporters wave party flags, pushing through traffic proudly. The camera tracks him as he steps down, greeting shopkeepers with folded hands, pausing every two seconds to wave like he's at a victory rally.

Just as he waves… SOUND slowly begins to fade …blending into a softer, playful rhythm.

Cut to —

Location: Nearby Gali - Same Time

A dusty lane. Sun beams. A group of small kids stand in a circle. Our main kid, **RESULT**, begins counting loudly:

One kid(sing-song): "Aakad bakad bumbe bol, Assi nabe poore sau… Sau mein laga dhaaga… Chor nikal ke bhaaga!"

Count lands on **Result**, who rushes to the wall, hides his face, and begins reverse counting from 10 at lightning speed. The kids scatter, hiding behind bikes, thelas, doors.

Result finishes counting, spins dramatically — Immediately spots a kid.

RESULT (triumphantly):
"Rahul aish paish!"

Kids giggle. He turns — another kid partially visible behind a broken wall.

RESULT:
"Teju aish paish!"

Kids yell from behind carts: "Chupo chupo! Result aa gaya!" Result searches again… Suddenly — A large hand taps his shoulder. A dramatic pause. The result freezes. From behind the camera, in a deep meme-like tone:

Voice: "Betaaa… Dhaappaaaaa!"

The result jumps and spins around. Standing there — **NETA JI**, full getup, full entourage, smiling like it's a press meet. All the kids gather around, staring at him curiously. Close-up - Neta Ji. He bends down slightly, overly sweet:

Neta Ji:

"Beta… main bhi tum logon ke saath *khel sakta hoon kya?*"

Kids huddle into a tight secret circle. They whisper intensely, treating it like a cabinet meeting. One confident kid steps ahead… dramatic slow push-in… He inhales, raises a hand like a referee:

Kid (loud verdict):

"Nayaa murgi… Nayaa chooooor!"

A long comedic silence. The camera slowly zooms into Neta Ji's confused face. Then suddenly all kids explode with excitement:

"Naya murgi naya chor!" "Neta ji chor!" "Neta ji chor!" "Neta ji chor!"

Neta Ji's smile dies. The camera shakes slightly as if reality itself trembles. All the kids and background freeze in **black & white**, except Neta Ji — standing awkwardly, utterly defeated.

From above, like divine truth:

Aakashwani (calm, cosmic):

"Bola tha na, Neta ji… Kabhi kuch na karke bhi dekho."

Silence. A golden **5 Star bar** gently floats down from the sky — slow motion, glowing.Neta ji looks up, confused… extends his hands… CATCH.

Voice Over (iconically lazy): "Eat 5 Star. Do Nothing."

Fade out.