

## #Pani Puri Masala

### Slide 1:

From Your Local Thela

*(Show a Regular Pani Puri Thela)*

### Slide 2:

To Your Online Thaila

*(Show Pani Puri Masala in a Checkout Cart)*

### Slide 3:

'Taste' That You Have Never Experienced Before!  
Pani Puri Masala by N.G. Masala Dabba *(Use Logo)*

Find Us On Big Basket

100% Natural | No Added Colour | No Preservatives

## #Frankie Masala

### Slide 1:

*(Visual Cues)*

- Show an irritated frankie
- Enter Frankie Masala *(Use Product Image)*
- Show Happy Frankie

*(Copy)*

The Perfect Partner Every Frankie Needs!

Frankie Masala by N.G. Masala Dabba *(Use Logo)*

TRY NOW

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[Ref:[https://www.freepik.com/free-vector/hand-drawn-delicious-shawarma-illustration\\_15291655.htm#fromView=search&term=frankie&track=sph&regularType=vector&page=1&position=2&uuid=9f163b58-1f65-4aaf-8564-0a3d53a13ffe](https://www.freepik.com/free-vector/hand-drawn-delicious-shawarma-illustration_15291655.htm#fromView=search&term=frankie&track=sph&regularType=vector&page=1&position=2&uuid=9f163b58-1f65-4aaf-8564-0a3d53a13ffe)]

## #Spicy Chaas Masala & Buttermilk Masala

### Slide 1:

Normal Buttermilk or Spicy Buttermilk?  
Witness the Showdown!

*(Show plain buttermilk flowing from the left side, then show spiced buttermilk with elements flowing from the right side and the COPY above it)*

### Slide 2:

Soothing & Refreshing

*(Show the Buttermilk Masala Product in the frame with the above COPY placed below the product's image)*

### Slide 3:

Zesty & Tasty

*(Show the Spicy Chaas Masala Product in the frame with the above COPY placed below the product's image)*

### Slide 4:

What will be your choice?

N.G. Masala Dabba *(Use Logo)*

TRY NOW

## #Sandwich Masala

Slide 1:

Ki Hai Tere Dil Vich?

*(Visual Cue: Show a Sandwich Vector with Punjabi Look)*

Slide 2:

N.G. Masala Dabba *(Use Logo)*  
ke Masale se bana Sandwich!

*(Use Product Image)*

TRY NOW

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## #Tea Masala

Slide 1:

*(Show a close up image of the woman sipping tea near the window with the music playing in the background | Chaiwala's sound with the railway station's sound to be merged so that the feeling of nostalgia can be created. Links for the music attached below)*

[Sound Ref:

<https://www.youtube.com/watch?v=zT4PXSwlefA>

<https://www.youtube.com/watch?v=mCUtrTVXNbk>

<https://www.youtube.com/watch?v=rt4CHDGqYlo>

<https://www.youtube.com/watch?v=cY29WpVTO44>]

Slide 2:

*(Fade out to a kitchen counter table on which the product is placed with COPY above it)*

*(Copy)*

Ghar Ki Chaar Diwaari  
Mein Ho Yaado Ki Sawaari

N.G. Masala Dabba *(Use Logo)*  
Chai Masala Ke Saath!

TRY NOW

100% Natural | No Added Colour | No Preservatives

[Ref:

[https://www.freepik.com/premium-ai-image/cinematic-shopping-moments-customer-delight\\_96294550.htm#fromView=search&term=Indian+Girl+Sitting+by+the+Window+Sipping+Tea+in+a+transparent+cup&track=ais\\_ai\\_generated&regularType=ai&page=1&position=29&uuid=4b054fd0-85c5-4b24-a9ef-b2f542f27635](https://www.freepik.com/premium-ai-image/cinematic-shopping-moments-customer-delight_96294550.htm#fromView=search&term=Indian+Girl+Sitting+by+the+Window+Sipping+Tea+in+a+transparent+cup&track=ais_ai_generated&regularType=ai&page=1&position=29&uuid=4b054fd0-85c5-4b24-a9ef-b2f542f27635)]

## **#Generic (All Masalas)**

Swad Mein Laye Dam,  
Masala Bhi Lage Kam!

Try Authentic Indian Spices by  
N.G. Masala Dabba *(Use Logo)*

*(Show Masala Packets Spinning in Pinwheel Format Continuously. See reference)*

[Ref: <https://in.pinterest.com/pin/80994493291639850/>]