Weekly Project Status Report – Ather Scooter TV Ad

Week: June 17–21, 2025

Project Manager: Vinod Kamath

Overall Status: 🟢 On Track

# Highlights

- Script finalized and signed off by brand

- Shoot dates confirmed: July 5–7, 2025

- Casting completed; talent contracts signed

- Art direction and storyboard ready

# Upcoming Milestones

- Equipment rental and logistics setup by June 28

- Tech recce and call sheet distribution by July 1

- Shoot prep day scheduled for July 4

# Risks / Issues

- Weather forecast suggests heavy rain during shoot window

- Final client approval for wardrobe pending

- Art team facing supply delay for props

# Action Items

- Confirm indoor backup locations by June 25

- Schedule review call with brand by June 23

- Fast-track wardrobe fitting sessions