



BIRLA ESTATES
LIFEDESIGNED



VICKY KAUSHAL'S

REAL ADVICE

PPM DOCKET | KOPAL NAITHANI

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PLOT

VK: What do I look for in a script?

The plot. Aur usme badhiya sa plot twist ho toh even better.

What do I look for in a house?

The Plot! Woh toh badhiya hona hi chahiye but isme no plot twists.

Nahin samjhe? Ok... Sea view ke liye budget extend kiya tha? Aur uske aage building aa gayi? Plot twist.

Promised green area mein, Parking lift bann gayi? Plot Twist.

See Amenities, infrastructure, flyovers, roads and zebra crossings ... yes even that matters.

Everything around your property, affects your property.

Toh thoda planning plotting kiya karo yaar. And don't run into any Plot-holes tomorrow.

I know. Sorry about that. (Sheepishly smiles)

Option - Come on guys its good joke

Super appears:

For more information visit - www.birlaestates.com/realadvice

Birla Estates presents

Real Estate Advice Real Advice w/ Vicky Kaushal

SUPER

Birla Estates presents

Real Estate Advice

Real Advice w/ Vicky Kaushal

The film Starts with a super (Audio) that appears on the screen.

1.



The film opens on a wide shot of Vicky Kaushal going through a script as he says...

“What do I look for in a script?”.

2.



We cut to a angular shot, where he looks up at the camera saying ...

“The plot, Aur usme badhiya sa plot twist ho toh even better”.” ...

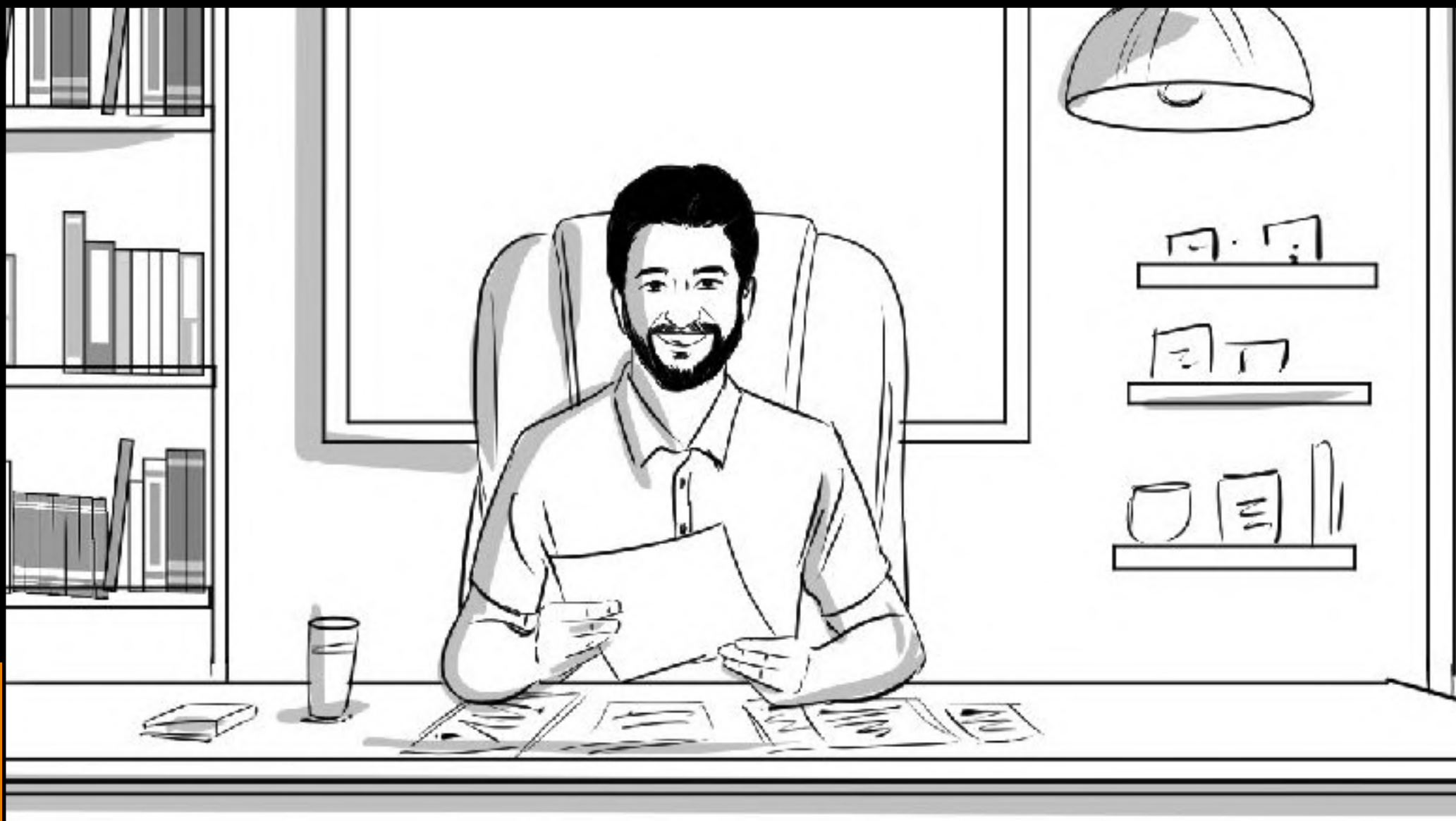
3.



We cut to a frontal wide shot, where he says ...

“What do I look for in a house”?

4.



We cut to a mid shot, where he continues ...

“The Plot! Woh toh badhiya hona hi chahiye...
but isme no plot twists.

5.



He then turns his chair while keeping the script on the table and says,
“Nahin samjhe? Ok”...

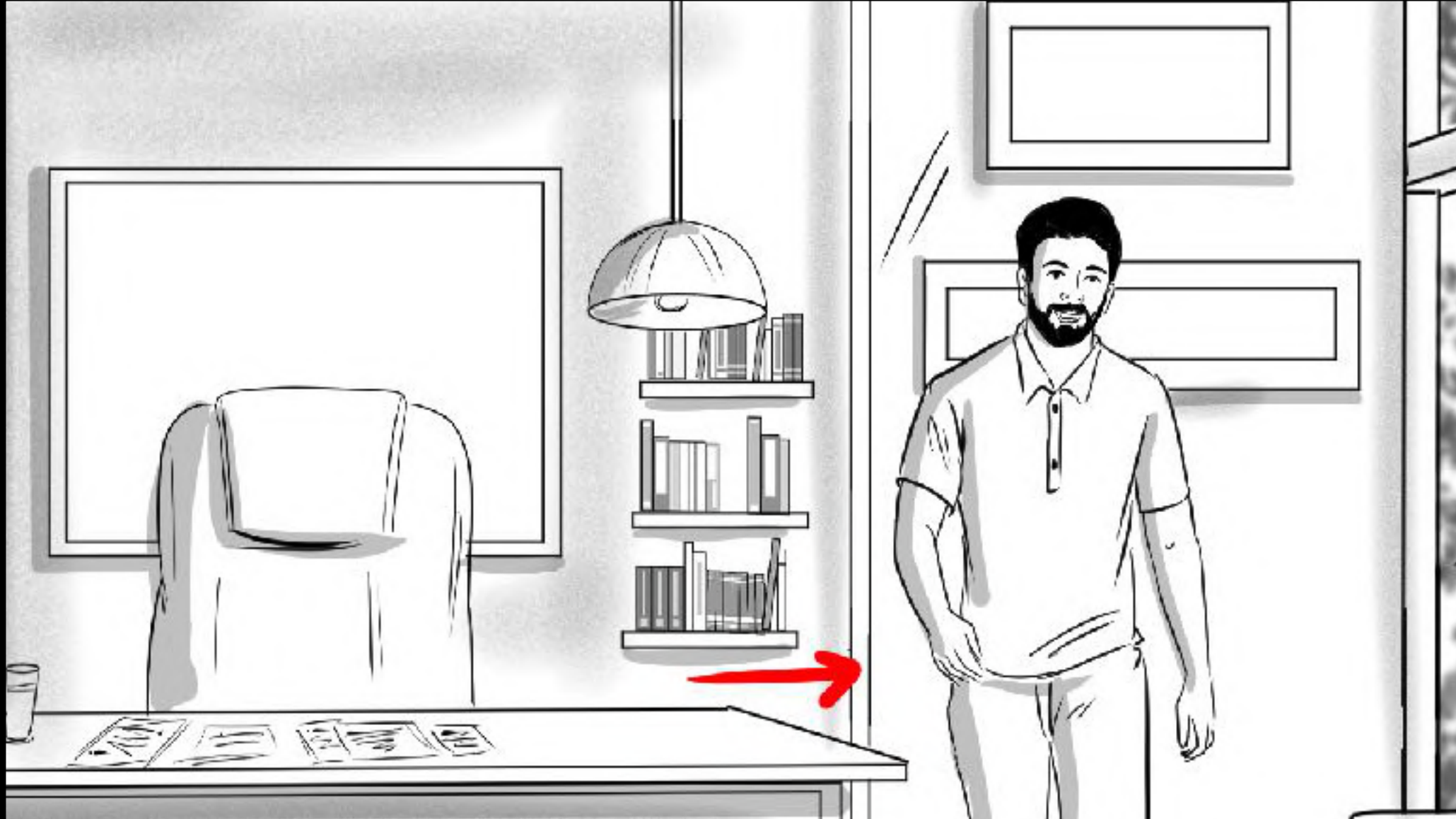
6.



As he gets up from his seat, he begins to walk, as the camera follows him while he begins to state

“Sea view ke liye budget extend kiya tha”...?

7.



We cut to a mid shot of him walking towards the camera and says...

"Aur uske aage building aa gayi?"

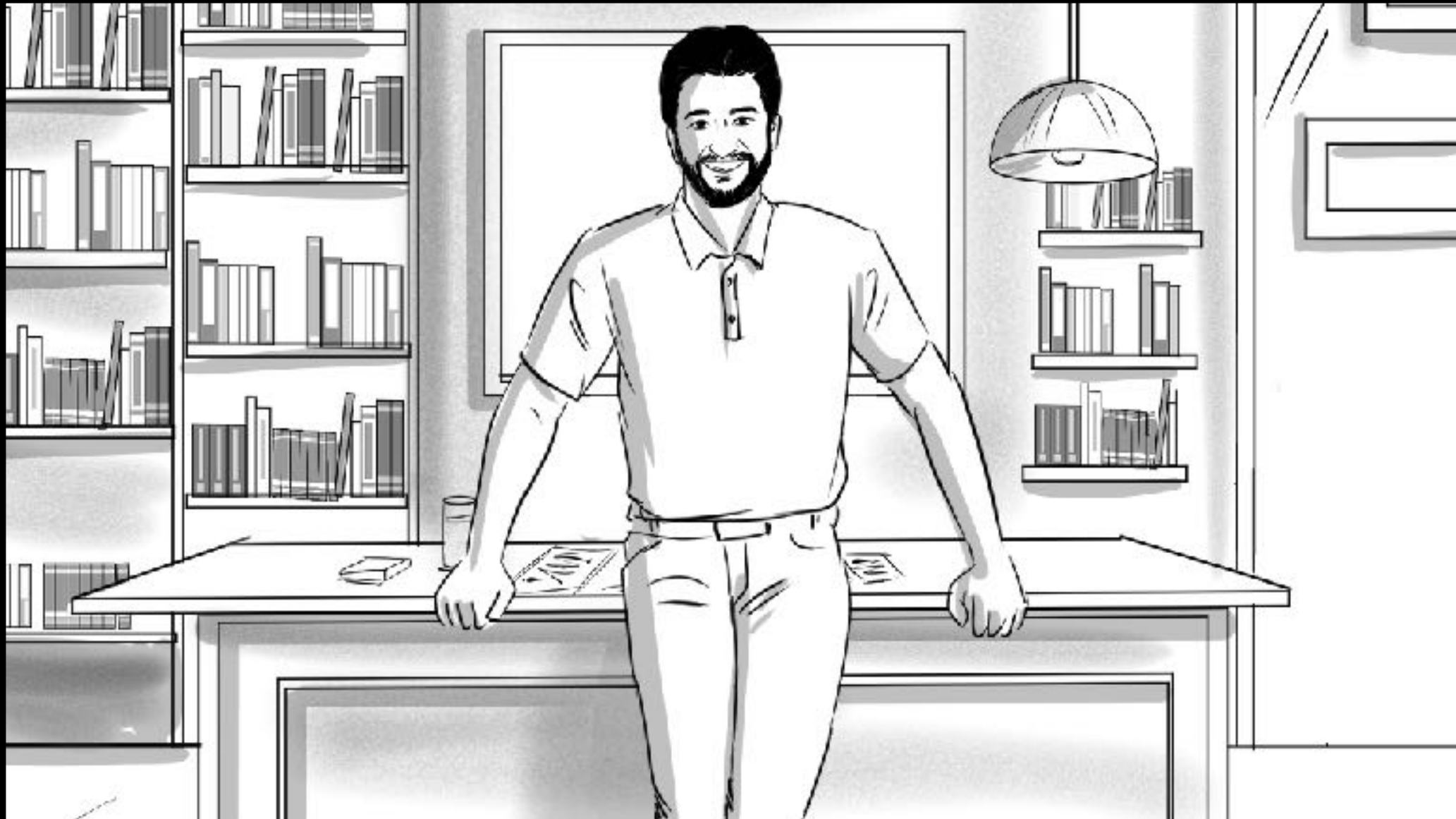
8.



We cut to a close up shot where he looks into the camera and says...

"Plot Twist."

9.



We cut to a mid shot where he states...

"Promised green area mein, Parking lift bann gaya..!!?"

10.



We cut to a close shot where he looks into the camera once again and says...

"Plot Twist... See!".

11.



We now cut to frontal shot of him in front of the desk leaning on it, looks into the camera and in a slightly serious tone says,

“ Amenities, infrastructure, flyovers, roads and zebra crossings

12.



We cut back to a close up shot where he says...

... “yes even that matters”

13.



We now cut to frontal shot of him where in a slightly serious tone he says,

“Everything around your property, affects your property”.

14.



And again we cut to an angular shot where a playful tone once again kicks in as he says,

“Toh thoda planning plotting kiya karo yaar. And don’t run into any Plot-holes tomorrow”.

15.



In a tight close up we see him pick up the script, looks at the camera and laughs saying.

"I know. Sorry about that. (sheepishly smiles)

Option: Come on guys its good joke "...

16.

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The film comes to an end as the supers kick in.



PLOT: MOODBOARD



BETTER HALF

VK:Yaar mujhe samajh aagaya hai why your partner is called the “better half”

Because they are just better at everything. Better taste, better brains... better comebacks.

Aur toh aur unke liye real estate mein bhi, hai sab kuch better.

Female home owners ko tax benefits? Better.
Interest rates? Lower. Repayment time? Longer.
Everything is just better.

Option 1. Yeh sab main kyun bata raha hoon? Because yeh information bhi hai Better.

Option 2. Toh kya samjhe Female homeowners ke liye Real estate benefits hai better.

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SUPER

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Real Advice w/ Vicky Kaushal

The film Starts with a super (Audio) that appears on the screen.

1.



The film opens on a shot of Vicky Kaushal admiring something as he intensely looks at it...

2.



We cut to a wide shot where we see some paintings in the background, as he turns and the camera starts following him as he walks. He says ...

“Yaar mujhe samajh aagaya hai, why your partner is called the ‘better half’

3.



We cut to a mid shot where we see him enter the living room as the camera follows him, he continues...

“Because they are just better at everything.
Better taste..
Better brains...
Better comebacks”.

4.



As the camera continues following him, we see him reach the couch as he says while about to take a seat...

“Aur toh aur unke liye real estate mein bhi, hai sab kuch better.

5.



We cut to a mid shot, where we see him seated on the couch and says...

“Female home owners ko tax benefits? Better.
Interest rates? Lower.
Repayment time? Longer.

Leaning ahead he says...

Everything is just better”.

6.



We cut to a close up shot where he leans forward saying ...

Option 1: Yeh sab main kyun bata raha hoon? Because yeh information bhi hai Better.

Option 2: Toh kya samjhe Female homeowners ke liye Real estate benefits hai better”.

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Real Advice w/ Vicky Kaushal

The film comes to an end as the supers kick in.



BETTER HALF: MOODBOARD



TIME IS MONEY

Being on time is the best quality an actor can have
Because on a set...time is money. A little delay can cost a lot that's also true for Real Estate.

We as buyers know about the penalties when you don't pay on time and that keeps us in check. But yaar what if I do everything right and the other party delays? Who is keeping them in check?

Apparently, there is someone- Real Estate Regulatory Authority. Short mein RERA.

Yeh kartein kya hai? They are there to look out for buyer interests too. Everything important about the property is on it. Toh ab sab accountable hai.

Voice from off camera. – Vicky they are ready for you.
Vicky - coming
Vicky to camera- jaise Mera Manager who keeps me accountable.

Option
Voice from off camera. – Vicky they are ready for you.
Vicky –time to go.

Super appears:
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SUPER

Birla Estates presents

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Real Advice w/ Vicky Kaushal

The film Starts with a super (Audio) that appears on the screen.

1.



The film opens on a mid shot of Vicky Kaushal in a vanity room where he looks into the camera and says ...

“Being on time is the best quality an actor can have”

In the background we see suggestions of people from his Entourage prepping for the shoot.

2.



We cut to a mid shot where we see him seated in front of a mirror and through his reflection he looks at the camera saying ...

“because on a set...time is money”.

3.



He then turns his chair around and continues...

“A little delay can cost a lot that’s also true for Real Estate”.

Saying this, he gets off the seat.

4.



We cut to a mid shot where we see him pass a clothes rack as he continues talking to the camera ...

“We as buyers know about the penalties when you don’t pay on time” ...

5.



He continues ...

“and that keeps us in check.

But yaar what if I do everything right and the other party delays”?

6.



He then picks up a pair of cufflinks and wears it...

“Who is keeping them in check”?

In the background we hear some shout, “get Vicky’s Costume”!!!

7.



In a mid shot we see him walking and talking to the camera while adjusting his cufflinks...

“Apparently, there is someone- Real Estate Rules and regulation act.

Short mein RERA”.

8A.



We cut to a shot where his stylist gives him his coat while he continues saying...

“Yeh kartein kya hai?

They are there to look out for buyer interests too.”

8B.



In the same frame he continues while adjusting his coat...

“Everything important about the property is on it.

Toh ab sab accountable hai”.

9.



We cut to a close up shot where we hear a voice in the background say, “Vicky they are ready for you”, to which he responds, “Coming!”

He then looks into the camera saying,

“jaise Mera Manager who keeps me accountable.” - OPTION 1

“Time to go”. - OPTION 2

10.

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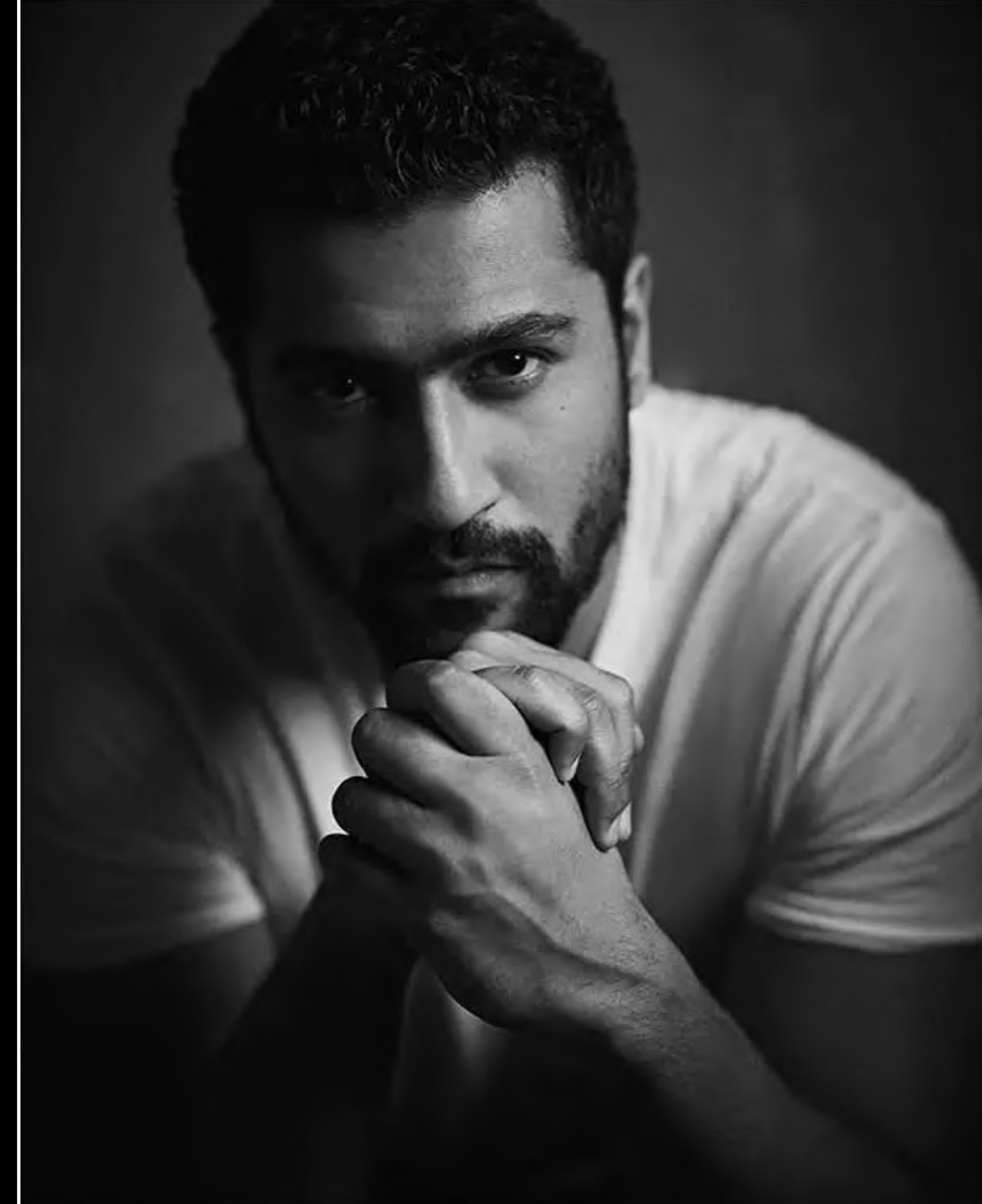
Real Advice w/ Vicky Kaushal

The film comes to an end as the supers kick in.



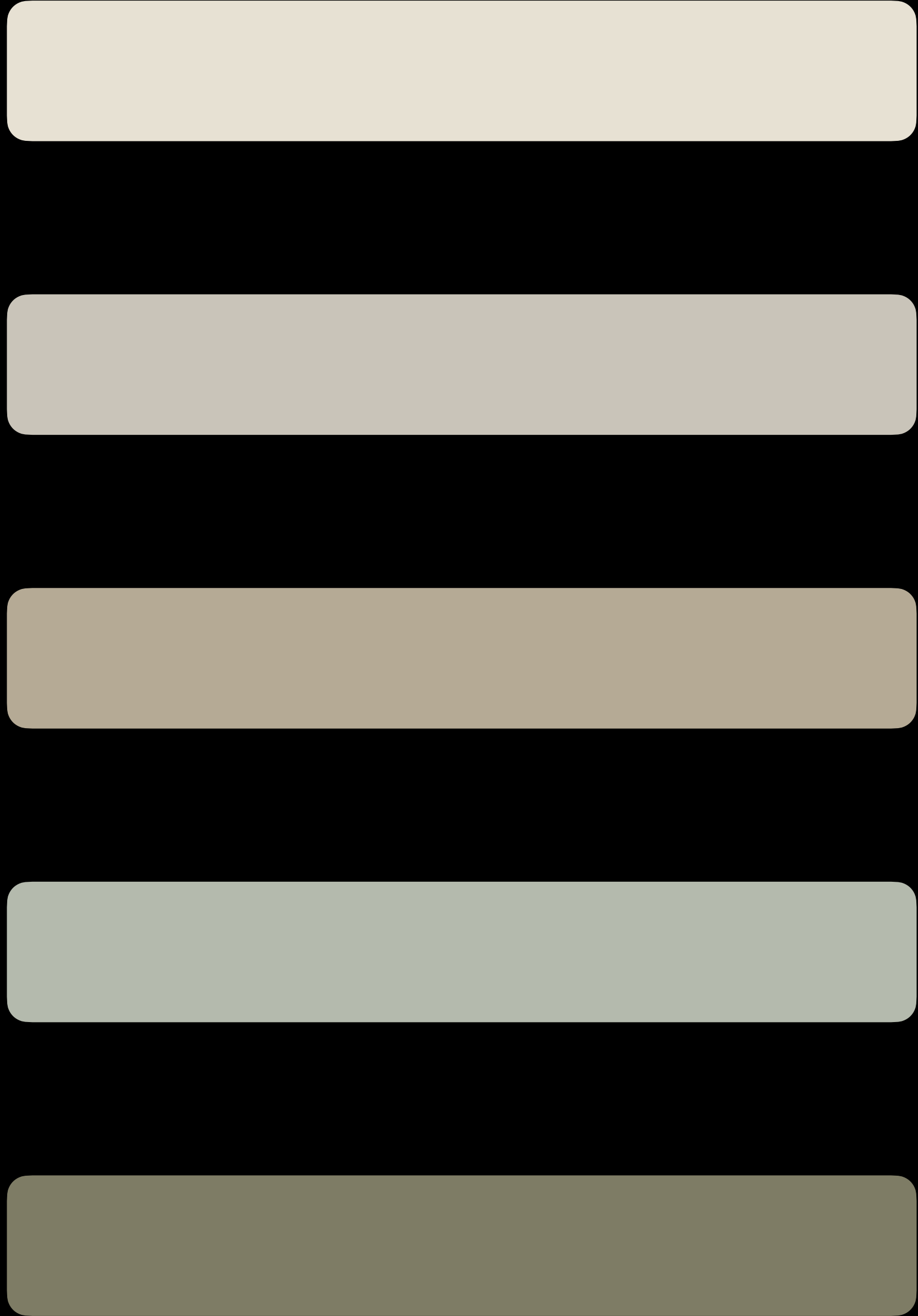
TIME IS MONEY: MOODBOARD

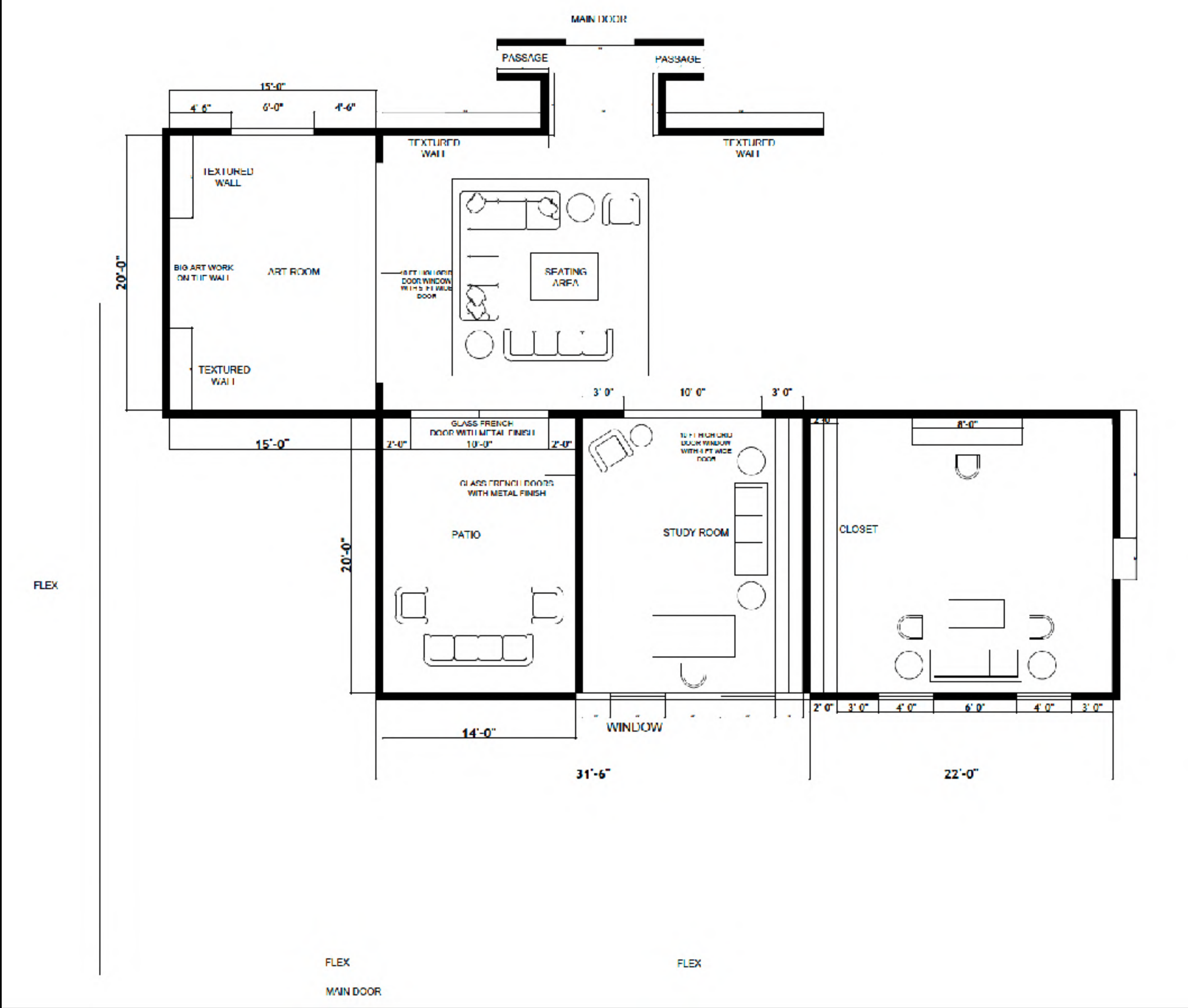




ART SET UP

PLOT





MOOD OF THE SPACE





BACK WALL

WINDOWS ON EITHER SIDE
OF WALL ART

FRENCH DOORS OPENING
UP TO DECK

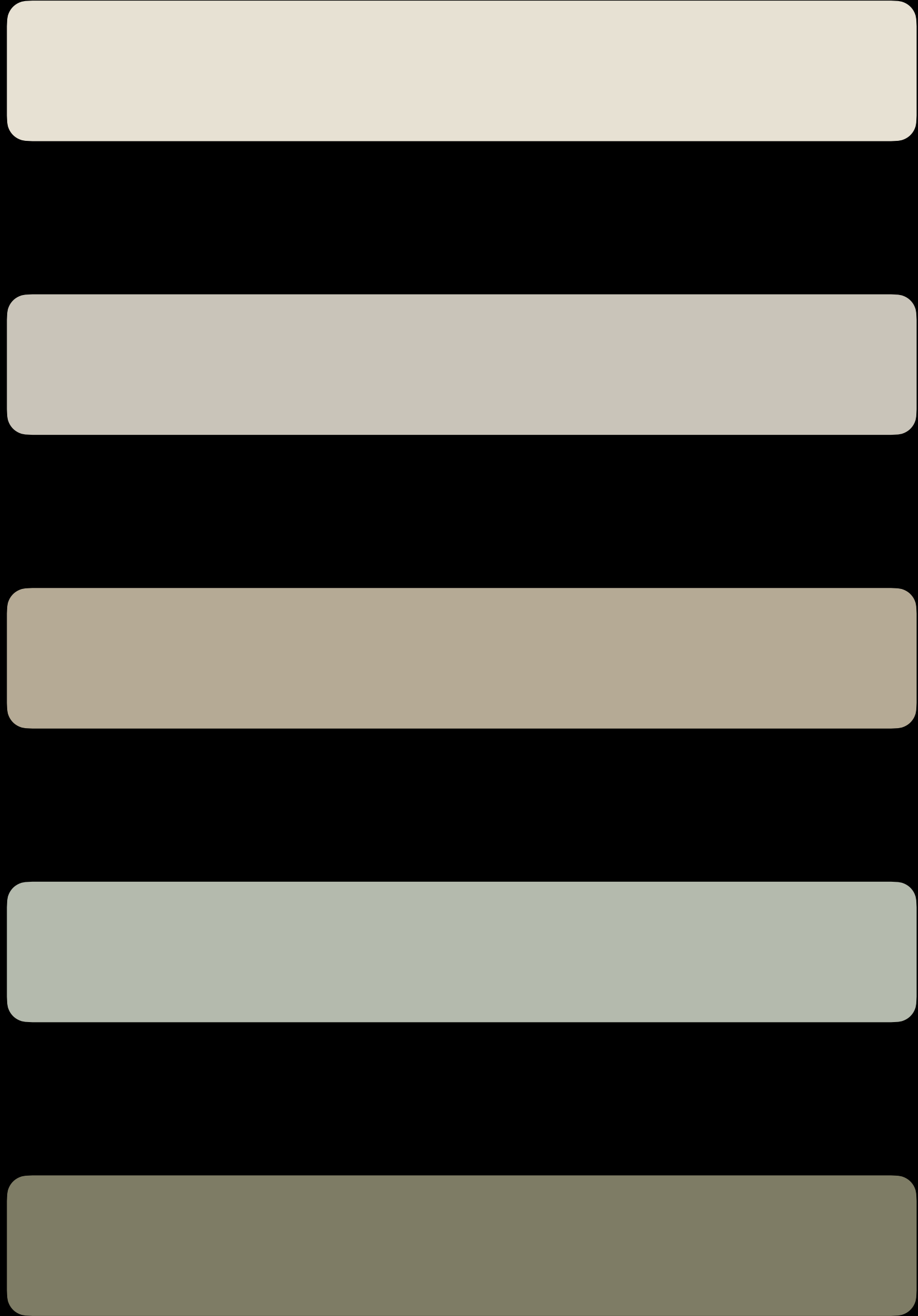


STUDY LAYOUT



ART SET UP

BETTER HALF





BLACK GRID DOORS

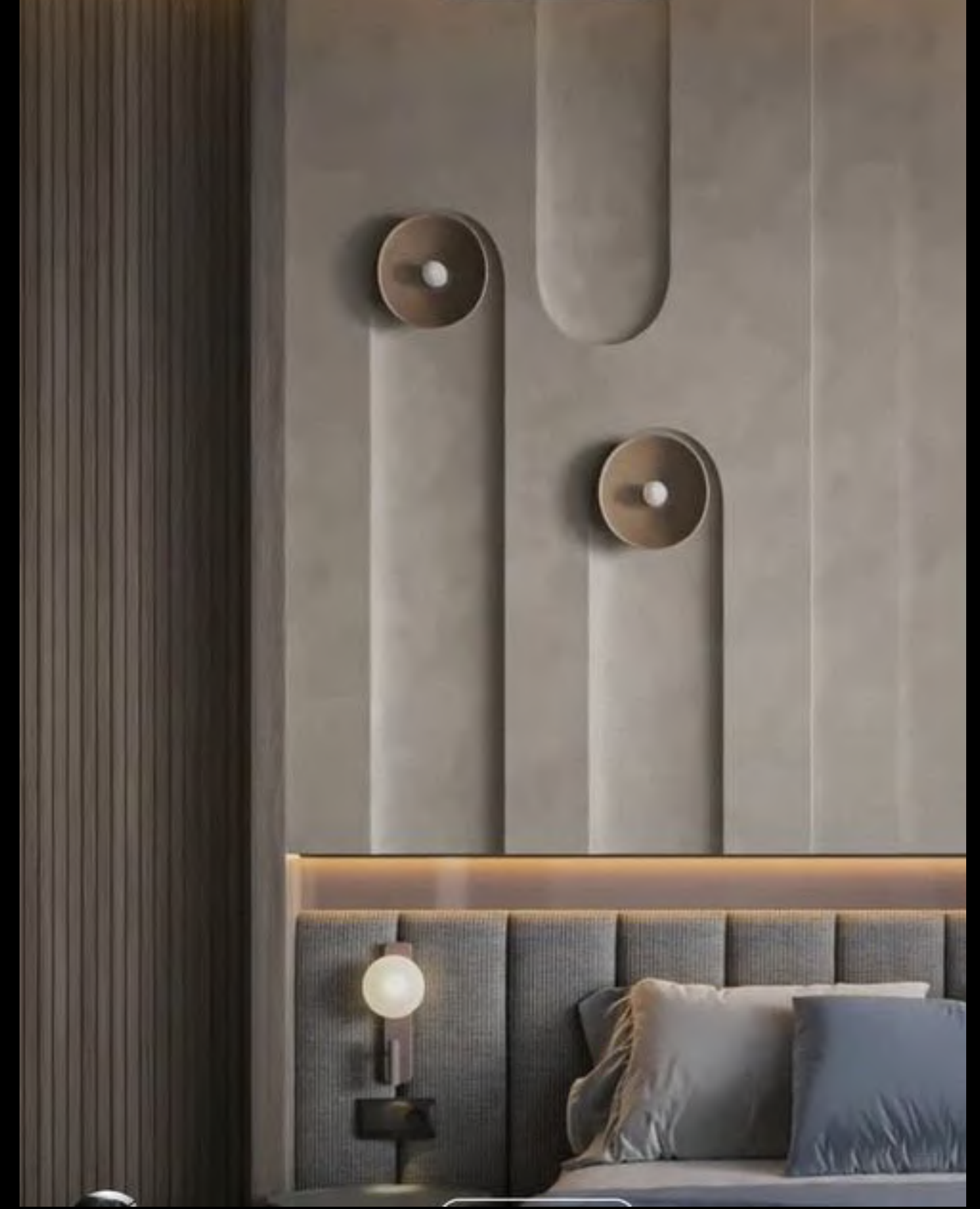
WALL WITH ART



MOOD OF LIVING ROOM

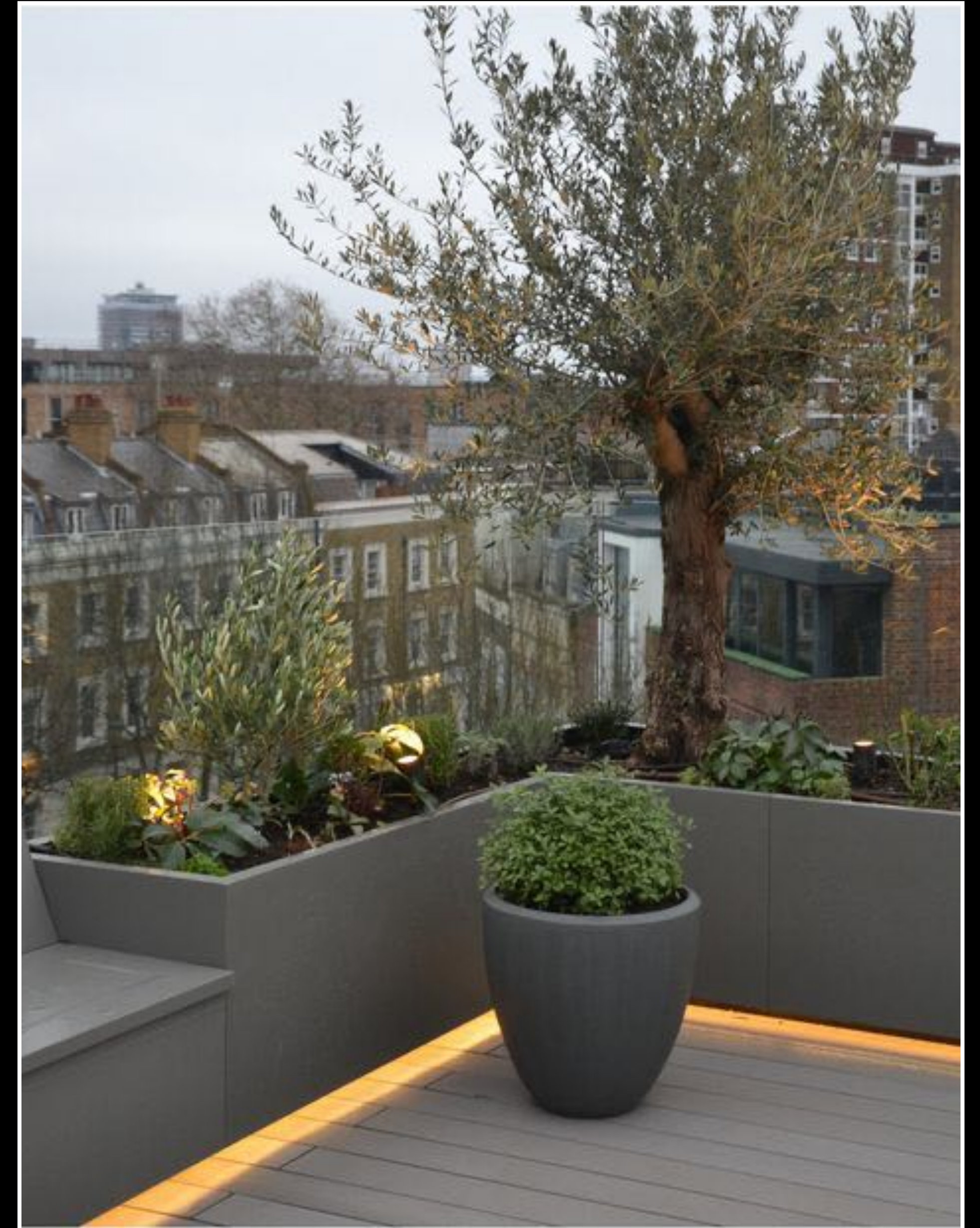
WALL ART REFERENCE





LIVING ROOM & ART ROOM WALL PANELLING

PATIO / DECK AREA



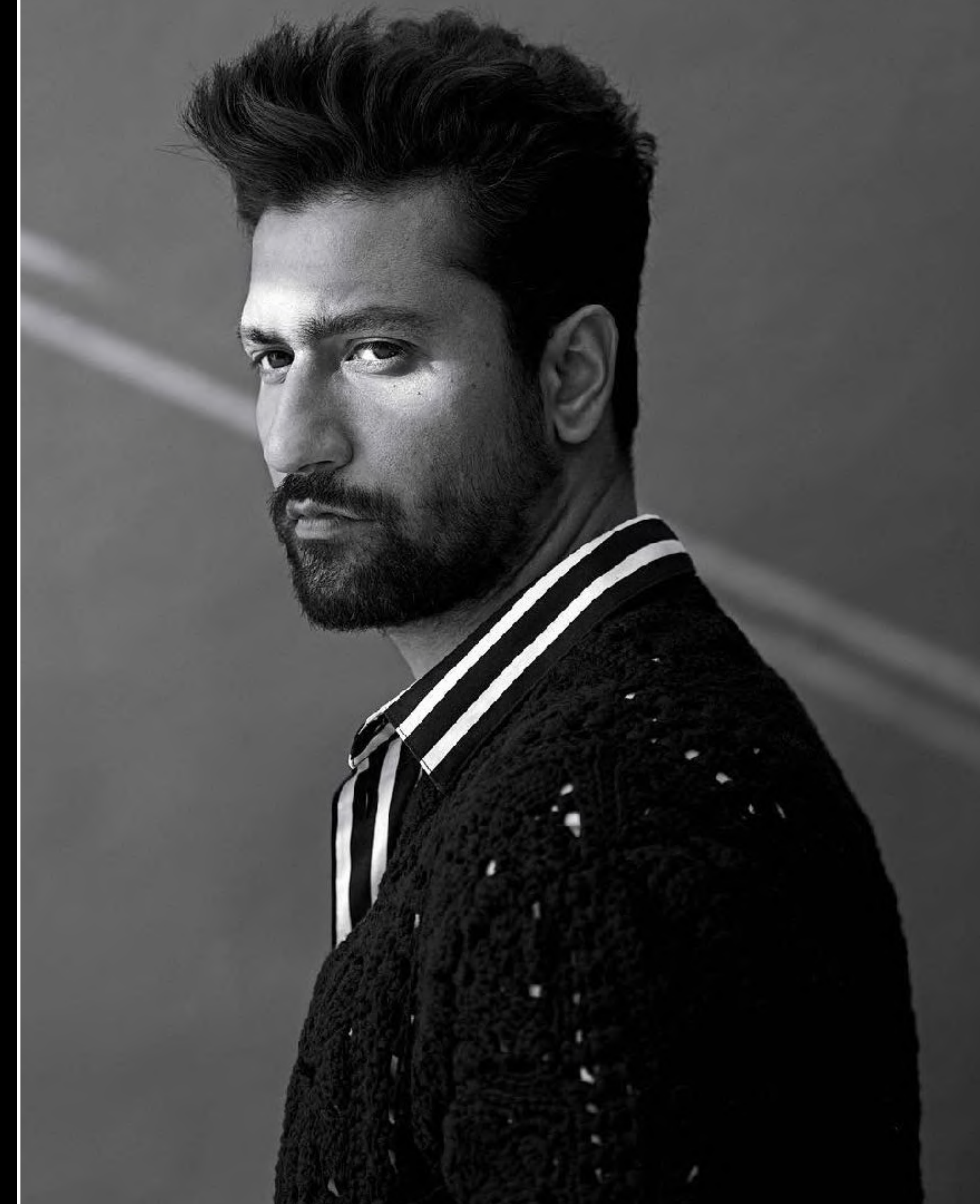


DOOR SHADE

MAIN DOOR REFERENCE

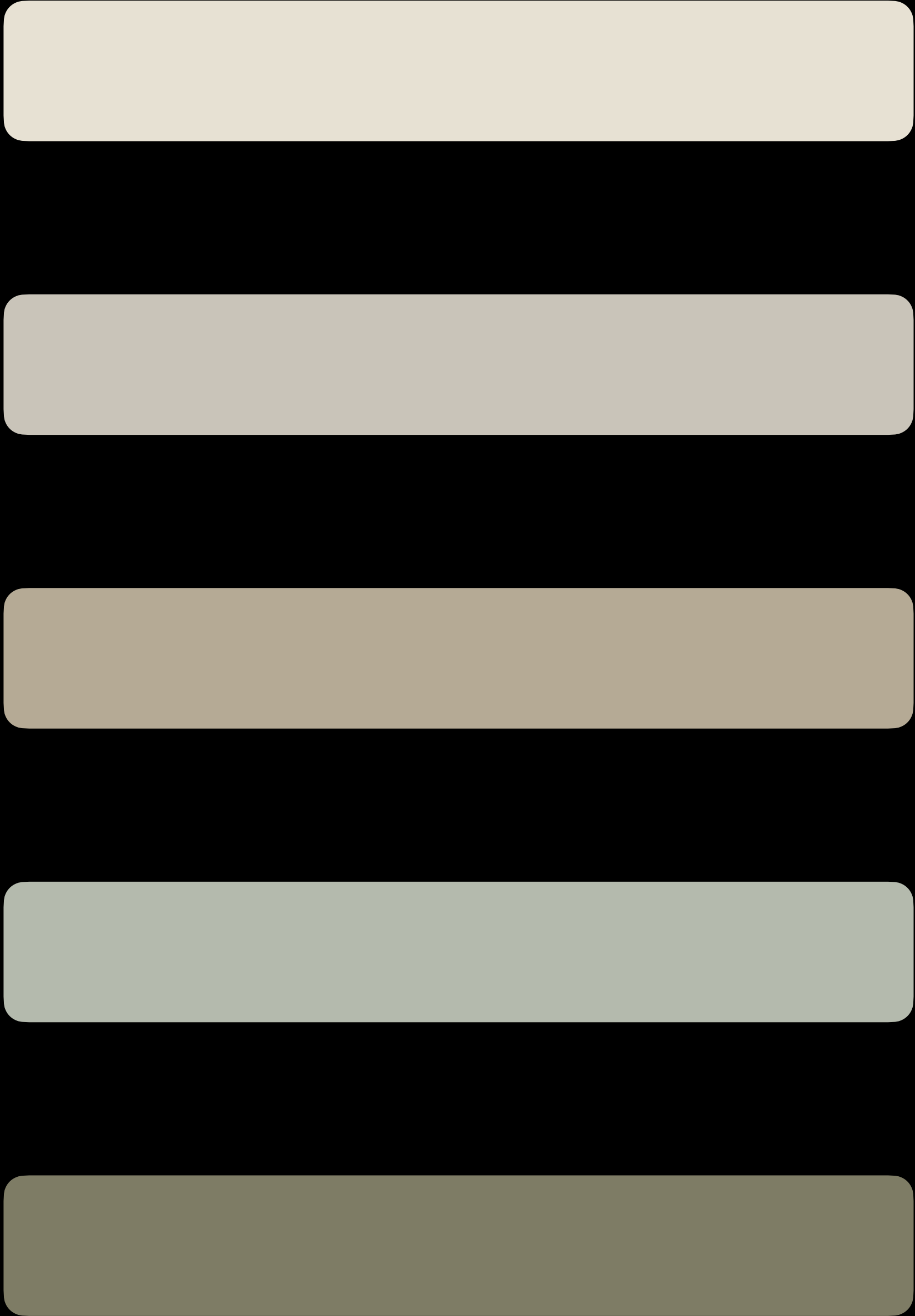


DOORS WINDOWS FOR THE ENTIRE HOUSE



ART SET UP

TIME IS MONEY



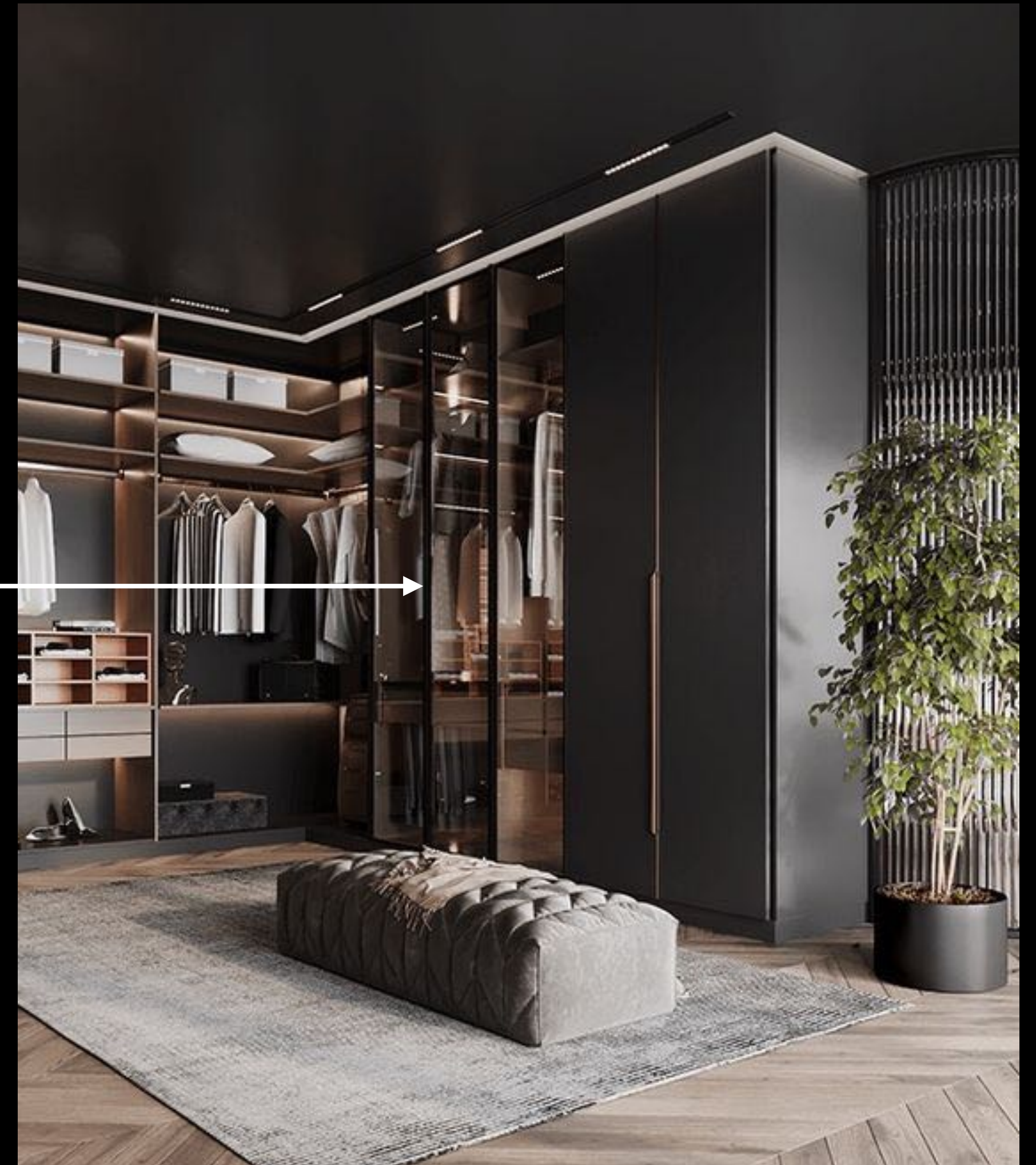
COLOURS & WALL PANELLING





MIRROR REFERENCE

CLOSET REFERENCE



SEATING AREA





COSTUME

PLOT

COSTUME OPTIONS



OPTION 1



OPTION 2



OPTION 3



OPTION 4



OPTION 5



COSTUME

BETTER HALF

COSTUME OPTIONS



OPTION 1



OPTION 2



OPTION 3



OPTION 4



COSTUME

TIME IS MONEY

STYLE REFERENCE



COLOUR REFERENCE

MUSIC REFERENCE



LIGHTING REFERENCES





PLOT: STUDY ROOM LIGHTING REFERENCE





BETTER HALF: LIVING ROOM LIGHTING REFERENCE





TIME IS MONEY: DRESSING ROOM LIGHTING REFERENCE



ASPECT RATIO COMPARISON



2:39:1



2:1

ASPECT RATIO 2:39:1



ASPECT RATIO 2:39:1



VIDEO REFERENCES

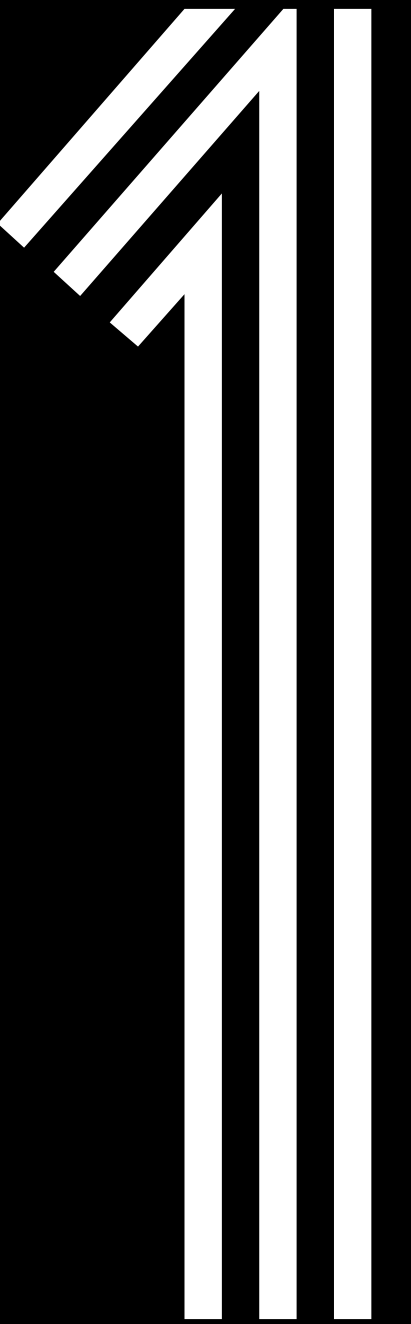






SHORTIES

WHY ME



We see a well-dressed Vicky Kaushal in a Barcalounger in a beautiful house.

He chats with the camera,
“If not me, toh kaun?
If not now, toh kab?
Nahi nahi abhi nahi karo thoda intezaar
Main aa raha hu real estate ki real khabroon ke sath.
So, you make the right choices for your next house”.

Super appears:
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Real Advice w/ Vicky Kaushal
Coming soon

1.



The film opens on a wide shot of Vicky Kaushal sitting in a cosy corner on a chair. As the camera tracks in he says...

"If not me, toh kaun?
If not now, toh kab?
Nahi nahi abhi nahi karo thoda intezaar

2.



As the camera continues tracking in, he says...

Main aa raha hu real estate ki real advice ke sath.
So, you make the right choices for your next house".

And with this the film comes to an end.

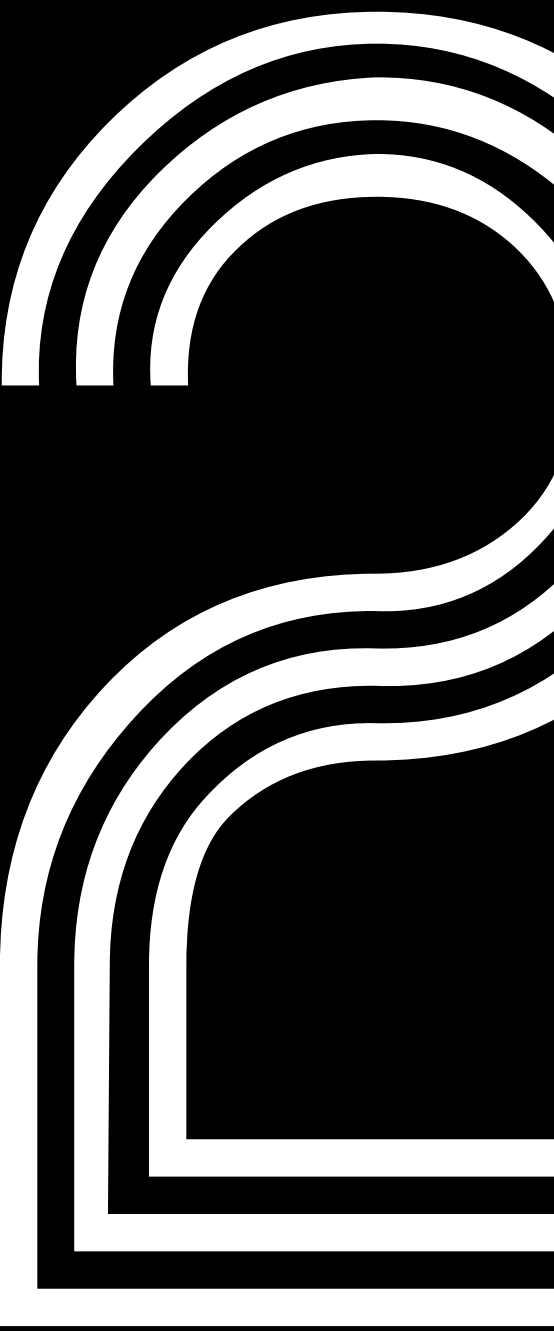
CARPET AREA

Vicky Kaushal is measuring the floor of a house by putting one leg in front of the other.

“30 31... (looks up)Kya Kar raha hoon..!! Carpet area check kar raha hoon.
Apparently, carpet area ki definition mein bada confusion hai.
Only follow what RERA says no.

Main batata hu- it is the actual liveable area of an apartment.
Matlab everywhere inside the house including wall partitions but not balconies,
varandha etc. Ainvay bhada chadhake complicate kiya hai sabne. Huh”.

Super appears:
Get to know all about your property on RERA.



1.



The film opens on a wide shot of Vicky Kaushal in the middle of the living room, walking step by step as he tries to measure the floor area of the house...

"30 31 32...."

2A.



2B.



He looks up

Kya Kar raha hoon..!!

Carpet area check kar raha hoon.

Apparently, carpet area ki definition mein bada confusion hai.
Only follow what RERA says no, Main batata hu”.

3.



We cut to a mid shot where he continues saying...

“It is the actual liveable area of an apartment.
Matlab everywhere inside the house including wall partitions
but not balconies, varandha etc”.

“Ainvay bhada chadhake complicate kiya hai sabne. Huh”.

COST SHEET

Vicky Kaushal opens the door as he gets a food delivery. First he grabs the bill to cross-check items. The hands cash to the delivery boy-

“Aaj bhi I will check a bill through and through before paying”.

He whispers closer to the camera

“pata nahi kab ‘extra butter sprinkle charges’ aur real silver packaging jaisie tax add hojaye.” Toh apni property ka bill kaise na check karu? What do they call it”?

Snaps fingers

“Cost sheet. Kisine koi last-minute tax ke upar ke tax ka tax add kardia toh!? Isiliye always ask your builder for one, if you don’t already have it”.

Winks and exits.

Super appears:

Know exactly what you’re paying for.

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Real Advice w/ Vicky Kaushal



1.



The film opens on a wide shot of Vicky Kaushal shutting the door of his house while going through a couple of bills. While doing so, the camera follows him walking as he says...

“Aaj bhi I will check a bill through and through before paying”.

He whispers closer to the camera

“pata nahi kab ‘extra butter sprinkle charges’ aur real silver packaging jaise tax add hojaye.” Toh apni property ka bill kaise na check karu? What do they call it”?

2.



We cut to a mid shot as he walks in to the house.

He then snaps his finger and says...

“Cost sheet. Kisine koi last-minute charges add kardia toh!? Isiliye always ask your builder for one, if you don’t already have it”.

He then winks at the camera and exits the frame.



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THANK YOU

- KOPAL NAITHANI