

PPM DOCKET



– VENKY PUTHRAN



DIRECTOR'S NOTE



The overall film will feature a quirky humour driven approach where the frugality of the character needs to come out better, while the other characters around them respond in their own unique styles. These films will be performance oriented films with a cinematic flair - similar to the styles of Edgar Wright and his cinematic approach to humour. There will be use of constant motion either with camera manoeuvres, static framing with people appearing in and out of frames. We'll be using wide lensing throughout the narrative so that we can cover as much as possible in the frame, which also gives us room to add nuances in the backdrop making the overall scene funny and could help in multiple viewing. From an edit stand point, we are looking to play with a smooth pace, where we could for brief moment, stay on characters to let the pauses and the hysterics sink in for humorous effect for Film 1. Meanwhile for Film 2, we're looking to have a slightly faster pace and again play on the awkward reality of the situation. But the segment before the product window will be far more exaggerated and played out in slow-motion, as our main protagonist, swiftly invests in one of the biggest companies on the app, bringing people back to real time. Sound Design is going to play a key role in the setting of the film, also to add humour during those brief pauses the characters will take in the scene. The music on the other hand will highlight the narrative right before the product window plays out amplifying the CTA window. The Product window will appear into other narrative seamlessly, as our final wide shot plays out with the background blurred, followed by occupying the entire scene. The overall objective to make the film quirky yet relatable and candid so that the brand messaging comes across clearly.



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FILM 1



SCRIPT



LOOK & FEEL



LIGHTING



STORYBOARD



PRODUCTION DESIGN



LOCATION



CAST



COSTUME





THE OFFICE

A small office. A young guy enters inside a cabin and asks, Sir, meri salary mein 10 rupaye kam aaye hain! The mid aged guy (khadoos) sitting on the chair almost laughs it out and says, hahaha... 10 rupaye!!! He passes a Rs. 10 note towards him as this is very miniscule amount and says, ye lo... chocolate khareed lena!

And while taking that note very proudly, he responds very confidently, isse maine Desh ki badi companies khareedunga!!!

After saying this he leaves the room. Mid aged khadoos guy is confused, cut to Product window where we show the investment journey (Investment in Navi Nifty50 fund)

MVO Option 1 : Ab Navi Mutual fund ke saath, Index fund mein investment ki shuruwaat kariye sirf 10 rupaye mein!!!

MVO Option 2: Ab Navi Mutual fund ke saath karein investment ki shuruwat sirf 10rs se!!

LOOK & FEEL

For this film, we will be trying to re-create a nice office space for the film. The overall colourspace that we witness is going to be a blend between cooler tones, which are prominently found in corporate spaces, but at the same time we'll be using warmer tones for fill lights, in order to provide an aesthetically pleasing contrast ratio so that our characters stand out. The space will be treated as a spacious cabin given most towns except of metro cities often tend to have space, but in terms of aesthetics, its built in blend between traditional and modern aesthetics and design. In terms of framing, we'll be using wide lensing throughout the narrative so that we can cover as much as possible in the frame, which also will help us provide with quirkier looking magnifications adding a doze of humour to the film. Also, the use of constant movement will be implemented throughout the narrative, if the camera is static : we'll ensure things move into frame, or else the camera will constantly have a smooth track in track out movement, including a Zolly shot for the protagonist's enlightenment moment.



LIGHTING



STORYBOARD



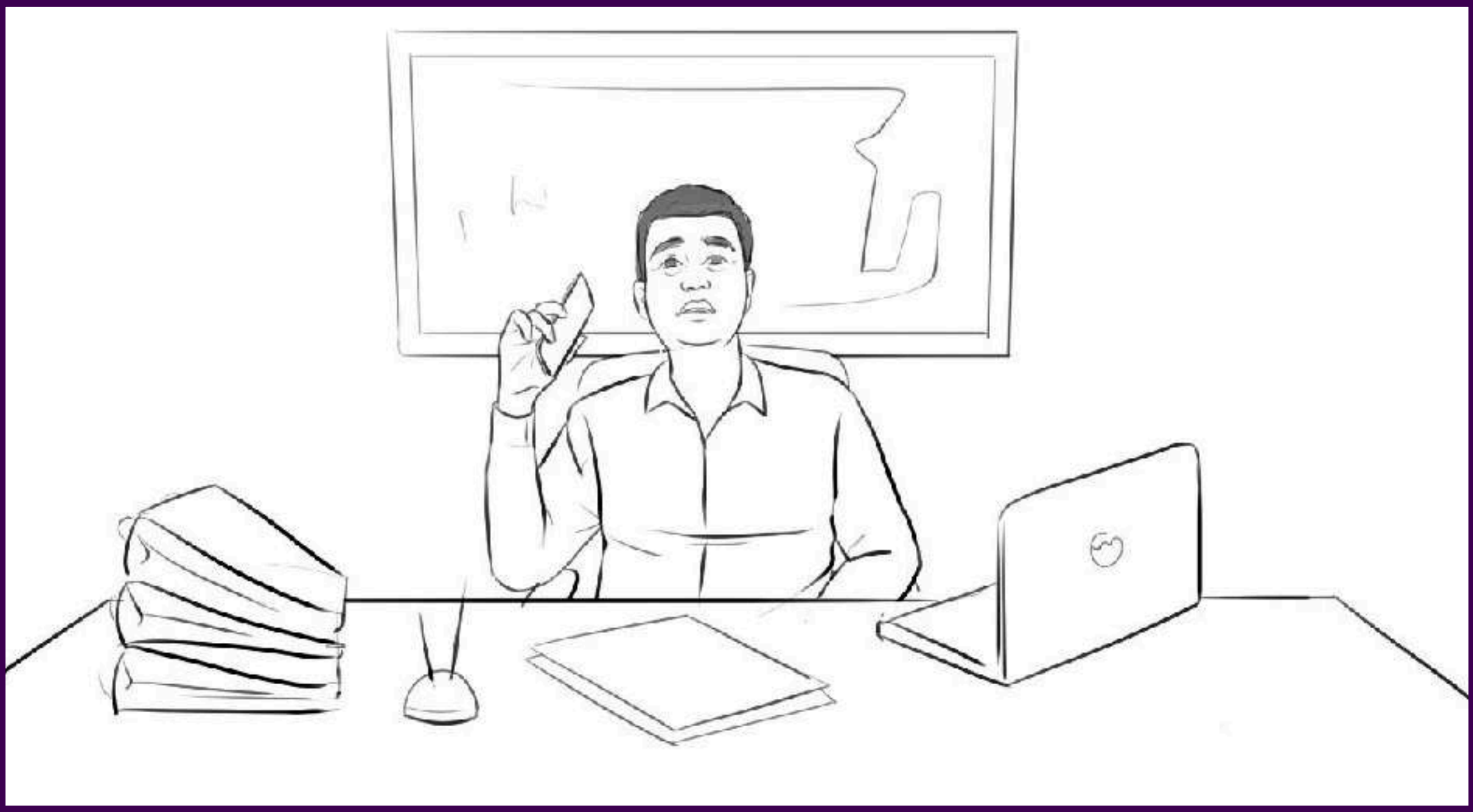
1.

The film opens with a young guy who is seen opening the door and entering into his boss's cabin.



2.

We cut to a mid shot of a middle aged man who appears to be the boss, seated comfortably on his chair.



3. We cut back to the employee who questions his boss saying “ **Sir, meri salary mein 10 rupaye kam aaye hain**”!



4. Cut to the boss who after hearing what his employee had to say, bursts into laughter and replies, “**hahaha...10 rupaye**”!!!



5.

Cutting back to a mid shot, we see the employee looking back at his boss, forcing a smile so as to play along.

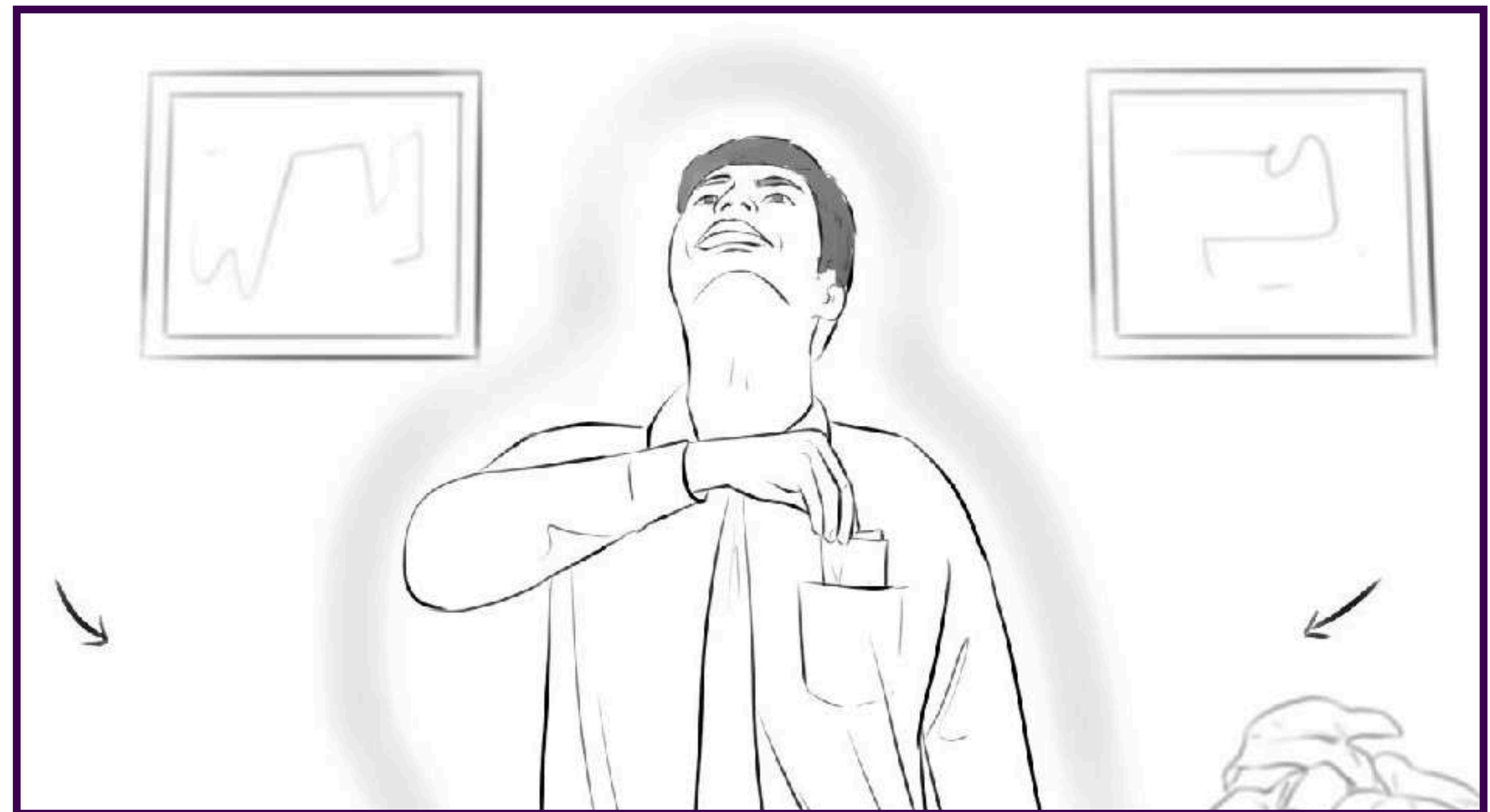


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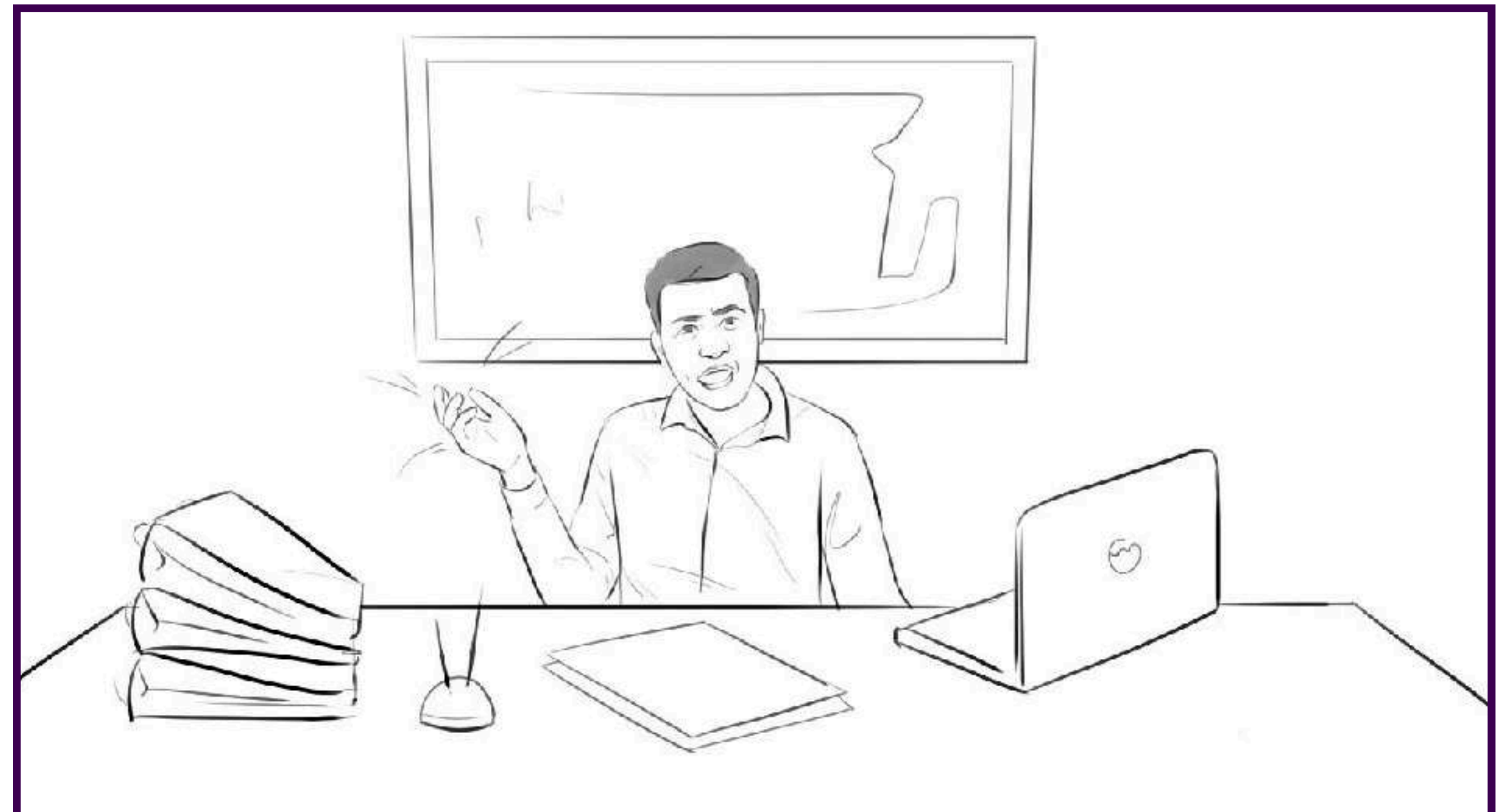
We cut back to the boss and he draws out a Rs.10 note towards him as this is very miniscule amount and says, **“ye lo...chocolate khareed lena”!**



7. Cutting back to a mid shot of the employee, he gladly snatches away the note from his boss's hand and puts it proudly into his pocket saying, **“isse maine Desh ki badi companies khareedunga”!!!**



8. We cut back to the boss who's laughter instantly drops and is now confused, wondering what his employee meant!



9.

Cutting to a wide mid shot, we see the employee turn and walk out of the room leaving his boss confused.



10.

Cut to the product window.

PRODUCT WINDOW



11. We close the film with a mid shot of the boss analysing the 10 rupee note, still confused.



FIN



PRODUCTION DESIGN





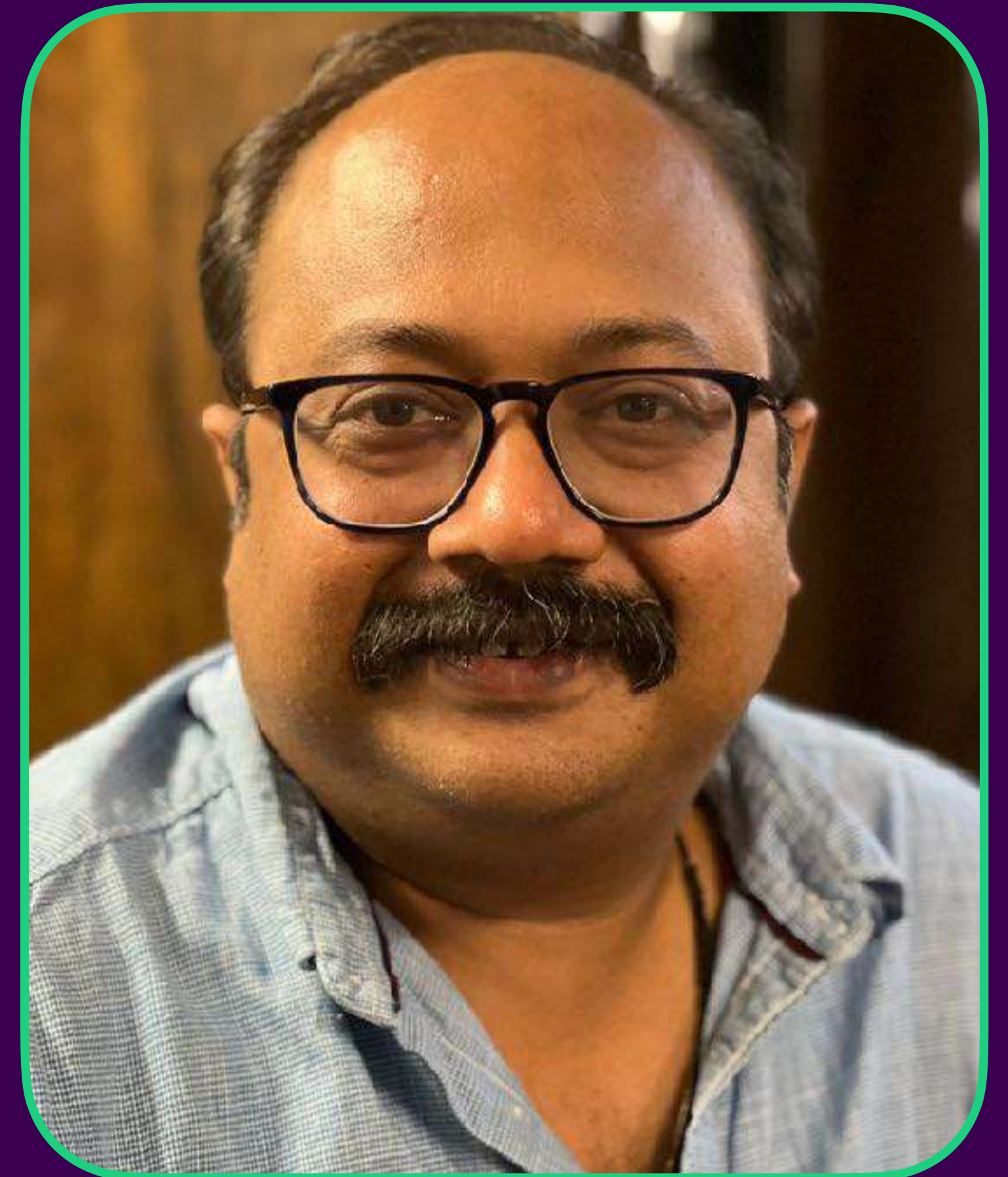
LOCATION



BOSS

A man in his early 40's to mid 50's, extremely sarcastic and strict. Loves throwing his weight around. Has a superiority complex. Often tends to make his employees feel inferior. Assumes that he has a great sense of humour but doesn't. Loves the corporate hierarchy. If it wasn't for his brown-nosing skills - he wouldn't have made it far.

SELECTED CAST



SHASHIE VERMA

AUDITION

BOSS'S COSTUME



EMPLOYEE

A meek man in his late 25-30 yrs, non-confrontational, ideal “Sharmaji ka ladka” vibes, very idealistic and naive in his approach to life. Honest to the T, Academically smart but often gets overlooked by the company and his skills are usually taken for granted.

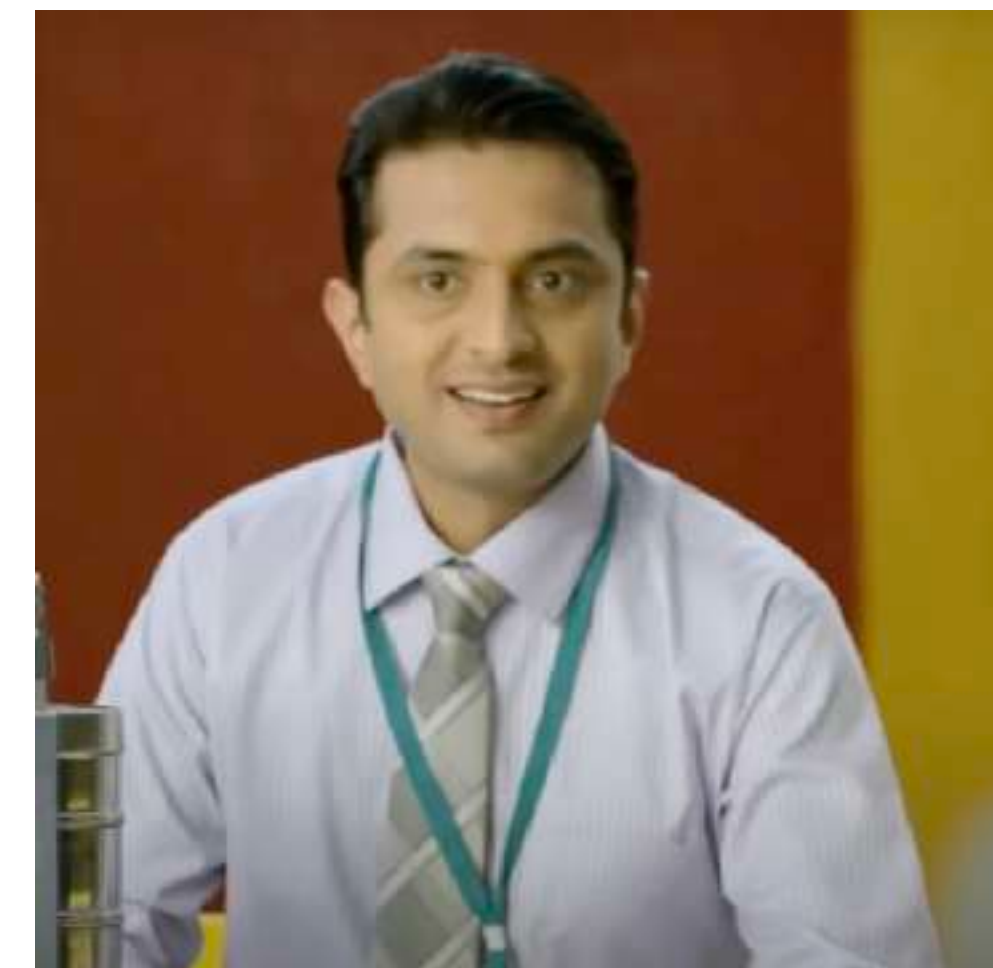
SELECTED CAST



SAHIL NARANG

AUDITION

EMPLOYEE'S COSTUME



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COSTUME





THE FOOD JOINT

2 Friends are standing at the billing counter of a restaurant joint. Friend 1 is at waiting for his total billing amount and billing person says, Sir, with additional 10 rupees you can add a beverage Add kardun sir?

Guy 1 says, Nahi nahi...

Counter guy starts billing and Friend 2 taunts (laughs at him), Arey le leta...ye 10 rupaye bachaakar gullak mein daalega kya?

He responds very proudly, mmmhhmmm...duniya ki 100 badi companies mein

After saying this Friend 1 pays Rs 590 for the order and opens Navi app to invest Rs 10 in Navi Nasdaq 100 fund.

His friend who was earlier confused was now awestruck

MVO Option 1 :Ab Navi Mutual fund ke saath, Index fund mein investment ki shuruwaat kariye sirf 10 rupaye mein!!!

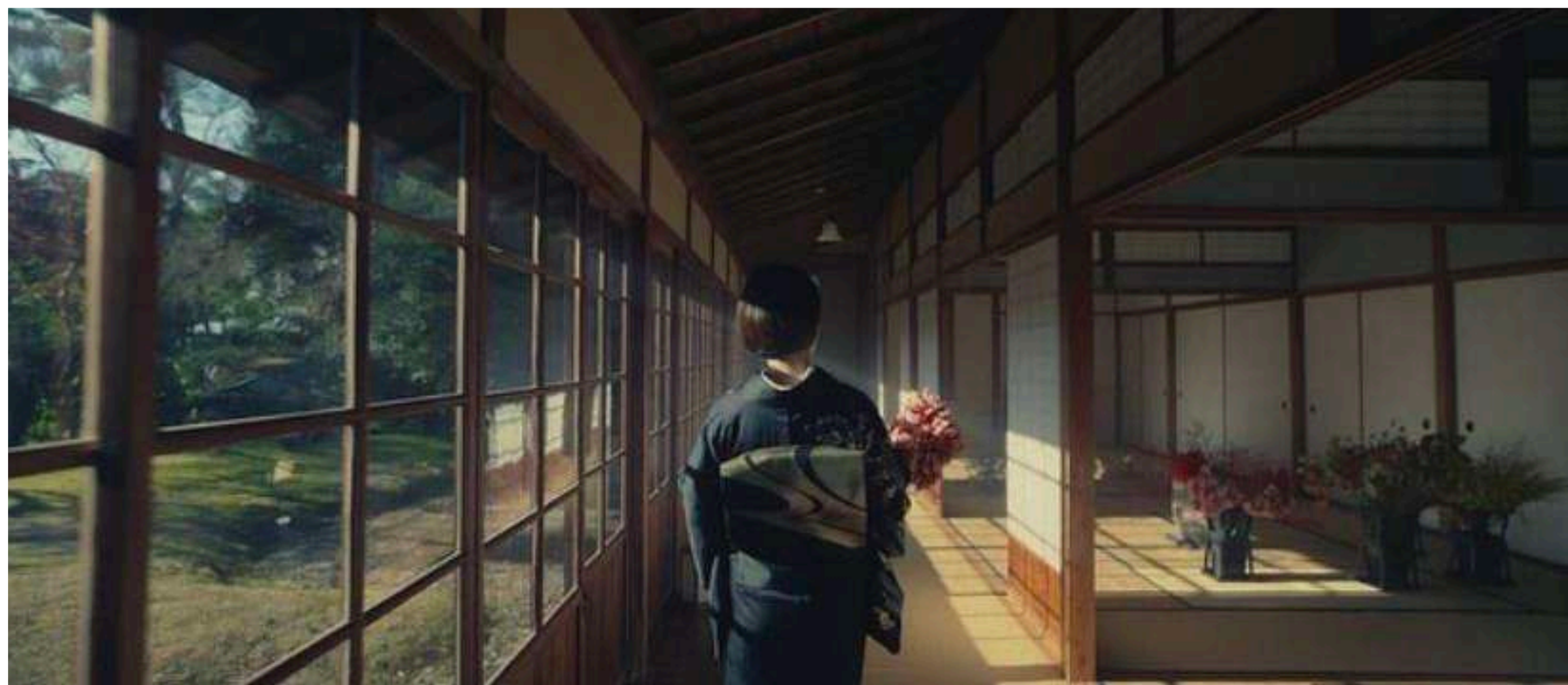
MVO Option 2:Ab Navi Mutual fund ke saath karein investment ki shuruwat sirf 10rs se!!

LOOK & FEEL

For this particular film, we want to play a lot with contrasting hues by crushing the blacks/shadows in the colour space, but in order to counter that, we'll be cheating a nice sunlight source to give a warm texture to the film. The overall space in terms of the cafe will be slightly upmarket, which is often found in cafes in B-Towns. The colours of this space will stand out more in terms to highlight the aspirations of the fast food joint. This film in terms of colours will be more vibrant, with a good mix between pastel and earthen tones. We'll again be using wide lensing for the entire narrative, since it gives us a lot of room here to play with the characters in the backdrop. And the use of motion throughout the narrative will be implemented here as well.



LIGHTING



STORYBOARD



1. The opens on a Fast food joint's billing counter.



2. We cut to two young boys standing at the billing counter. One of them is patiently waiting for his bill while his friend is seen busy on his phone.



3.

Cutting back to a mid shot of the restaurant employee, he asks his customer waiting at the counter, **“Sir, with additional 10 rupees you can add a beverage. Add kardun sir”?**



4.

We cut to a frontal mid shot of the two boys where the customer replies, “Nahi nahi...
His friend laughs and taunts him saying, **“ Arey le leta...ye 10 rupaye bachaakar gullak mein daalega kya”?**



5.

We cut back to the customer who responds very proudly,
“mmmhhmmm...*duniya ki 100 badi companies mein*”.



6.

We cut to a frontal mid shot of the employee who looks confused.



7.

We cut back to a POV shot of the customer who pulls out his phone and opens the Navi app to invest Rs. 10 in Navi Nasdaq 100 fund and then pays Rs 590 for the order.

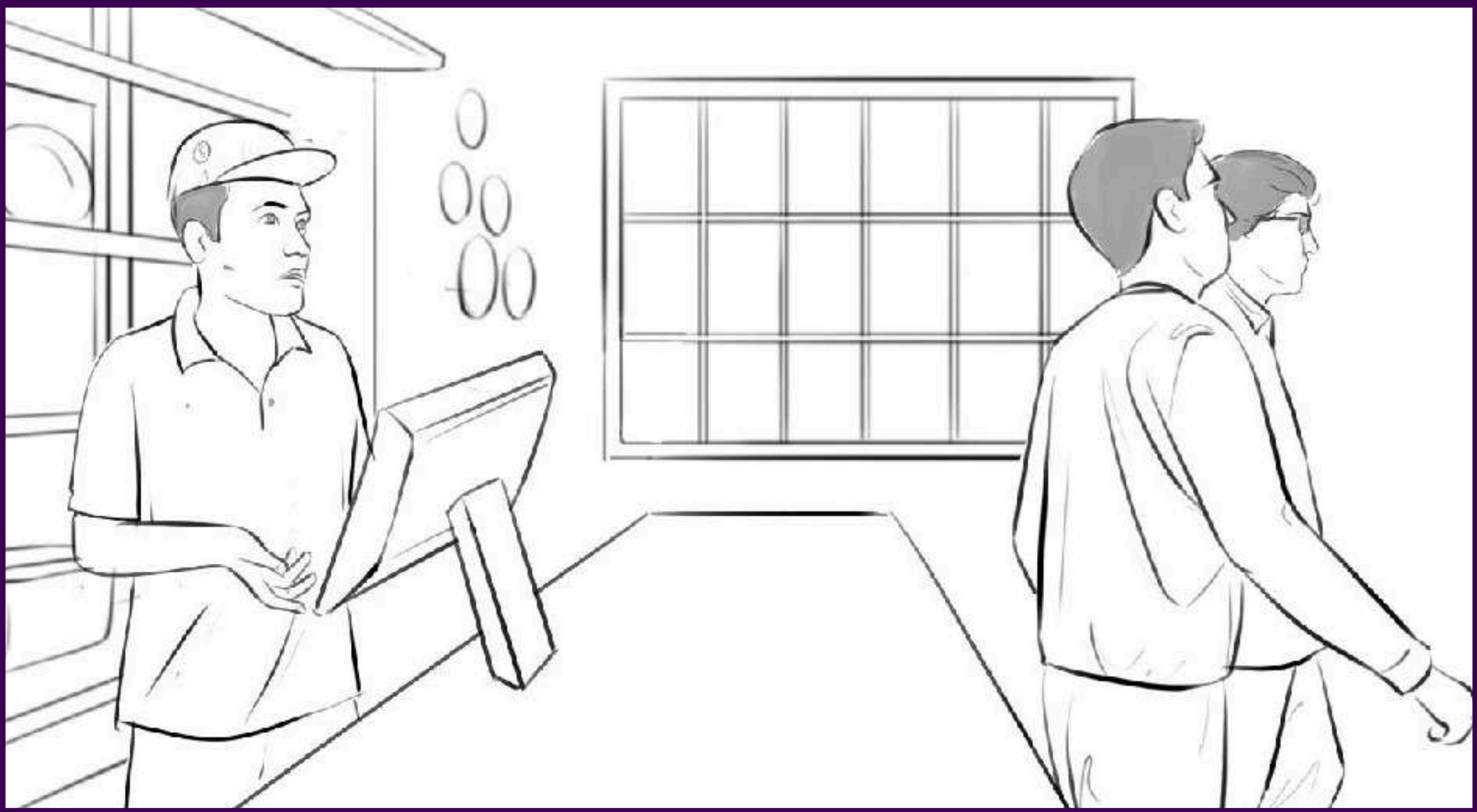


8.

We cut to a frontal mid shot of the two boys. The customer's friend who was earlier confused is now awestruck and peeps into his friend's phone !



9. We cut back to a mid shot, where we see the duo leave the fast food joint.



10. Cut to the product window

PRODUCT WINDOW



11. The film ends on a mid close up of customer, his friends and the restaurant employee peeking into the customer's phone, checking out the app.

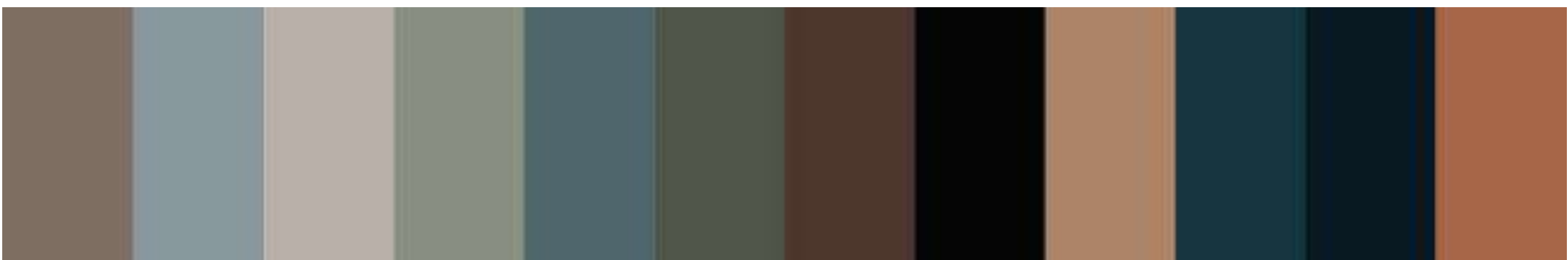


FIN



PRODUCTION DESIGN





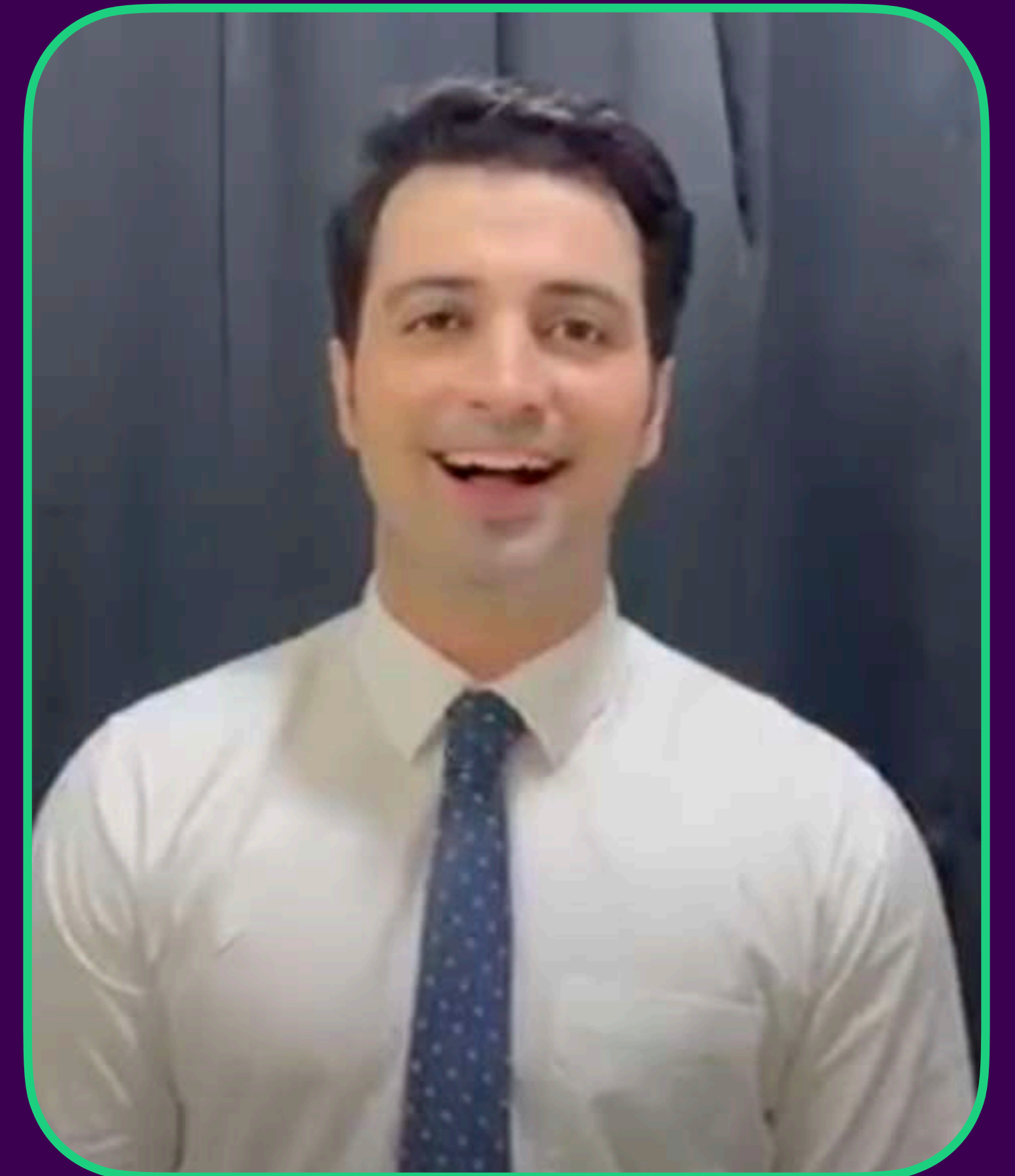
LOCATION



CUSTOMER

A meek man 23-26 yrs, Has a Indori- sweetness to him, non-confrontational, very idealistic and naive in his approach to life. Honest to the T, Looks smart and presentable but has a naive mommy's boy like vibe to him.

SELECTED CAST



MEHERZAN MAZDA

AUDITION

CUSTOMER'S COSTUME



FRIEND

Childhood Friend of Customer I, 25-30yrs Complete Allahabad Roadside romeo, Has an evil streak to him, the Harami Friend that everyone usually has, Extremely sarcastic, a Character in himself, Local Realty Broker vibes, Has too much confidence than required, has been beaten by the public or been in police lock-up at least once in his life.

SELECTED CAST



JAY THAKKAR

AUDITION

FRIEND'S COSTUME



BARISTA

Young, desi character face, ideally comes from a theater background, needs to have great improv skills. We're looking at character faces who would do great for comedy. Ideally not loud in terms of performance, we need it to be subtle. Focus on this as a character study, rather than a character to be portrayed.

SELECTED CAST

COUNTER GUY



ALISTER BENNIS

AUDITION

BARISTA'S COSTUME



MUSIC

OPTION 1

TAP TO PLAY

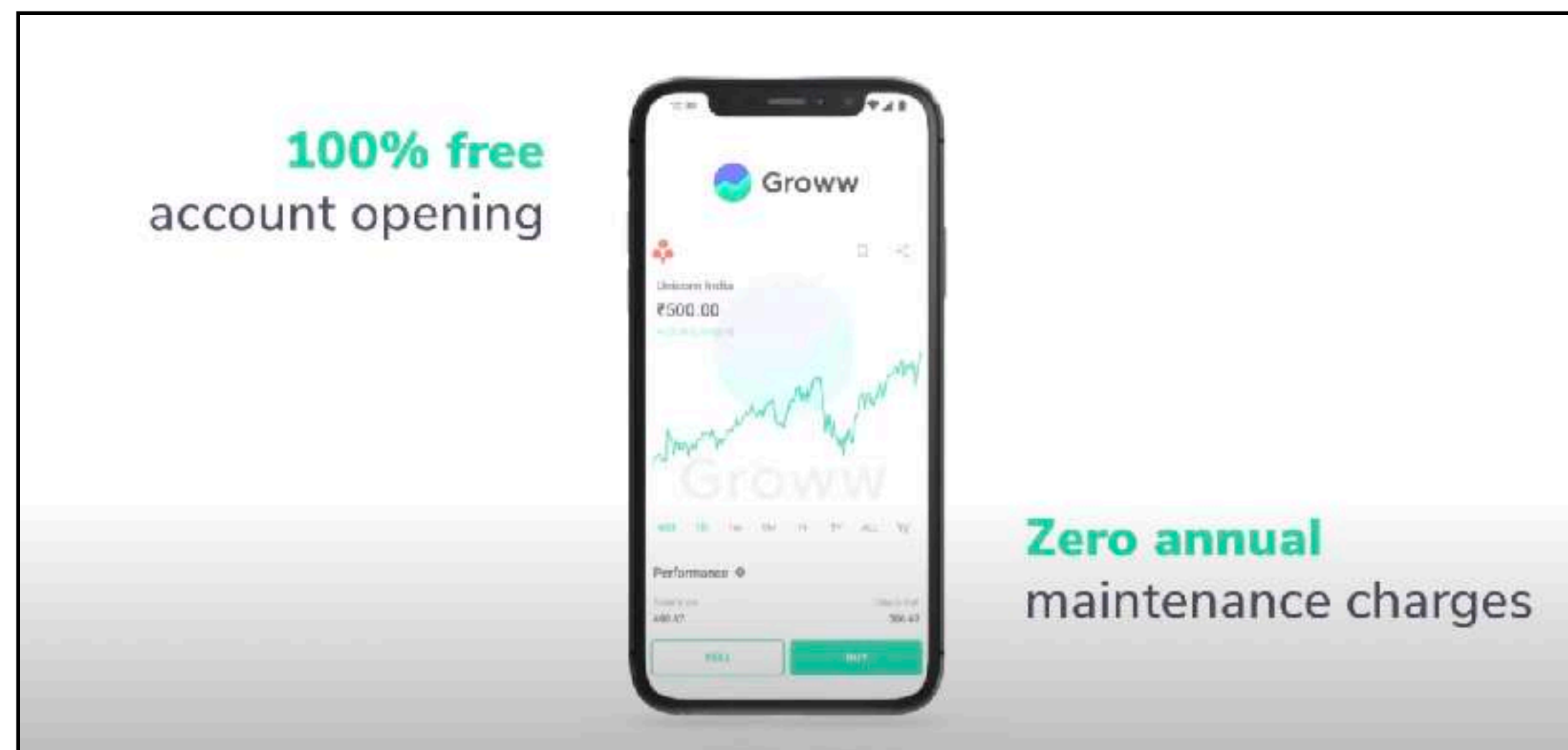
OPTION 2

TAP TO PLAY



Since the overall narrative will feature a good use of SFX and sound design with some minute Foley or music stings to amplify the moment, And given that the music piece only occurs right before the protagonist delivers his final verbal punch - leading to the product window, We feel that the music should be subtle and should incorporate the same zest at the protagonist as he delivers his final line. Overall I think the music space should be fun and add on to the quirk of the movie, and since we also want to incorporate the brand name with the Track, I feel we should head go a retro Disco route, with RD Burman like retro Bollywood flairs interspersed in the middle. This mis blended with modern percussions and a funk baseline will definitely uplift the film space.

PRODUCT WINDOW



OPTION 1

TAP TO PLAY

OPTION 2

TAP TO PLAY

DOLLY MOVEMENT REFERENCE



TAP TO PLAY

WHEN THE PROTAGONIST SAYS HIS FINISHING LINE.

MAGNIFICATION + CAMERA MOVEMENT



TAP TO PLAY

HUMOUR + QUIRK REFERENCE



TAP TO PLAY

FRAMING REFERENCE



TAP TO PLAY

GRADE REFERENCE



TAP TO PLAY

YOU'VE REACHED THE END
THANK YOU

