



PPM DECK

– VENKY PUTHRAN

DIRECTOR'S NOTE



The overall campaign will immerse audiences in a delightful and realistic mockumentary-style world, drawing inspiration from the visual humour present in Edgar Wright movies.

To bring a genuine sense of authenticity, we'll cast unique and non-renowned faces, allowing viewers to connect with the characters as if they were real individuals. Furthermore, our choice of realistic locations, rich in character, will infuse an additional layer of quirk and charm into the narrative.

With a touch of Thai humour-based commercials, we'll play on awkwardness, capturing those amusing and relatable moments with long takes that will induce hearty chuckles from the viewers.

The film's aesthetic will feature centre-framed visuals, creating a candid and voyeuristic feel, all cleverly captured through wide spherical lenses.

This approach ensures we capture every detail and offers the opportunity to add small, off-beat jokes and Easter eggs in the backdrop, rewarding viewers with delightful surprises upon multiple viewings.

The music will play a significant role in enhancing the film's quirkiness.

By recreating vintage retro orchestral sounds, we'll infuse the film with a timeless charm, making it not only funny but also remarkably cool.

This attention to detail will undoubtedly elevate the overall viewing experience, making the campaign memorable, enjoyable, and an instant audience favourite.

SCRIPT

Over the sound of BGMI Gameplay, we see four players running with loaded bags in the game. Three of them are in proper customised costumes from head to toe and are armed with fancy guns, while one is in underpants. In fact, one of the players has a flacon hovering on his shoulder.

PLAYER 1 (regular voice) “**Yaar scope nahi mil raha**”

PLAYER 2 (regular voice) “**Zone mein chalein**”?

Wide shot of 4 guys, sitting in their comfortable playing positions around the center sofa area. THE PLACE – A 2BK bachelor pad, with a massive terrace adjoining the Living room area, the ambience is that of a middle class household, with old wooden furnishings left behind by the owner of the flat occupied by 4 boys in their early 20s who have tried to make it their own by putting up posters and pop culture memorabilia around the room. The room looks slightly dusty as they do not care for daily cleaning.

COSTUME – Regular loose home clothes for all the characters, except Rohan. He looks like his game avatar, wearing a sleeveless undershirt and boxer shorts.

Close up of Rohan – He is completely enamoured by the outfit one of the players is wearing where he has a falcon hovering over his shoulder.

ROHAN: “**Arre ye...bird kahaan se aya**”.

GAMEPLAY FOOTAGE – WE ZOOM IN ON THE PLAYER HOVERING OVER HIS SHOULDER AND SHOW A TIGHT FALCON

PLAYER 3: “**Bhai log, zone aa rahi hai. Gaadi dhundo**”.

SCRIPT

WITH THE FLACON CLOSE UP OF THE ROHAN is still enamoured, just when he notices a pigeon sound coming from the terrace area, he looks over excited. We see the pigeon nonchalantly strolling on the attached terrace.

We see Rohan Swiftly exit to the left of frame. He flips in phone also and jumps over like a mad man on a hunt, surprising the other players who are sitting beside him.

PLAYER 1 (startled): “**Ab yeh kahaan gaya**”?

Player 2 and 3 are still glued to their phones and without wasting a beat (in unison): “**Fir wahi, default se nikalne**”.

LIFT SPACE – AN OLD SCHOOL LIFT WITH DOUBLE BARRIER STEEL GRILLS

ONE SHOT – We see the doors to the lift open. Camera is slightly low from eye level. The lift-man get startled as the door opens. A girl in the back is also startled and tries to clutch back to the railing in the back of the lift.

Rohan tries to enter the lift. His huge outfit is an obstacle for everyone. His body is still partly outside the lift. People in the back try to adjust so that he can get in easily, but to no avail. Rohan swivels around uncomfortably. His face is now inches away from the lift-man.

LIFT-MAN: “**Sir, yahaan space ka aur scope nahi hai**”. (Alternate – Lift-man looks at the Rohan’s Pan: “**Sir, non-stick hai**”?)

SANGEET – INTERIOR. RECEPTION HALL SPACE DECKED UP FOR THE SANGEET FUNCTION. A DJ plays music. We hear PUNJABI WEDDING music.

A group of young relatives dance in sync. They are not professionals so you can make out the awkwardness in their steps. Suddenly, from the back we see Rohan enter in complete swag through a small opening between the group of people dancing. He starts doing his BGMI moves.

SCRIPT

All of the others confused, come to a hold, while we still see one of the young relatives cheer on from the back. We see a group of relatives on the sidelines of the stage. An uncle looks confused looking at the dance step. Other people equally zonked by the move. It's a very awkward pause.

UNCLE (mutters out loud): “**Alag hi zone mein hai yeh toh**”

TERRACE – THE SAME ATTACHED TERRACE WHERE WE SAW THE PIGEON STROLLING IN THE BEGINNING

A MONTAGE – Rohan diligently trains a pigeon to hover around him and listen to his commands like the game asset.

- A determined Rohan makes garbled pigeon sound. The pigeon looks at him, confused.
- Profile wide shot of both Rohan and pigeon. Rohan looks eye to eye with the pigeon. The pigeon stares at him for a moment and turns. Rohan tries to get the pigeon to look at him while trying to do the eye to eye gesture.
- Rohan tries to keep the pigeon stable on the ground while trying to get his attention.
- OTS SHOT of the PIGEON: Rohan shows the pigeon visual instructions on a whiteboard with steps on how to maneuver around him.
- Close up of the pigeon. We hear “**Help**” like in the game and see game graphic of “**Help**” around him. It's as if the pigeon is asking for help to get away from Rohan.

SCRIPT

BACK TO THE LIVING ROOM. Rohan walks in from the terrace, gently holding the pigeon on his left shoulder. His hair and clothes are completely disheveled. His friends we saw in the beginning sit in the background in a casual manner. The feathers still blow in the wind, as he yells to his friends.

ROHAN (proud and cheerful): “**Dekha! Default se nikalna kitna easy hai**”.

His friends turn back and look at him awkwardly. Cut back to Rohan. The bird immediately flies off from his shoulder (as he gasps) and poops on his face, once off-frame. One of his friends casually pulls up his phone and shows it to him. The phone display has Royale Pass screen on.

PLAYER 1: “**Bro, itna kya drama? Royale Pass le. Aur default se nikal le**”.

PRODUCT WINDOW – GAMEPLAY/IN GAME FOOTAGE.

VOICE OF GOD

Epic value. Epic rewards. Get the Royale Pass and don’t be default.

CLOSING WINDOW – LIFT

Rohan stands in the lift relaxed, dressed in normal casuals (for the first time), holding his phone with both hands. The lift-man gives Rohan his Pan (the one we saw with his crazy costume).

LIFT-MAN (hesitating): “**Sir, yeh aapka kal gir gaya tha**”.

ROHAN (polite, confident): “**Ab nahi chahiye**”.

Tight close up of the phone in Rohan’s hand. BGMI Royale Pass screen on it.

GAME ON



1.



The film opens on a gameplay footage of four players running with loaded bags.

Three of them are in proper costumes and armed while one is in underpants.

One of the players is seen with a flacon hovering on his shoulder.

PLAYER 1 (regular voice) “Yaar scope nahi mil raha” PLAYER 2 (regular voice) “Zone mein chalein”?

(Current image is for reference purpose only)

2.



We cut to a wide shot of a living room where we see 4 boys sitting in comfortable playing positions with phone in their hands around the centre sofa area. We hear the game banter in the BG.

3.

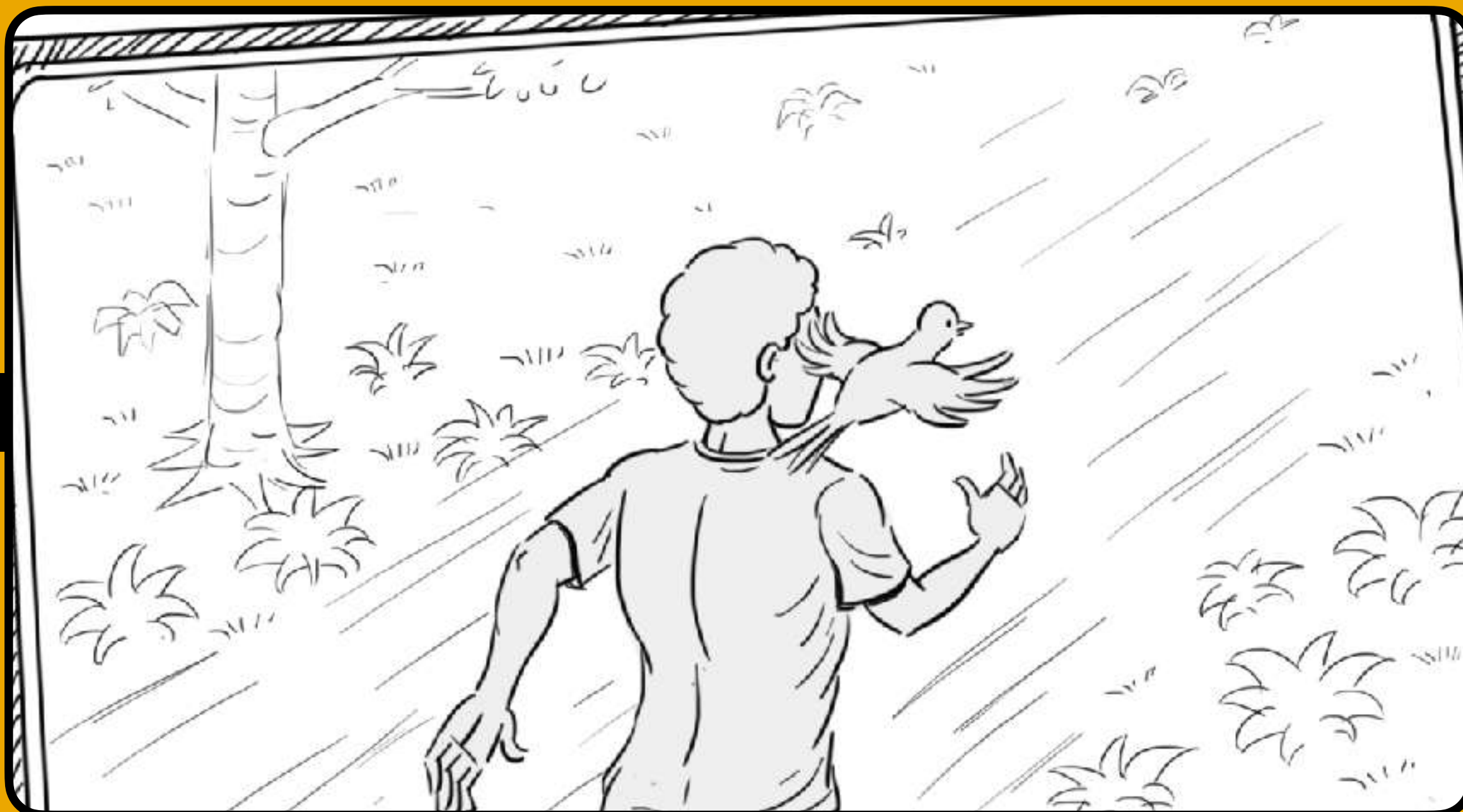


We cut to a close up of the protagonist, Rohan, who is completely enamoured by the outfit of one of the players is wearing.

This player also has a flacon hovering over his shoulder.

Rohan says, “Arre ye . . .bird kahaan se aya”.

4a.



We cut to the Gameplay Footage where we zoom in on the player that has a flacon hovering over his shoulder.

Player: “Bhai log, zone aa rahi hai. Gaadi dhundo”?

4b.



... We see a gradual digital track in on the Gameplay Footage with the falcon now in focus.

5a.



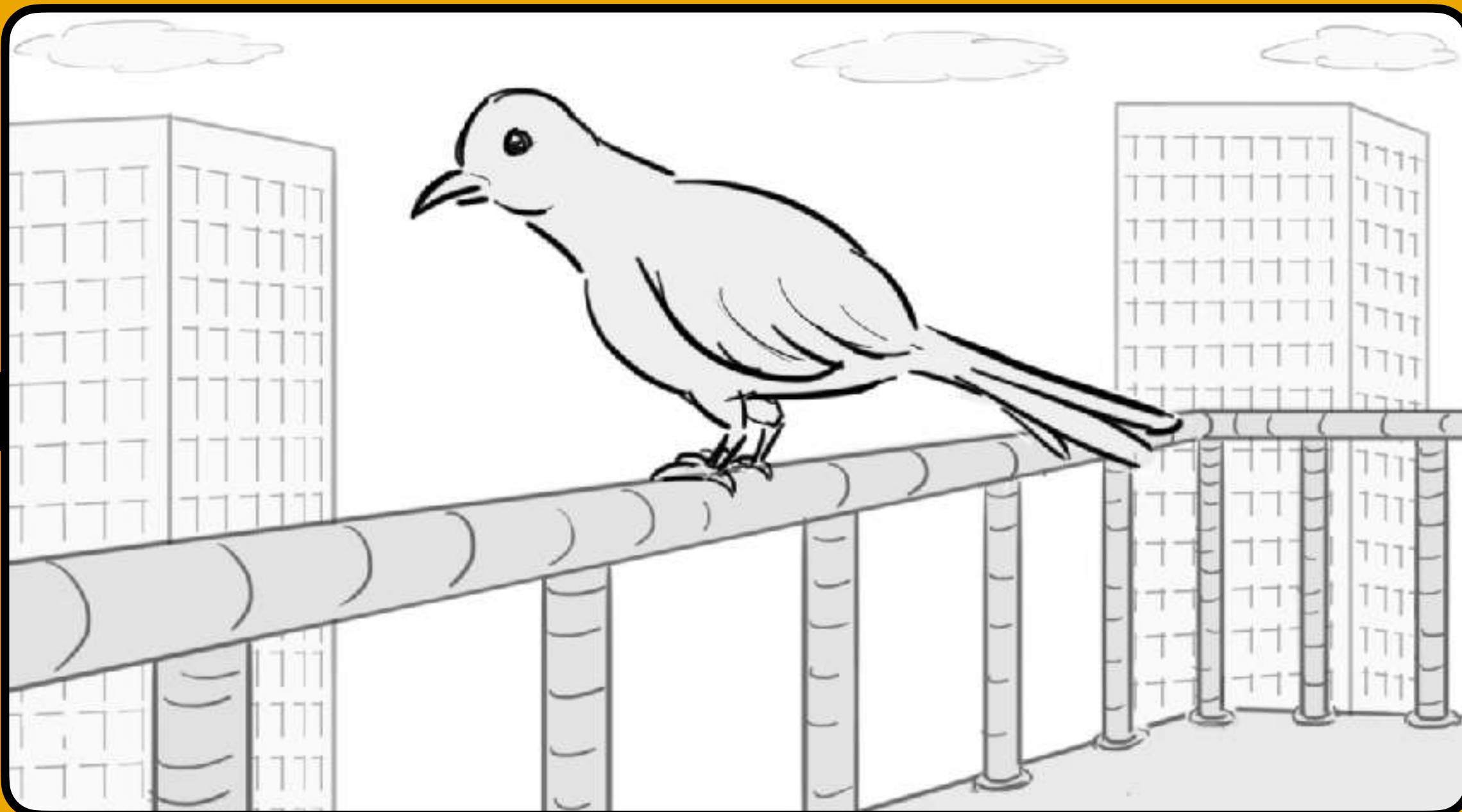
We cut back to a frontal shot of Rohan, who is staring at his phone screen, still enamoured.
As the camera slowly tracks out, we hear a pigeon cooing from the terrace area.

5b.



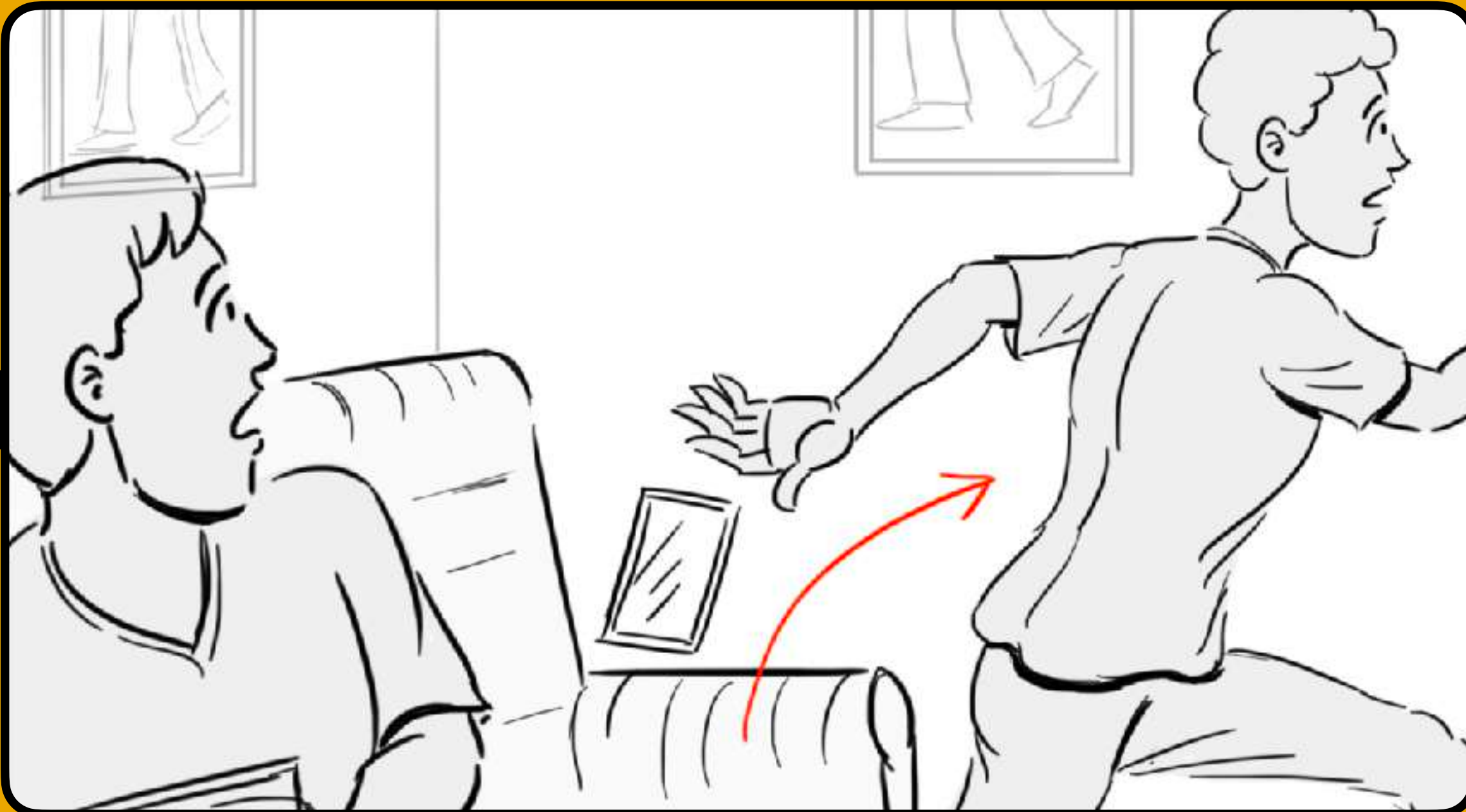
... This catches Rohan's attention as he turns immediately turns around and looks excitedly towards the terrace.

6.



... We pan towards the terrace area where we see a Pigeon in the balcony sitting nonchalantly, minding its own business.

7.



We cut back to a mid shot where we see Rohan Swiftly exiting to the left of frame, flipping his phone and jumping over like a mad man on a hunt, surprising the others who are sitting beside him.

8.



... In a close up we see the player besides Rohan startled as he looks over at Rohan exiting the frame.

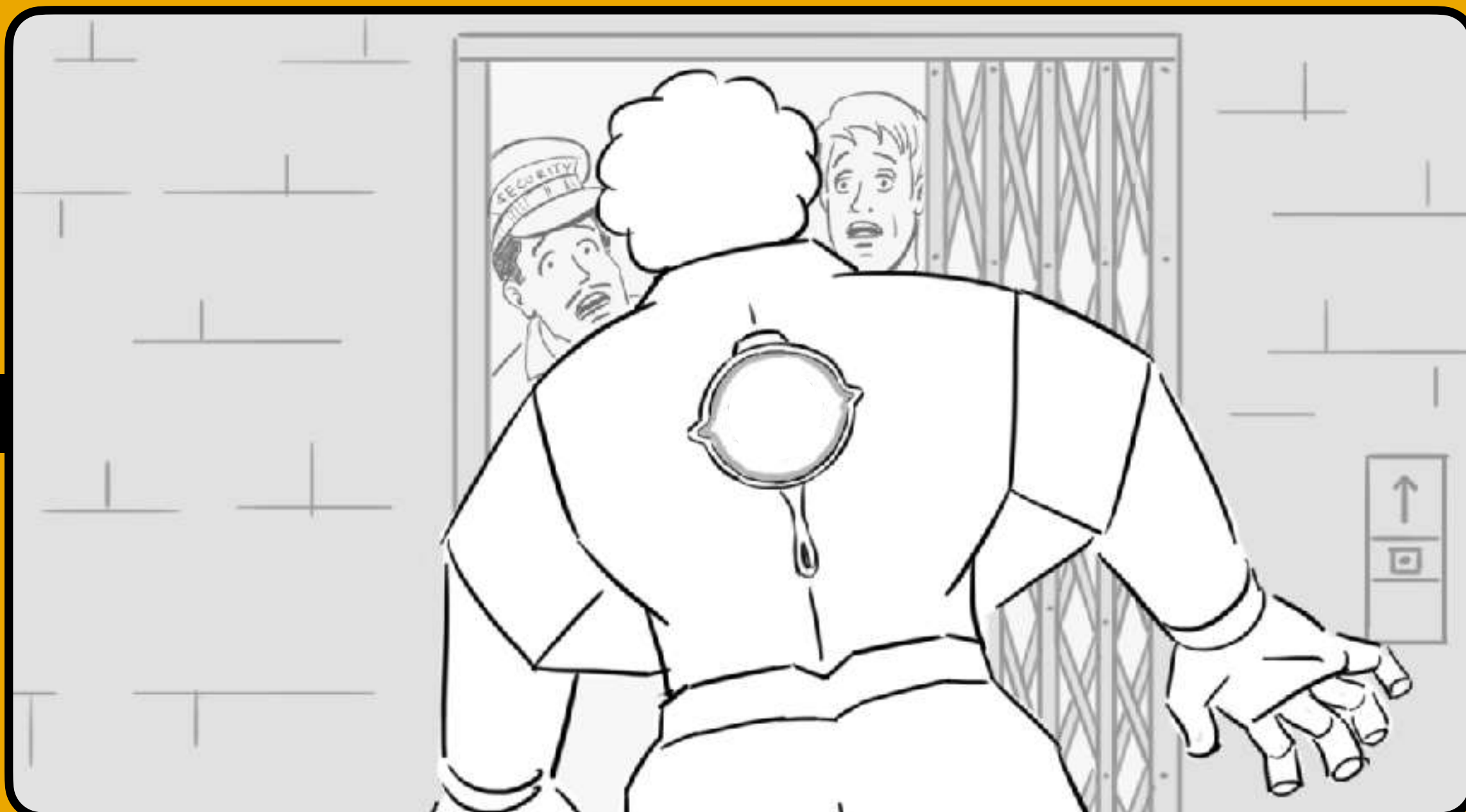
He then turns towards the other players and asks, "Ab ye kahan gaya"?

9.



As the camera pan towards the right, we other 2 players sitting on the ragged sofa, in unusual positions, their eyes completely glued to the phone screen as they continue gaming. They reply to the other players in unison, "Fir wahi, default se nikalne"!..

10a.



We cut to a mid shot Building lift.

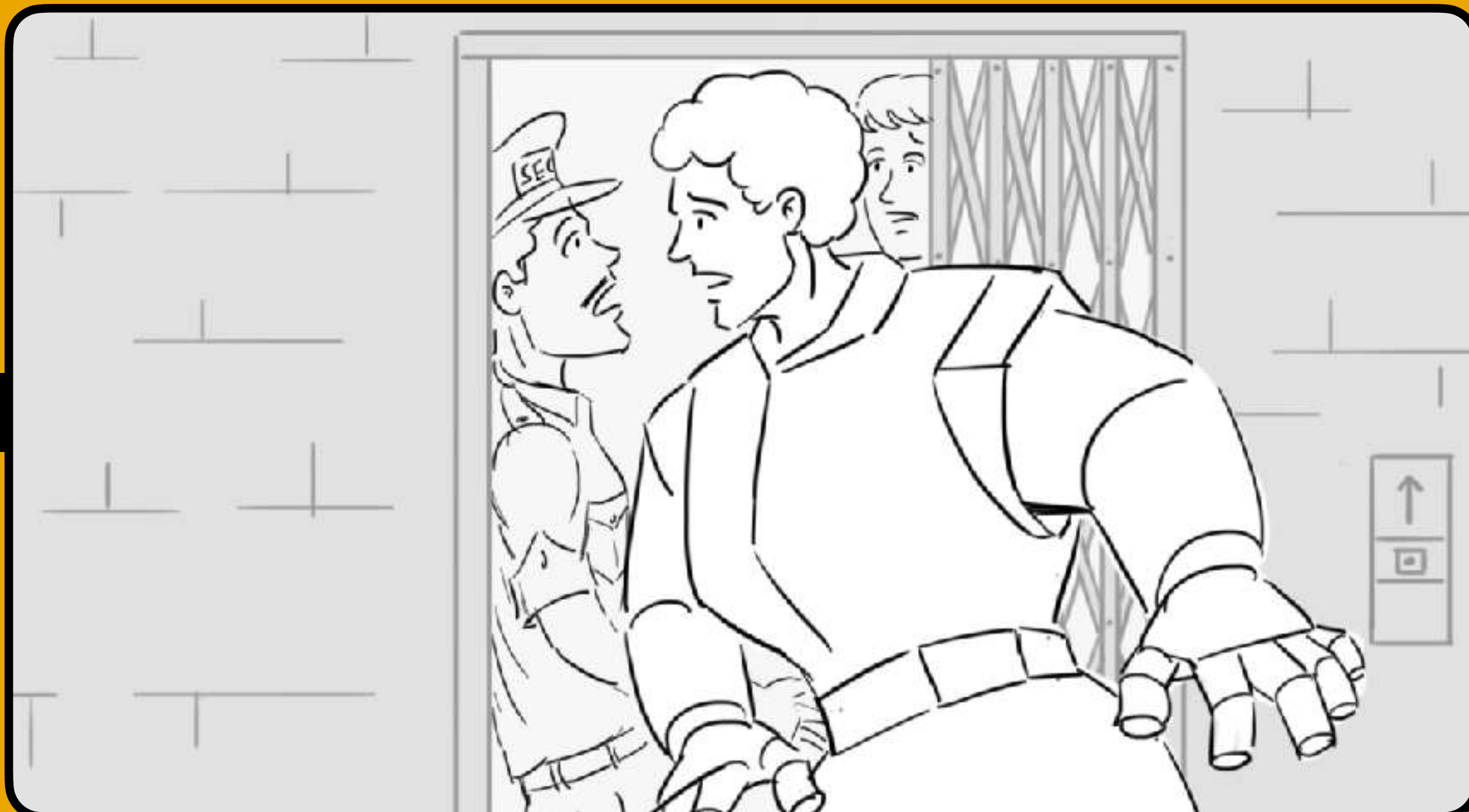
In a one shot we see the lift stop and the doors open revealing a security guard and a girl standing inside the lift startled, looking at a guy wearing a strange purple-green outfit with huge wings and spikes and even a tail who enters the lift.

10b.



The guard freaks out but Rohan greets him and tries to enter the lift. As he does, the guard struggles to give Rohan more space.

10c.



We see partly his body is outside the lift as the people in the back try to adjust so that he can get in easily but to no avail. We see Rohan uncomfortably swivel around, his face is now inches away from the lift-man.

11.



We cut to a close up of the lift-man as he says, "Sir, yahaan aur scope nahi hai." Or "Sir, non-stick hai?"

12.



We cut to a close up shot of a DJ on the console, grooving to the music he is playing as the camera swiftly tracks back...

13a.



... revealing a group of young relatives awkwardly dancing together in a place set up for a Sangeet.

13b.



... We then see Rohan enter in from the back with complete swag through a small opening between the group of people dancing. He starts doing his BGMI moves.

14.



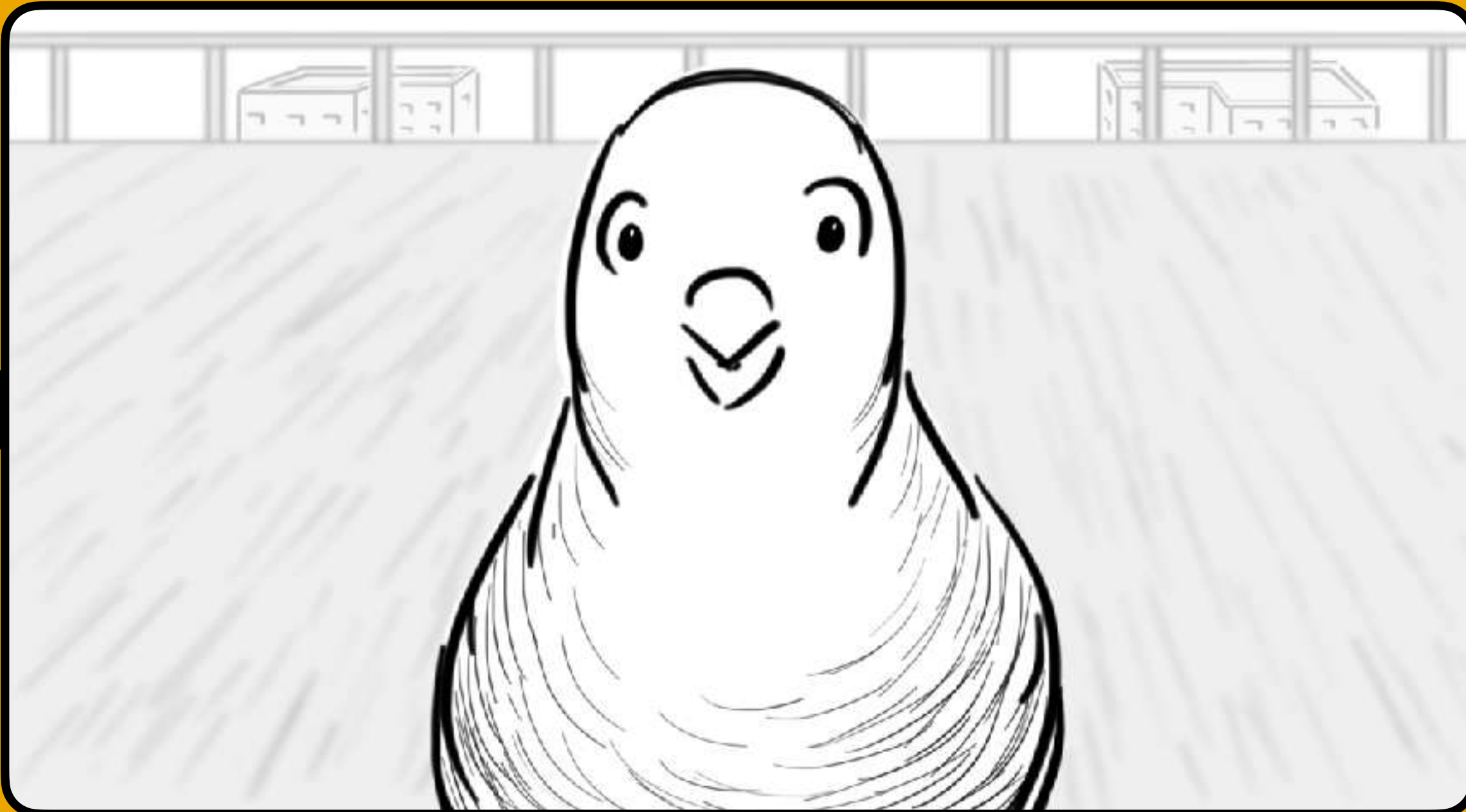
We cut to a mid close up shot of the relatives who are left confused as they stop to watch him while one of the young relatives cheers on from the back. We then hear the uncle mutter as he says, "Alag hi zone mein hai ye toh."

15.



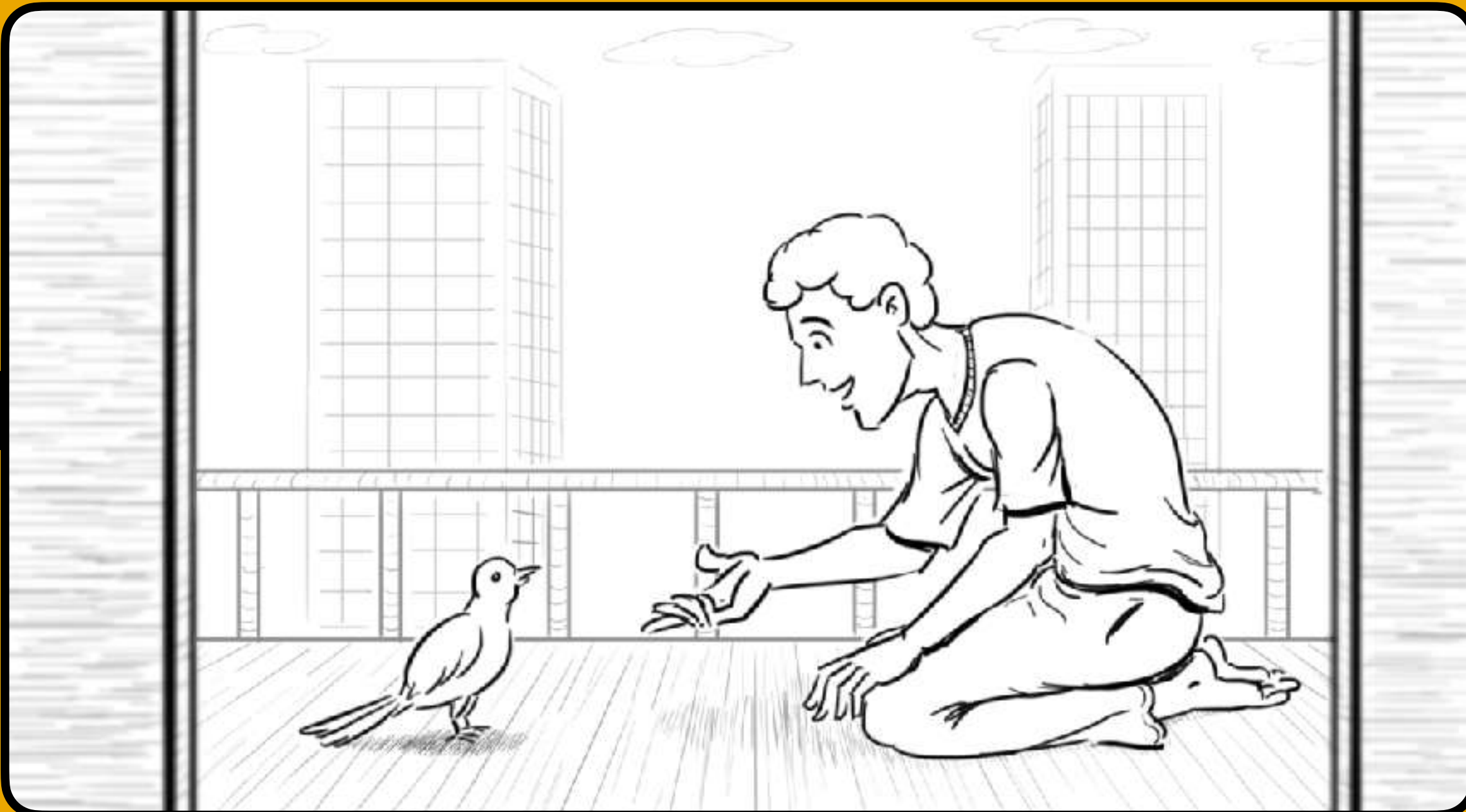
We cut to a close up shot of Rohan who has a determined expression on his face as he makes garbled pigeon sounds trying to get the pigeon to and listen to his commands like the game asset.

16.



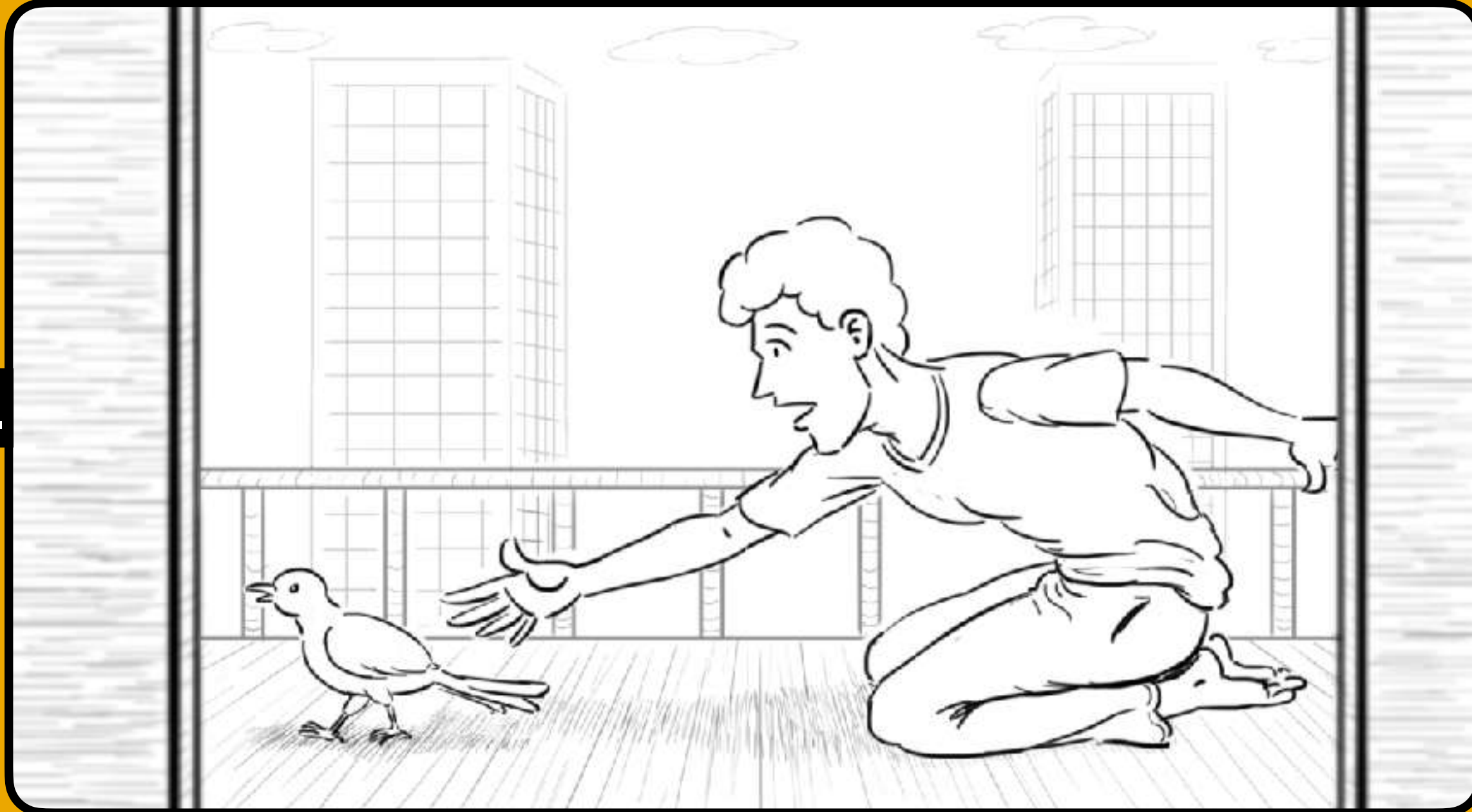
We cut to a close up shot of the confused pigeon looking at him while the camera charges in slightly.

17a.



We cut to a profile wide shot of both Rohan looking eye to eye with the pigeon as it stares at him for a moment.

17b.



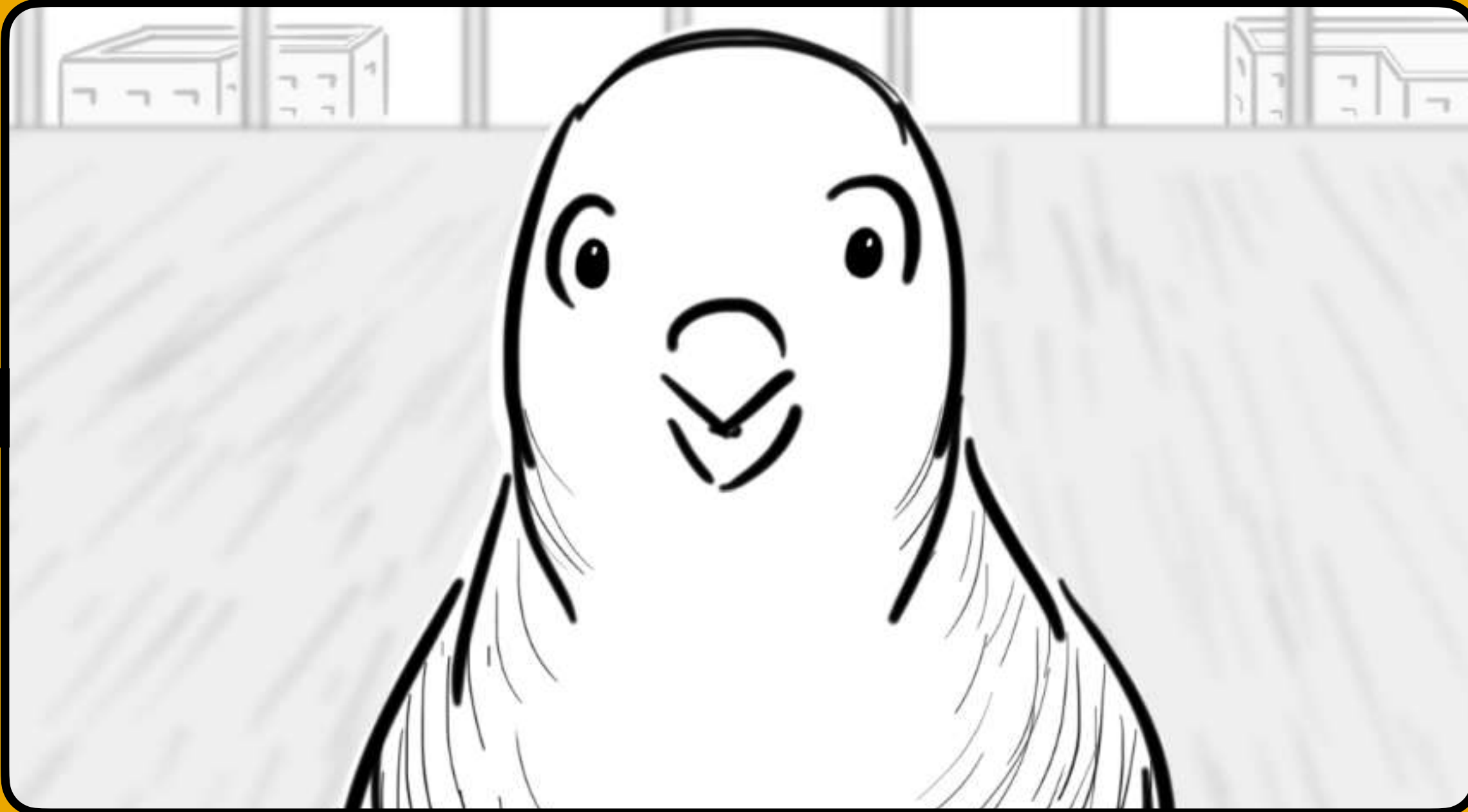
We continue seeing Rohan trying to keep the pigeon stable on the ground while trying to get his attention but the pigeon turns away.

18a.



In an OTS shot of the pigeon we see Rohan holding up an whiteboard while trying to show him a visual illustrations with steps on how to manoeuvre around him.

18b.



As the camera tracks in we notice the pigeon is still confused.
We hear “Help” like in the game and see game graphic of “Help” around him.

19.



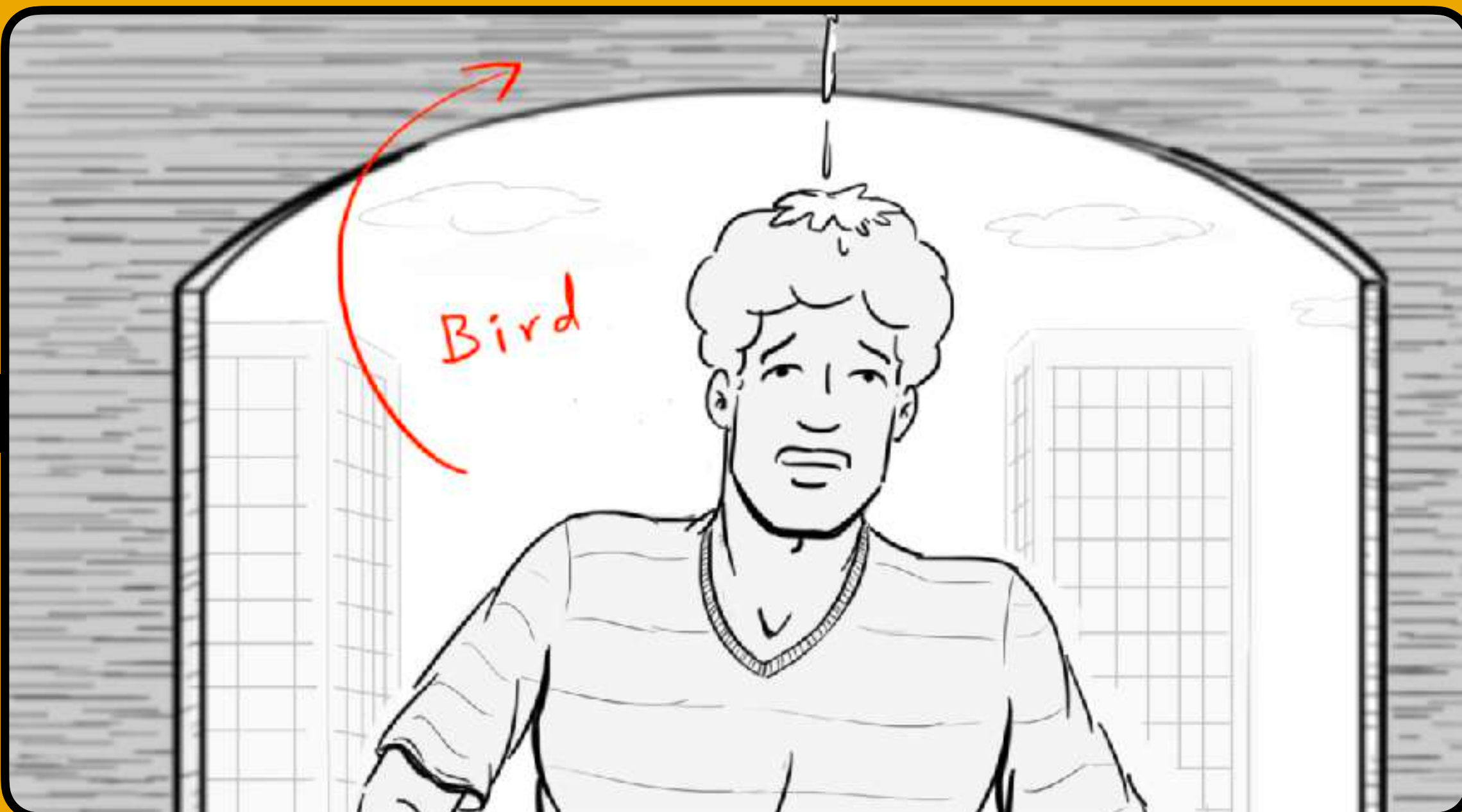
We cut to a mid shot where we see Rohan walk in from the terrace to the living room with he pigeon on his shoulder and says, “Dekha, Default se nikalna kitna easy hai.”

20.



We cut to a mid shot of his friends who turn back and look at him awkwardly. Player 1 pulls up a phone, looks at Rohan and says to him, "Bro, itna kya drama. Royal pass le aur default se nikal le!"

21.



We cut back to a mid shot of Rohan as we watch the pigeon fly off his shoulder, leaving Rohan surprised. He then looks at his rest and says, "huh?"

24.



We cut to a mid shot of Rohan standing in the lift playing on his phone.

25a.



We cut back to a wide shot where we see the watchman bring out a pan and asks Rohan, "Sir, yeh aapka kal gir gaya tha".

25b.



We continue seeing them in the same frame as Rohan replies, “Ab nahi chahiye”.

25.



We cut back to a tight close up of the phone in Rohan’s hand with BGMI Royale Pass screen on it.

CASTING



GAMERS

ROHAN

FRIEND 1

FRIEND 2 & 3



JAYESH

INTRO

AUDITION 1

AUDITION 2

AUDITION 3

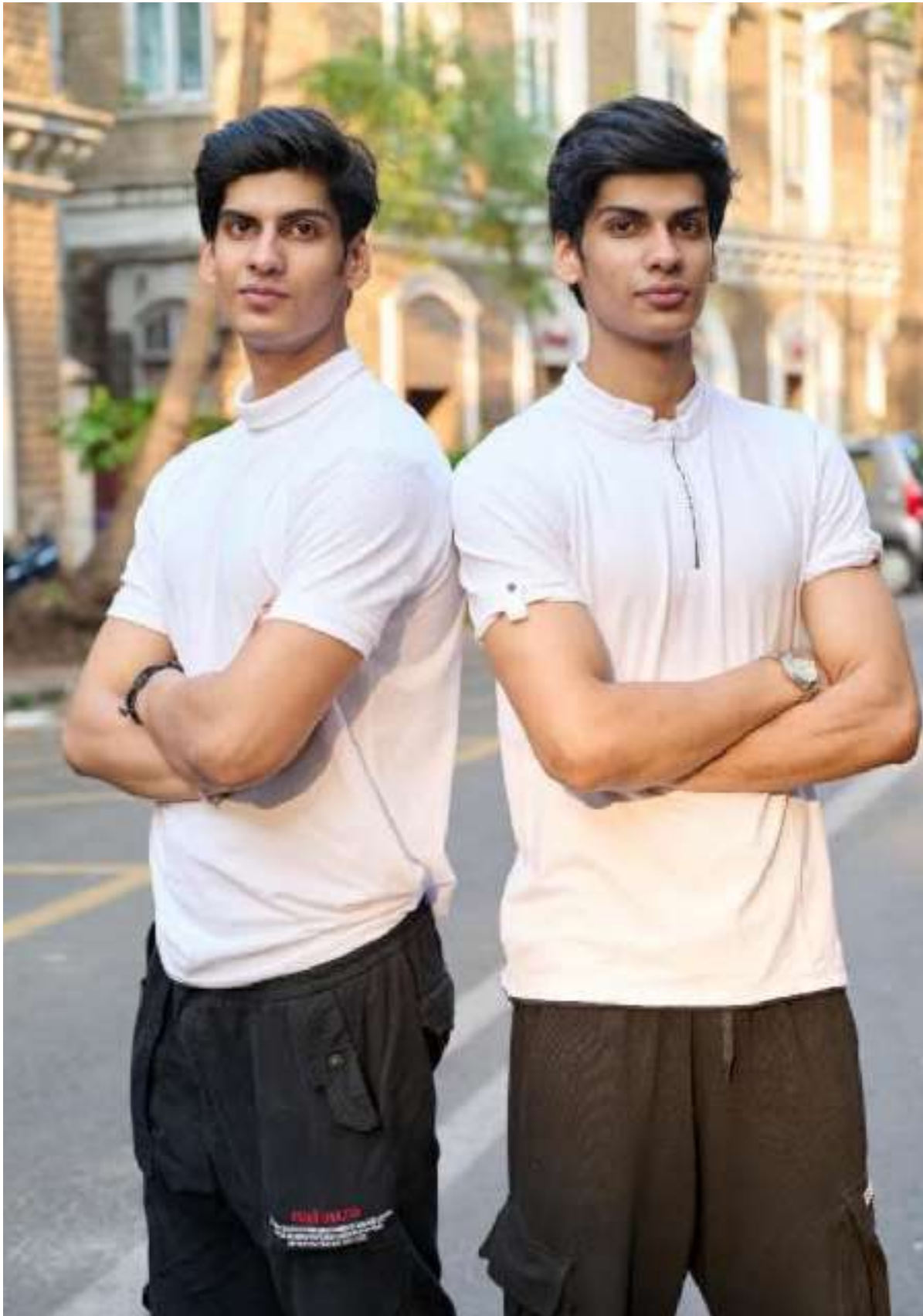


TIRTH

INTRO

AUDITION 1

AUDITION 2



ANMOL & APURV

INTRO

AUDITION 1

UNCLES

SANGEET UNCLE

WATCHMAN



SANJEEV

INTRO
AUDITION



KUNAL

AUDITION

LOCATION IMAGES



LIVING ROOM



TERRACE



ELEVATOR



SANGEET



CORRIDOR

PRODUCTION DESIGN



LIVING ROOM SET UP



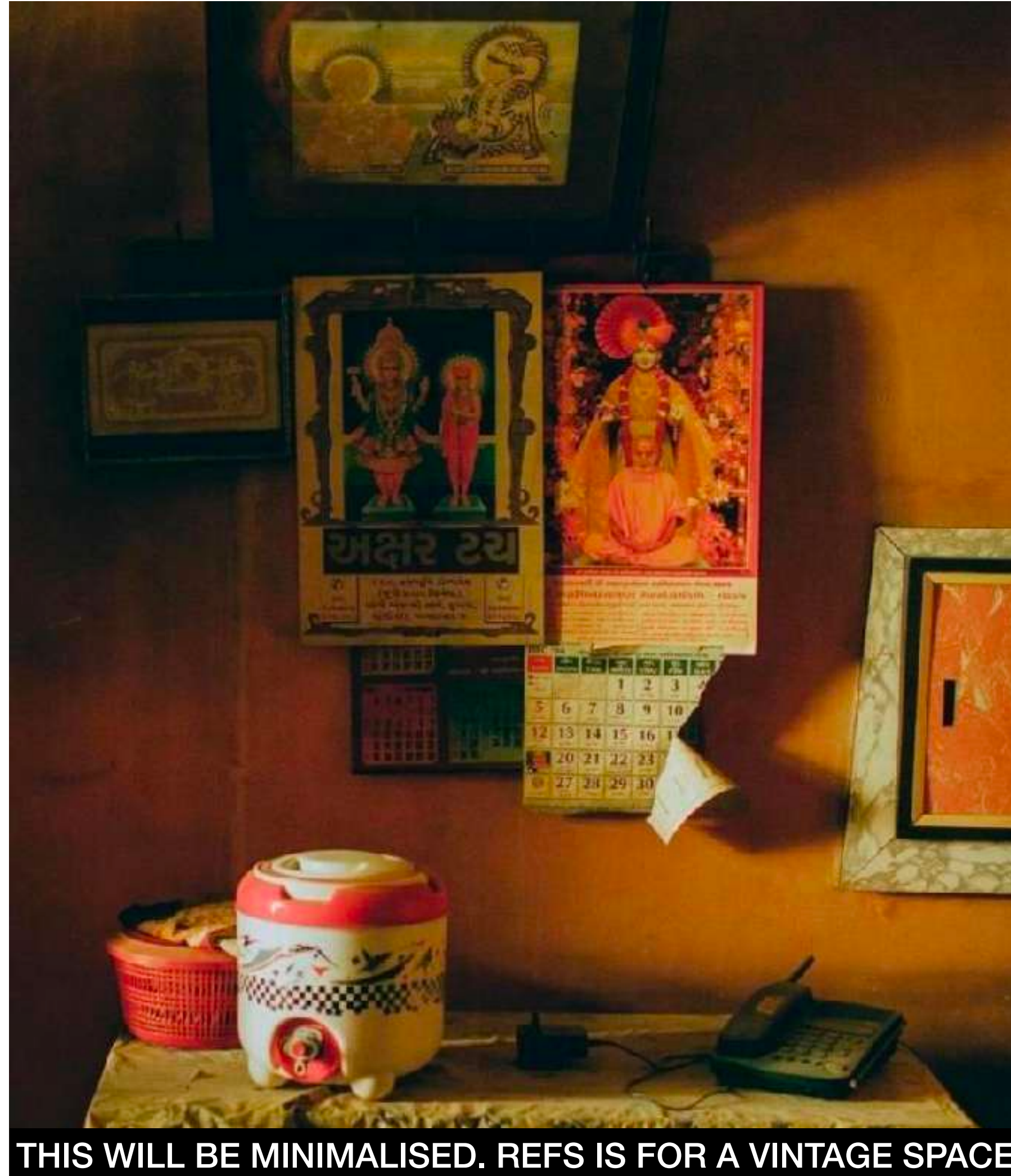
THIS WILL BE MINIMALISTIC. REFS IS FOR A VINTAGE SPACE



PRODUCTION DESIGN



LIVING ROOM SET UP



PRODUCTION DESIGN



TERRACE SET UP



PRODUCTION DESIGN



ELEVATOR SET UP



PRODUCTION DESIGN



SANGEET SET UP



PRODUCTION DESIGN



CORRIDOR SET UP



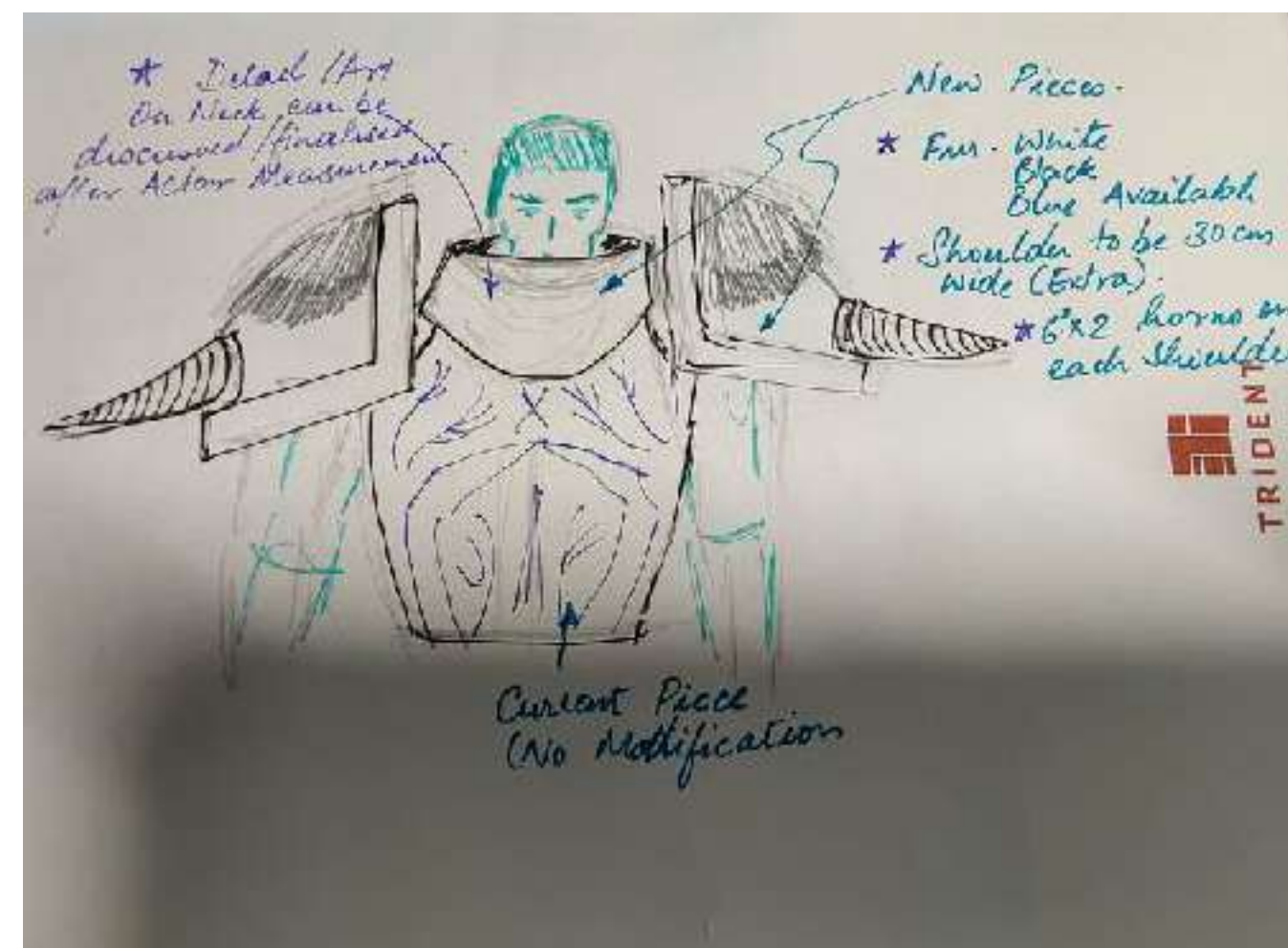
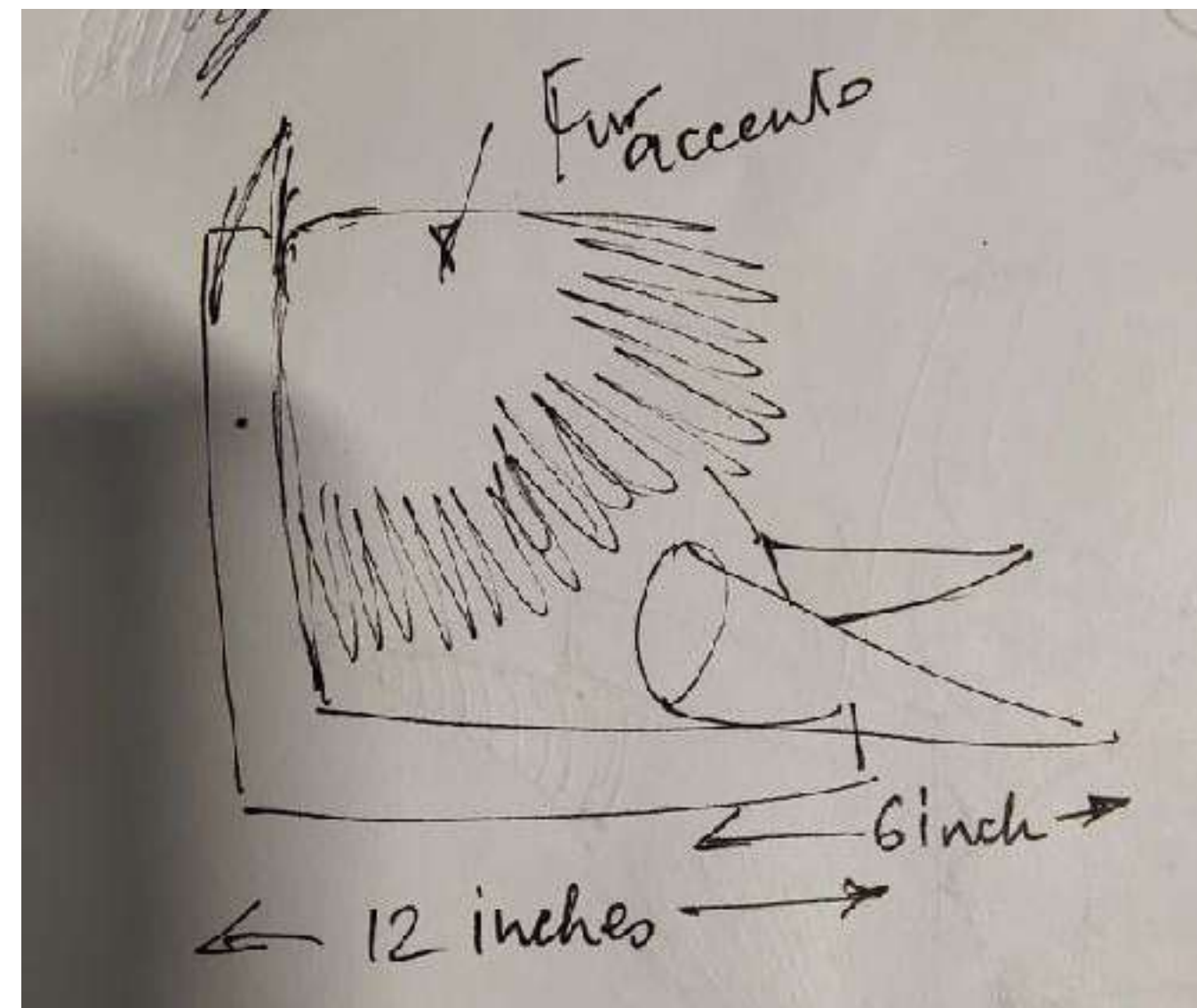
COSTUME

LIVING ROOM | PROTAGONIST & FRIENDS



COSTUME

ELEVATOR | PROTAGONIST IN COSPLAY COSTUME



COSTUME

ELEVATOR | LIFT-MAN



COSTUME

SANGEET | PROTAGONIST IN INDIAN COSPLAY COSTUME



COSTUME

SANGEET | DJ



COSTUME

SANGEET | UNCLE



COSTUME

ELEVATOR 2 | ROHAN



PIGEON'S AUDITION



CHOREOGRAPHY



REFERENCES



LOOK & FEEL

TAP TO PLAY: REALISTIC LOOK & FEEL



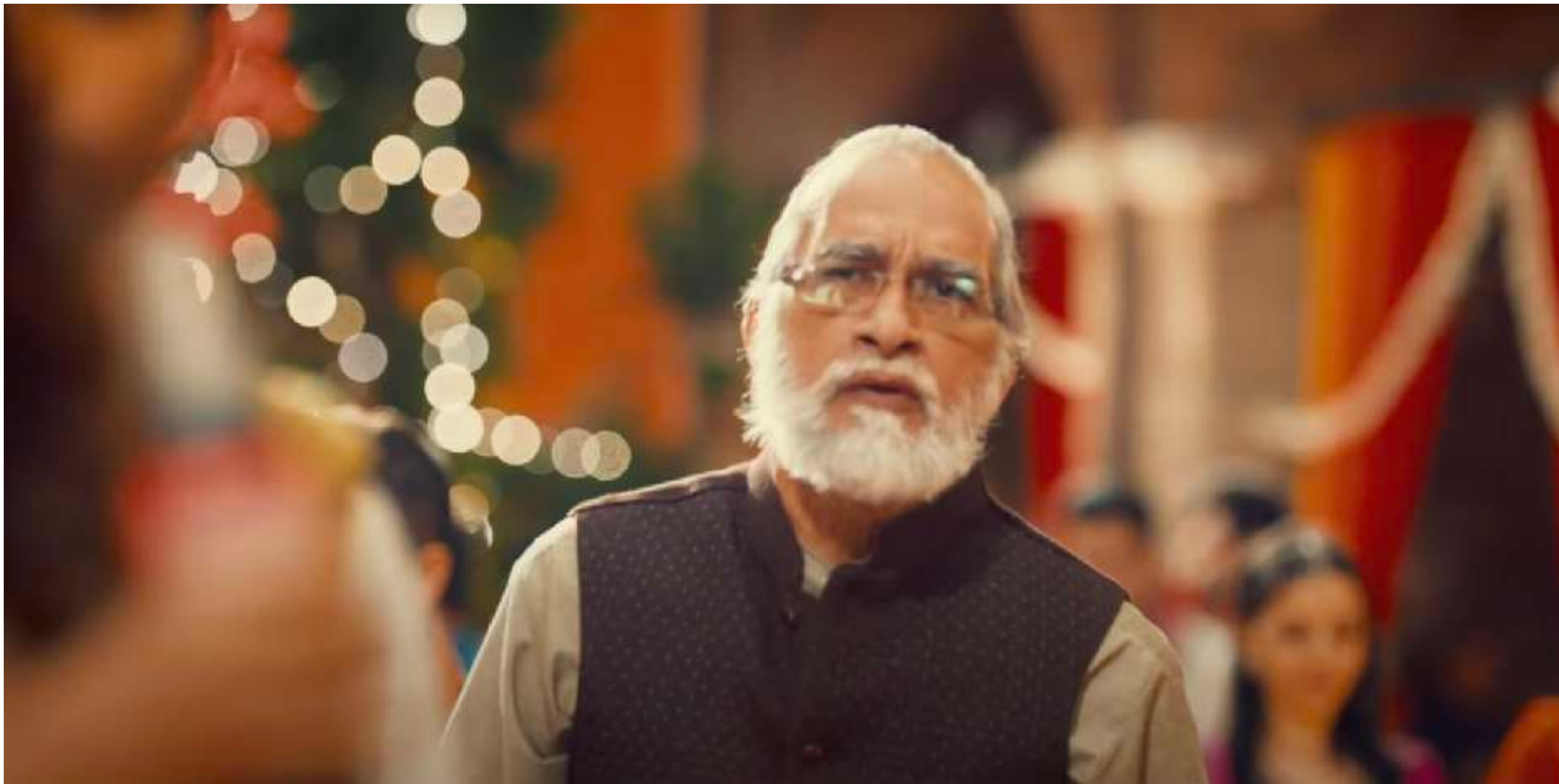
LOOK & FEEL



LOOK & FEEL



LOOK & FEEL

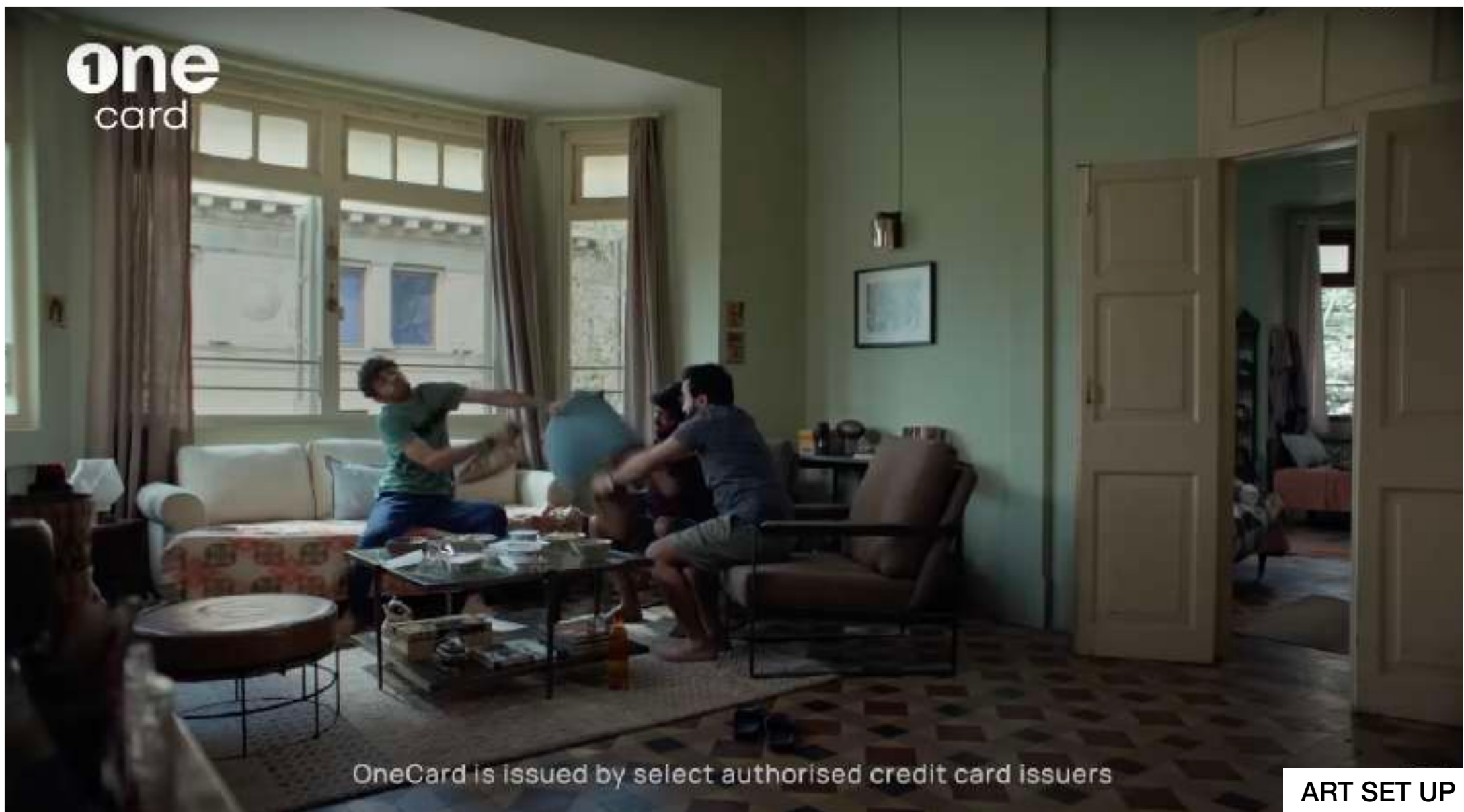




LOOK & FEEL FRAMING



LIGHTING + CAMERA MOVEMENTS



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ART SET UP

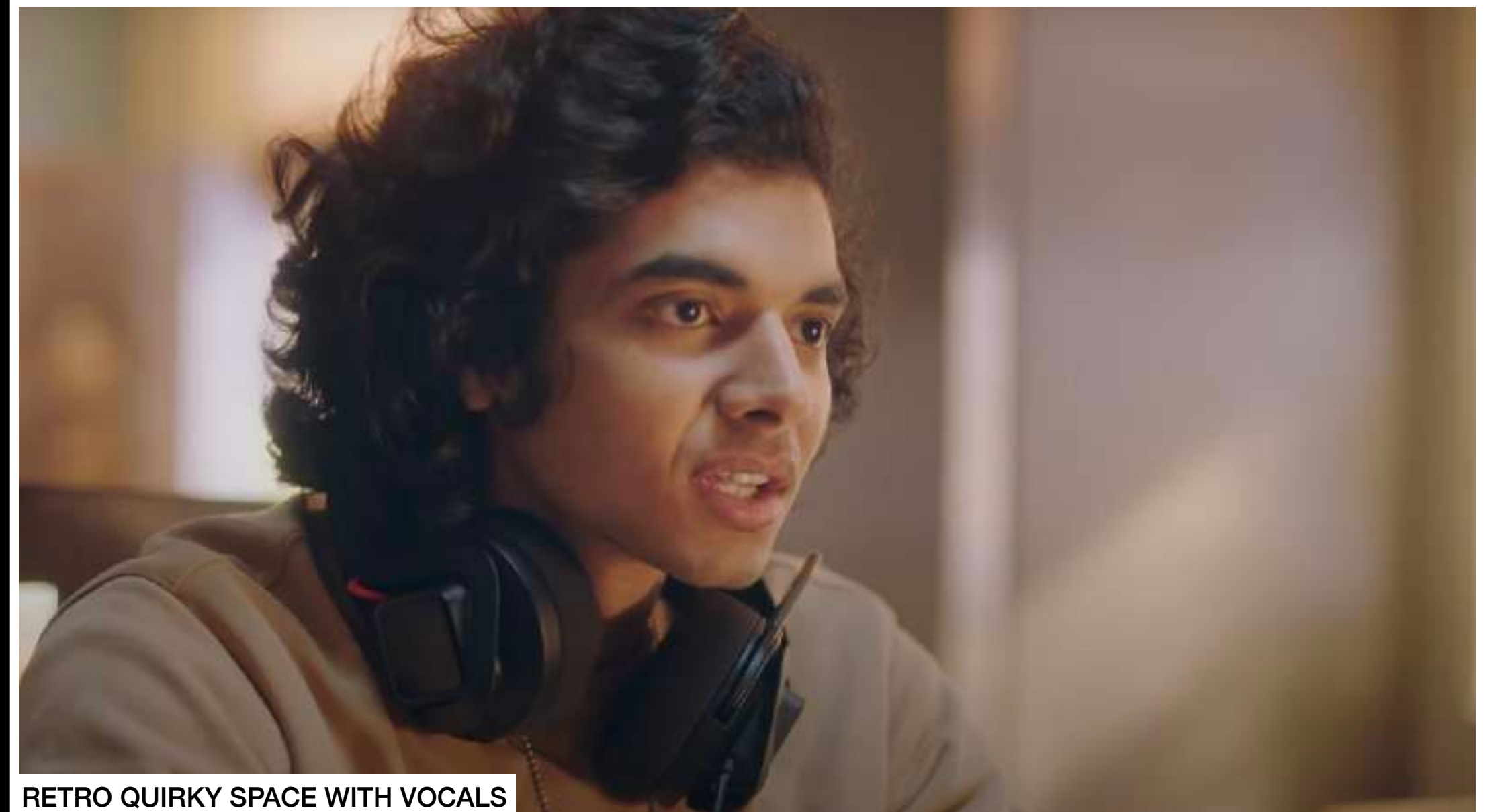


FRAMING + CAMERA MOVEMENTS

HUMOUR REFS



MUSIC REFS



RETRO QUIRKY SPACE WITH VOCALS



RD BURMAN STYLE RETRO INSTRUMENTS & BASELINE



FIRST 7 SECONDS FOR VOCAL TEXTURE. CAN BE USED AS AN INSTRUMENTAL LAYER

BATTLEGROUND
MOBILE INDIA



GAME OVER

- VENKY PUTHRAN