



PPM
VIBE

DOCKET

VeryBusyPeople





Direction Wali Vibe

“

Functioning as an innovative lending platform, Fibe is a new-age online brand that redefines the loan system in India by bringing together new credit scoring systems for superior customer profiling.

To showcase the brand's objective to become a one-stop solution for all credit needs, what better way to go about than reaching out to the TG via a fun advertisement that takes a dig at a regular person's dreams and desires?

Being a sequel to the present #PaiseWaliVibe, in the upcoming films we will take a dive into the lives of a few relatable individuals who need a break from their daily routine or have unfulfilled wishes. To make them all come true, we will have Tahir Bhasin sweep seamlessly into the situation, putting forth the concept of using Fibe as a way to get what you want in a heartbeat.

Parallel to the previous film where we see Tahir's demands come to life in the most unrealistic conditions, the upcoming 3 films will take a distinguishable turn where Tahir will now be the one rewarding individuals via Fibe's app by showing up in the most unexpected way in multiple scenarios by surprising his audience in a humorous, quirky tone.

”

- SUDHIR SHETTY

FILM 1

The film opens in the bedroom where the lights are dimmed for bedtime. Here we see a young couple lying on the bed although the wife is fast asleep and the husband is on his phone playing a game on a Cred-like application. As we sneak a peek into his phone, we see he is about to spin the wheel to win a free iPhone.

Sadly the wheel stops on the option of '10% off on your next pedicure' which is a big disappointment for the husband. He isn't too happy about this and as he is about to express his discontentment with a loud sigh we see a hand pop into the frames, shutting his mouth.

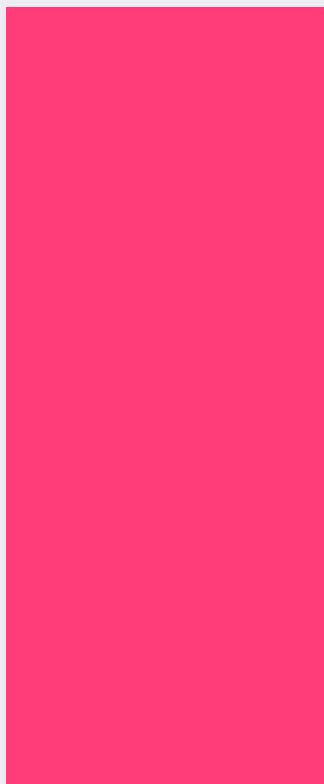
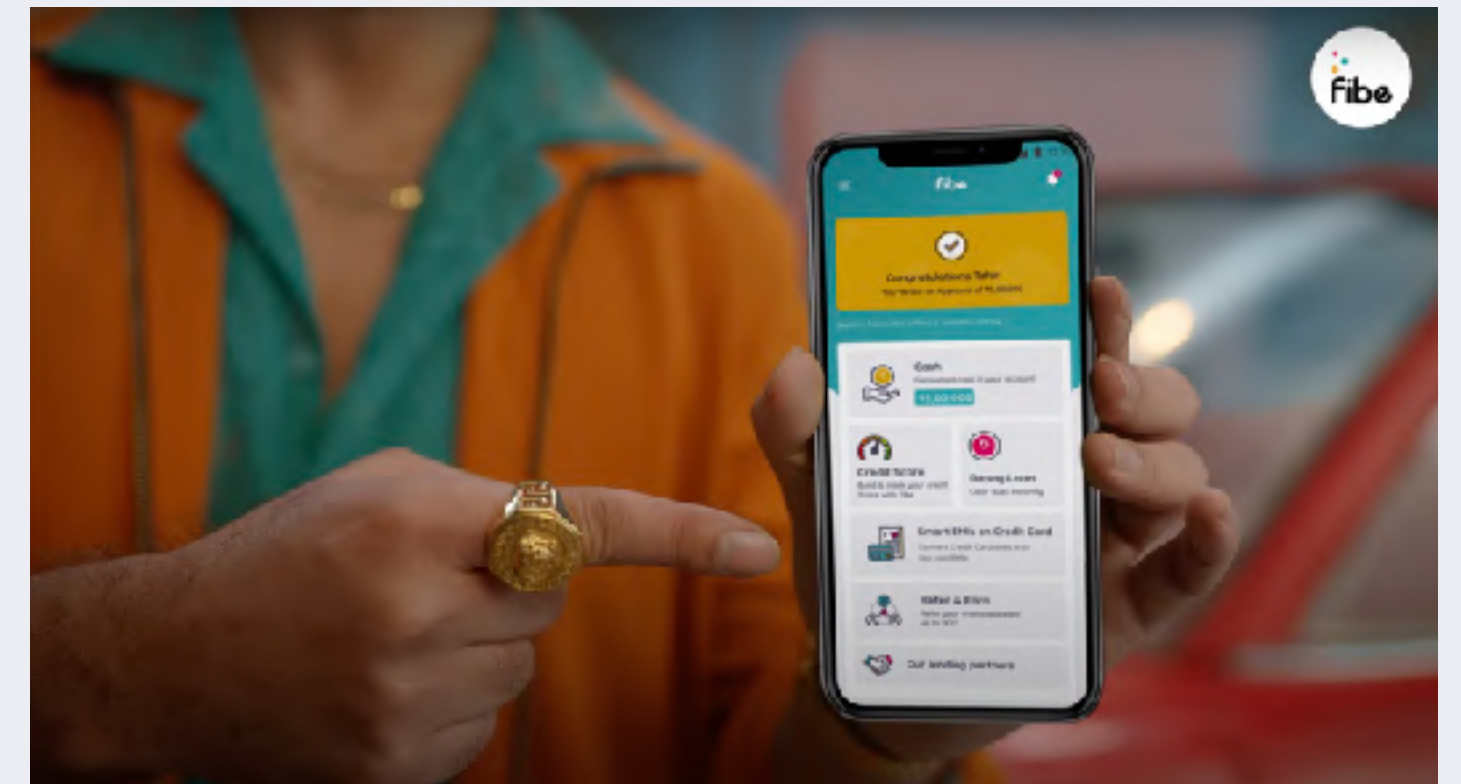
This is where we see the entry of Tahir, as he appears out of now where between the husband and his sleeping wife.

Tahir says, “SHHH.. ut jayegi”, as he steadily removes his hand from the husband's mouth who is in clear shock. He continues, “iPhone ke liye apni ungliyo ko mat sataa, Get Fibe, apke paise wali vibe”. Saying this, Tahir hands his phone over to the husband, with the app screening on it.

The husband realises that the phone is an iPhone and as soon as he goes on to scream “Ailaa, iPhone!!” Taahir tries to stop him again.



VIBE BOARD



STORY'S VIBE

1.



The film opens on a wide shot of a bedroom, where the lights are dimmed and there's a young couple in bed. The husband is on his phone while his wife is sound asleep.

2.



We cut to a mid shot where we see the husband deep into his phone, looking all excited with full focus on his screen.

STORY'S VIBE

3.



We cut to a close up shot of the phone on which we see a wheel with multiple options spinning around and eventually stops on a section that reads, '5% discount on your next purchase'.

4.



We cut back to a close up of the man who looks absolutely frustrated with the result and as he is about to to lose his clam...

STORY'S VIBE

5.



... in a close up, we see a hand entered the frame out of now where, shutting him up.

6.



We cut back to a mid shot we finally see that it's Tahir's hand covering the man's mouth who is in an absolute shock.

STORY'S VIBE

7.



We cut to a wide shot where Tahir says, “Shhh.. ut jayegi”, while steadily sliding his hand away from the husband's mouth.
The wife is still in deep sleep as this continues.

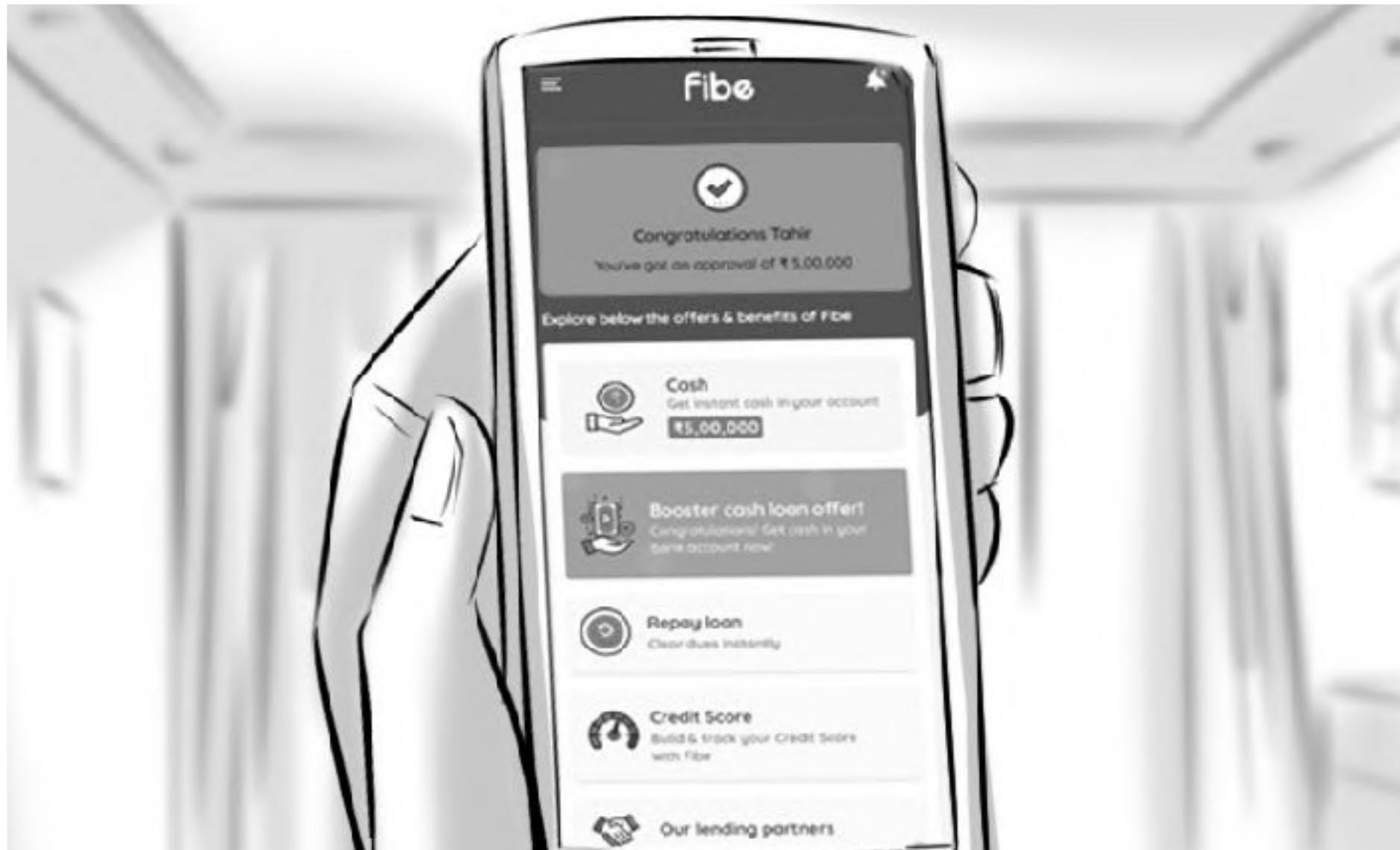
8.



We cut to a mid shot where we see Tahir holding up a phone saying,” “iPhone ke liye apni ungliyo ko mat sataa”...

STORY'S VIBE

9.



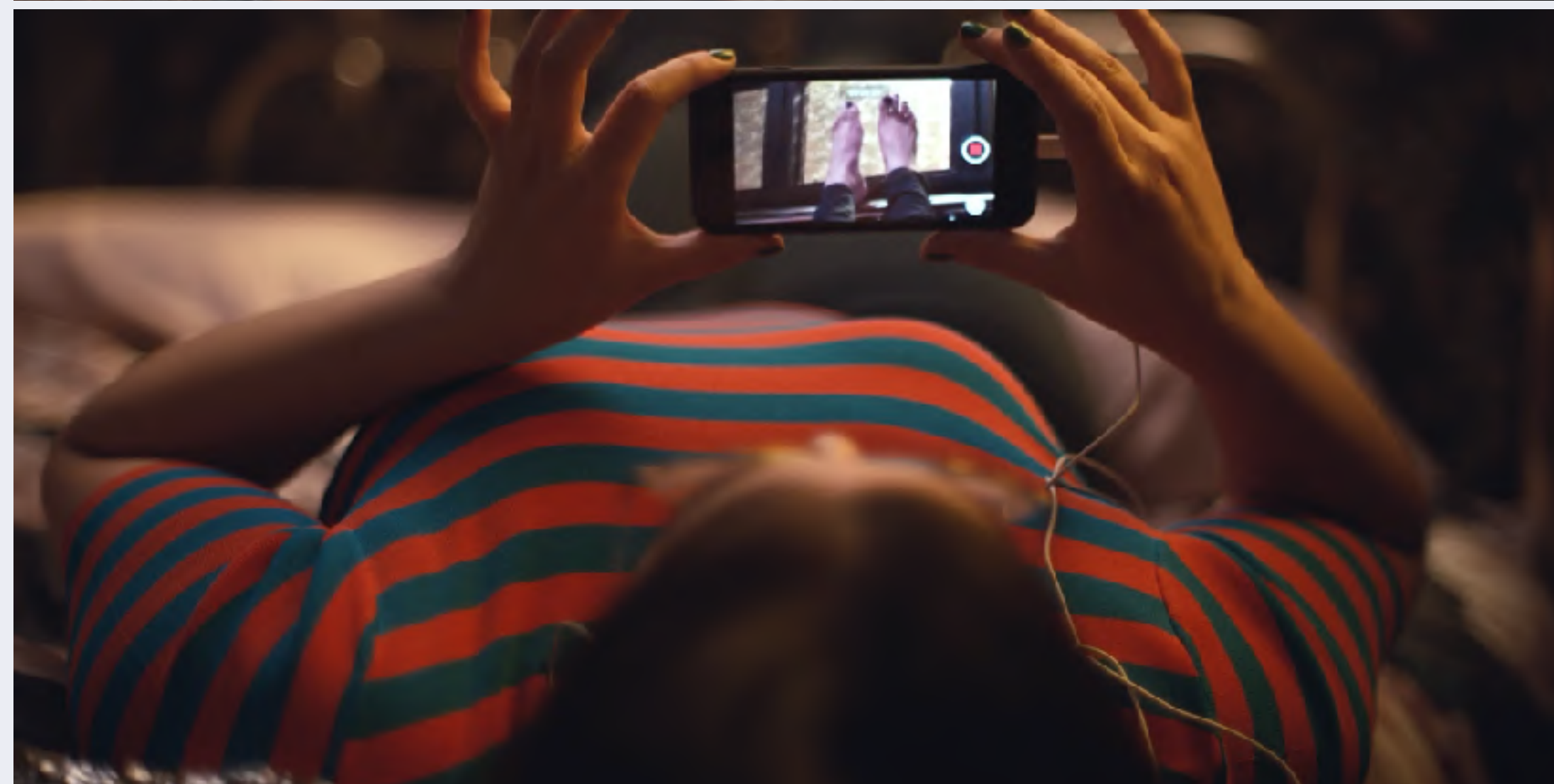
In a close up shot we see the Fibe app on this screen as Tahir continues, "Get Fibe, apke paise wali vibe".

10.



We cut to a mid shot where we see Tahir passing on the phone to man who shouts with joy saying, "Ailaa, iPhone!!" as Tahir tries to stop him once again.

LIGHTING



SHOT REFERENCE



THE ELEMENT OF SURPRISE THAT TRANSLATES INTO HUMOUR WILL BE THE INTRODUCED ONCE WE SEE TAHIR ENTERING THE FRAME OUT OF NO WHERE AND PROMOTING THE APP TO THE HUSBAND.

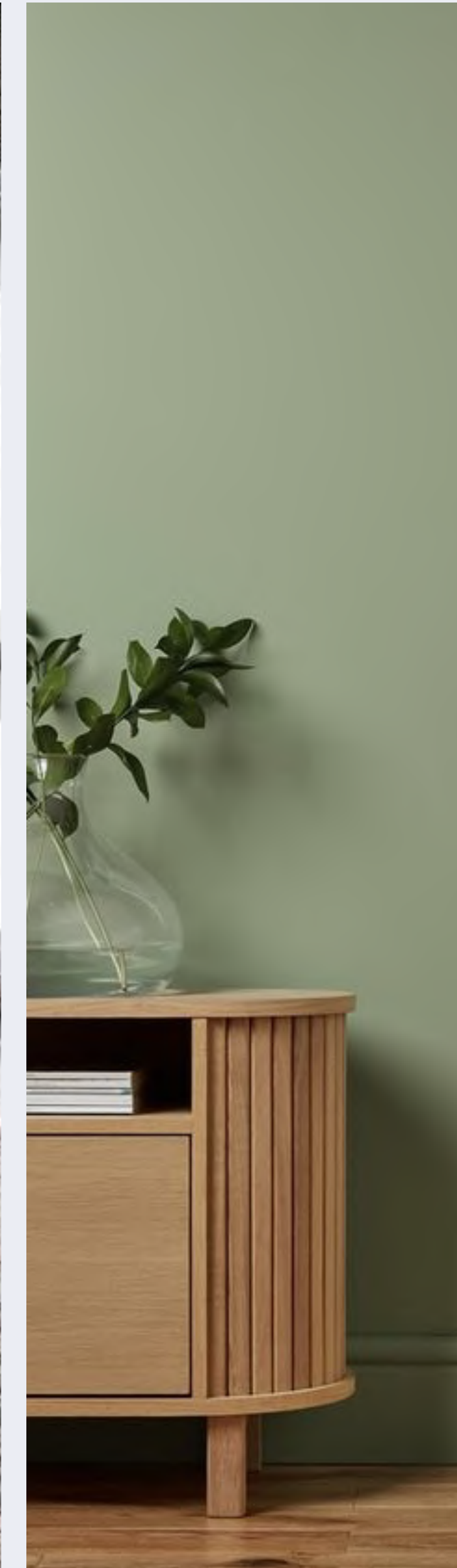


WE WILL ALSO SEE A VARIETY OF SHOTS OF THE CONVERSATION BETWEEN TAHIR & THE HUSBAND IN BED FROM VARIOUS ANGLES.

Location Ki Vibe



Production Design Ki Vibe



33251B

907864

275270

65442E

63804D

D8BC6F

588C9D

Tahir's Vibe



IN THIS FILM WE WILL SEE TAHIR, DRESSED IN A STYLISH NIGHT WEAR, AS HE MAKES A SHOCKING ENTRY INTO THE BEDROOM OF A YOUNG COUPLE. WE WILL SEE HIM INTRODUCING THE FIBE APP TO THE HUSBAND AND IN TURN MAKE HIS WISH COME TRUE OF OWNING AN IPHONE.



COSTUME REFERENCES

Pati & Patni



PUSLSHAT

INTRO
AUDITION



GEETIKA

INTRO
AUDITION

Style Mein Rehne Ka

HUSBAND & WIFE



FILM 2

In this film, we see a trio, a couple (grandparents) sitting with their grandson, watching a movie starring Tahir in a '90s set-up. This TV, however, is as small as a computer screen and is mounted on a wall far from the seating area.

As the film plays in the background, we see the grandfather nudging the grandmother with his elbow, suggesting he can't understand what is going on in the film. Sadly the grandmother ignores him as she is busy watching something else on her phone but hands him a pair of binoculars. The grandfather now tries watching the film through that with some difficulty while his grandson pitifully watches this from the side.

He says, “Kya main kabhi 60 inch TV afford kar paunga?”

and as soon as he says this, we see instantly see the camera panning to the TV. Here we see Tahir swiftly moving aside from the other character in the film and looks right into the camera, addressing the grandson directly.

This surprises the guy as he gets up from his seat and walks closer to the TV. Tahir says, “Of course bro! Get Fibe apke paise wali vibe” and as he says his we notice the small TV magically transform into a 60-inch one.

This comes as a shock to the Grandfather as we see him putting on his binoculars, absolutely amazed while the Grandma is still busy on the phone.



VIBE BOARD



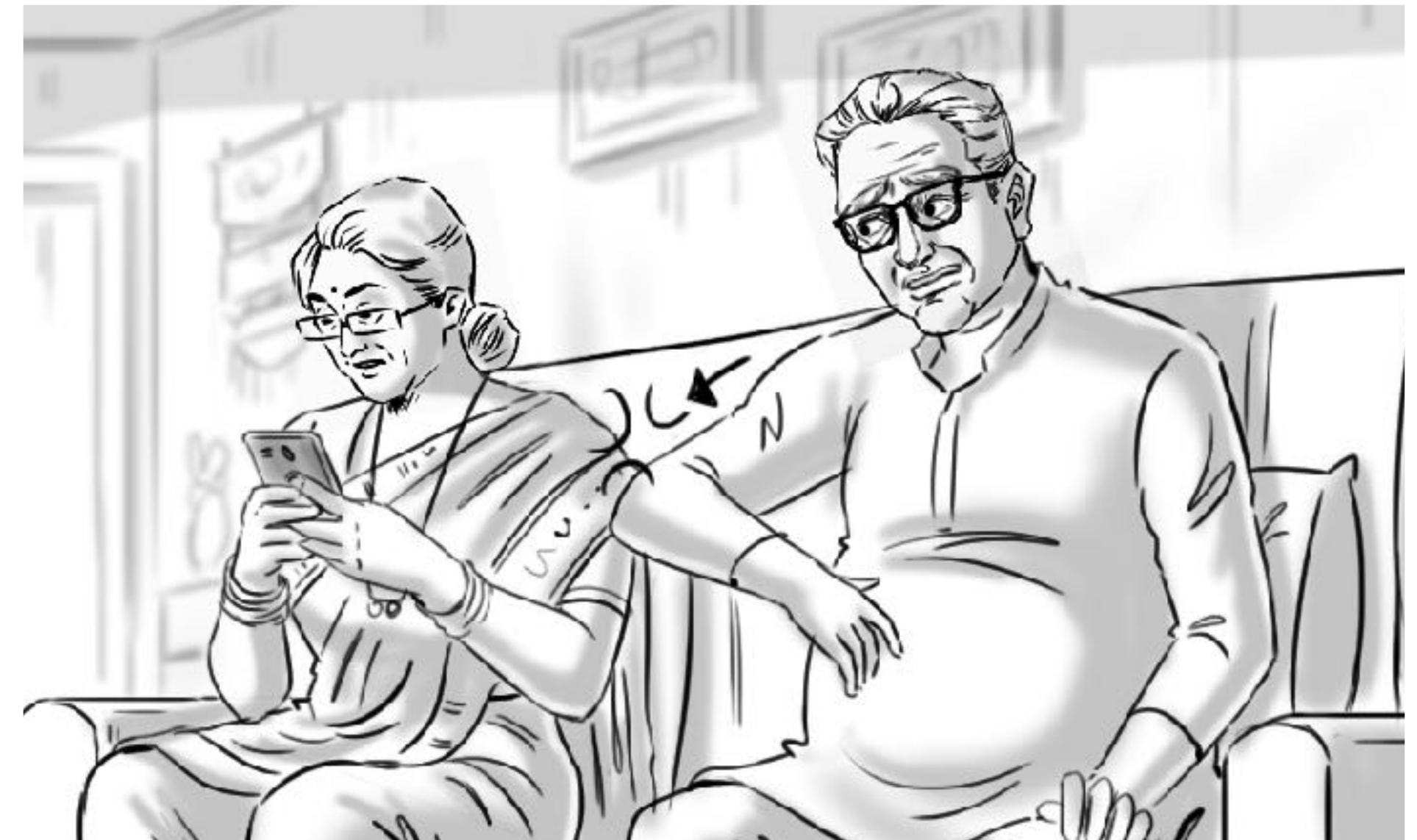
STORY'S VIBE

1.



The film opens on a wide shot, in a living on an elderly couple watching tv along with their grandson.

2a.



We cut to a mid shot where we see the grandfather nudging grandma as he struggles to watch the content playing on the tiny tv. However she seems to be busy on her phone.

STORY'S VIBE

2b.



In the same frame, we see her pull out a pair of binoculars and hand it over to grandpa.

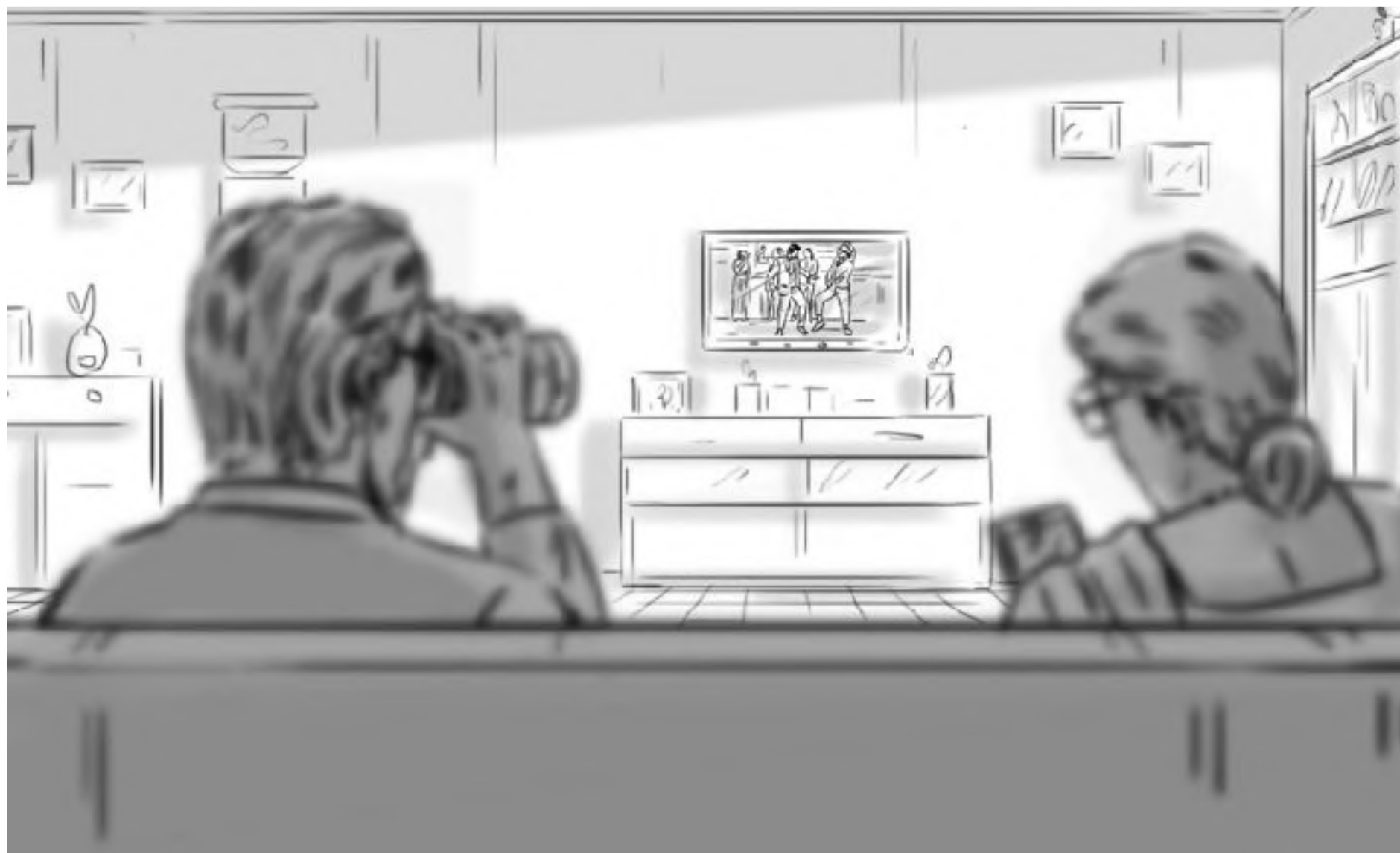
3.



Cutting to a close up, we see the grandfather put on the binoculars, hoping to clearly see the film playing on the TV.

STORY'S VIBE

4.



We cut to a wide OTS where we see the grandfather watching the film through the binoculars on the tiny TV mounted up on the wall. The film playing stars Tahir.

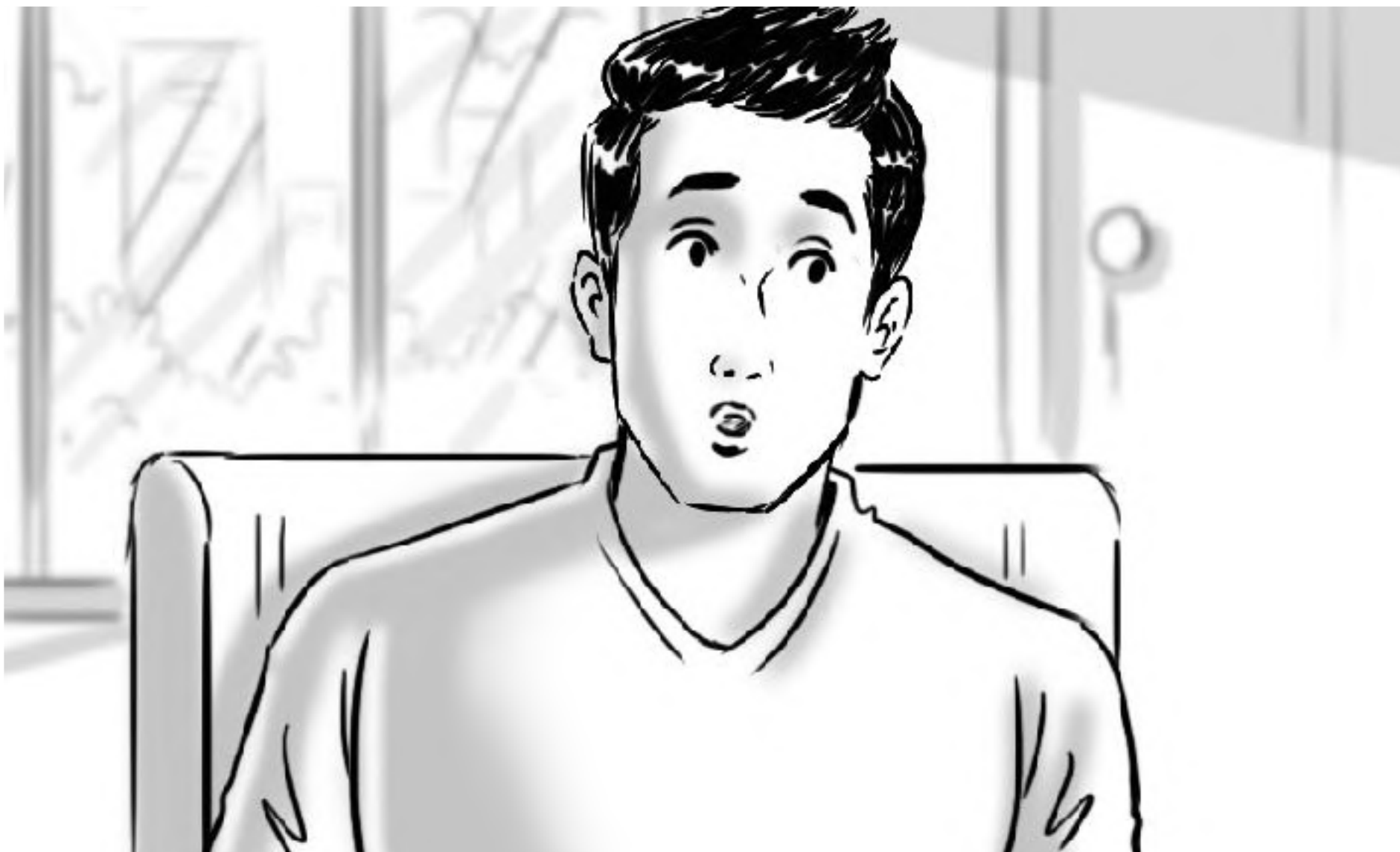
5.



We cut to a mid shot of the grandson watching his grandparents as they are busy doing their own things.

STORY'S VIBE

6.



As he pitifully watches his grandpa struggling with the binoculars, he says to himself, ““Kya main kabhi 60 inch TV afford kar paunga?”

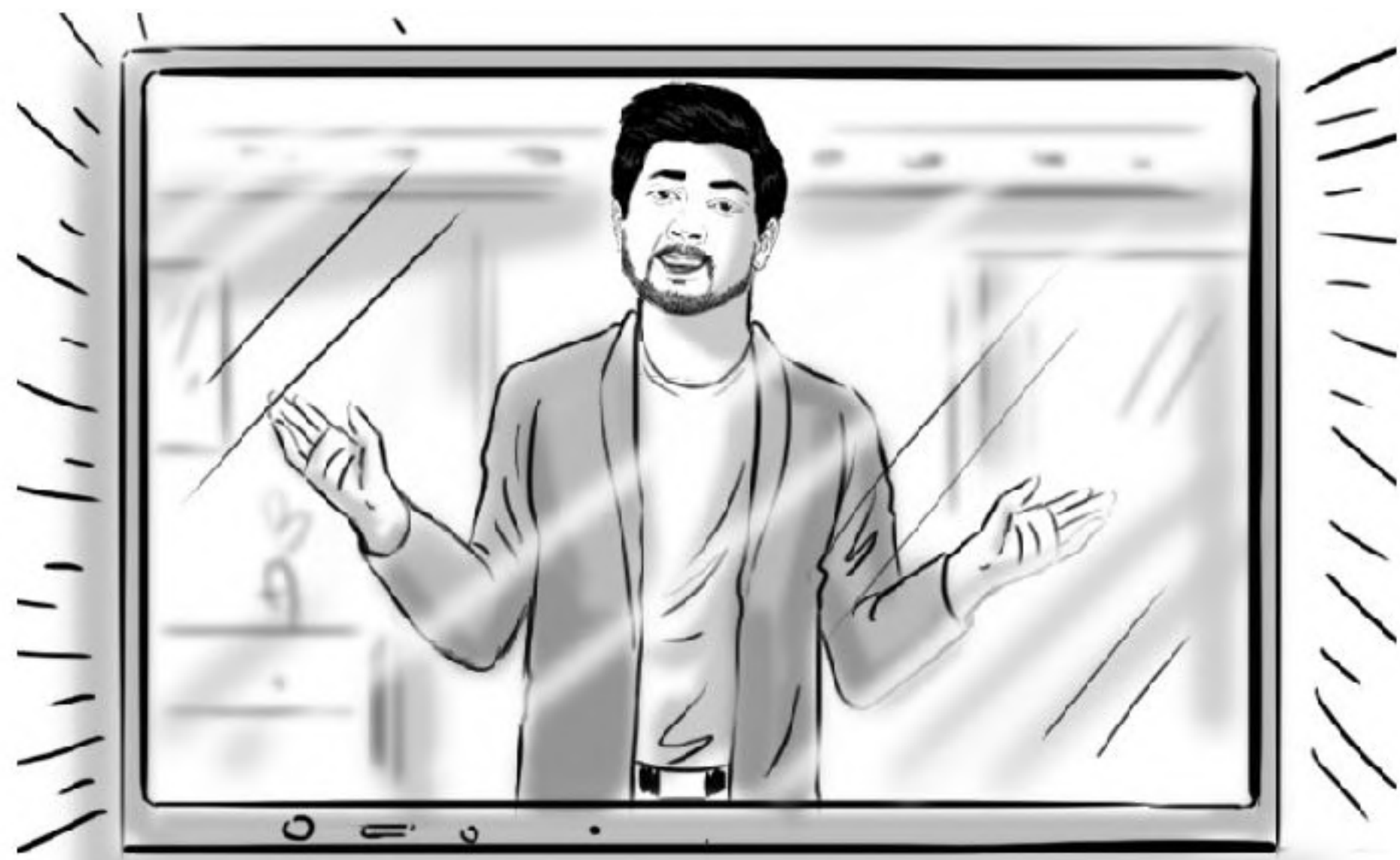
7.



Instantly, the camera pans from the grandson to the TV that has Tahir on screen. While performing a dance step, he moves the other character away from the frame.

STORY'S VIBE

8a.



... and looking into the camera towards the grandson says, "Of course bro!" ...

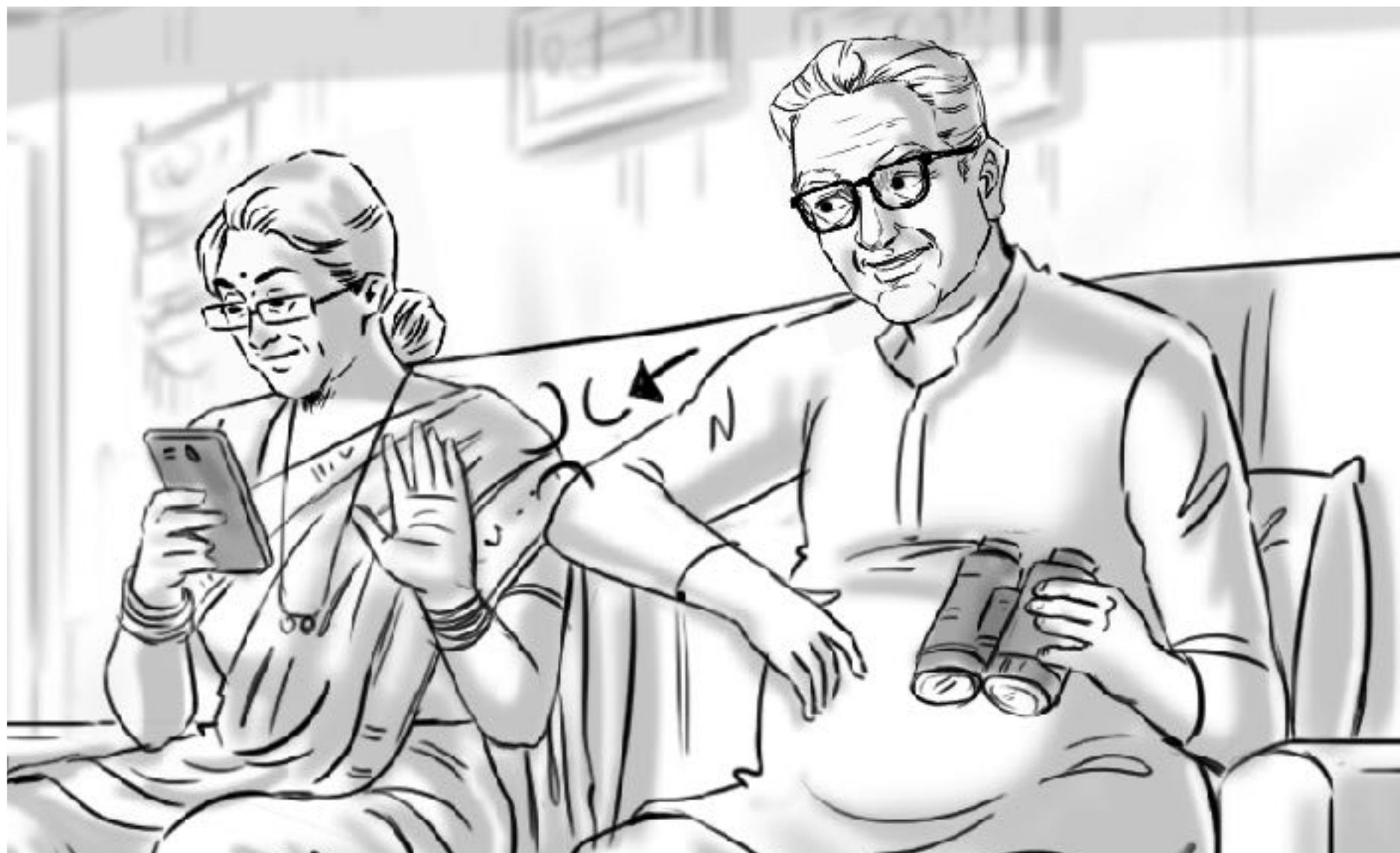
8b.



... Cutting to a close up, he continues, "Get Fibe apke paise wali vibe". As he speaks, we see the tiny TV expand and turn into a 60 inch one.

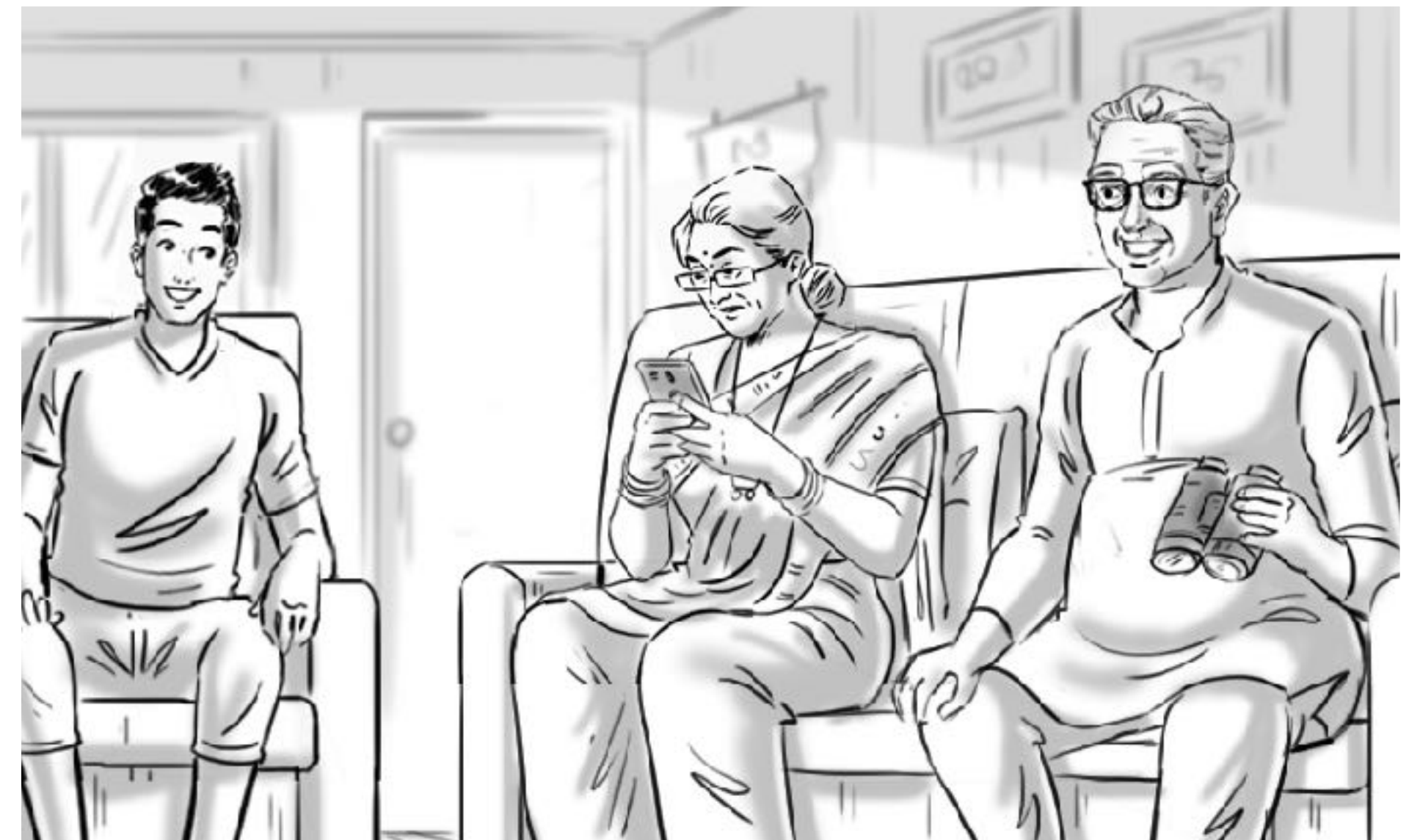
STORY'S VIBE

9.



We cut back to the grandfather who has taken off his binoculars and promotes the grandmother to see the size of the TV although she still seems engrossed with her phone.

10.



We cut to a wide shot of the 3 finally happy and enjoying their day.

SHOT REFERENCE



IN THIS FILM WE WILL SEE A PAN SHOT WHERE THE CAMERA FIRST FOCUSES ON THE GRANDSON AND WILL THEN PAN TO THE TV ON WHICH TAHIR WILL BE SEEN DIRECTLY ADDRESSING THE BOY.



WE WILL ALSO WITNESS THE TV GRADUALLY CHANGE IN SIZE ONCE THE FIBE APP IS INTRODUCED.

LIGHTING



Location Ki Vibe



Production Design Ki Vibe



889FB2

DDDOC0

A77328

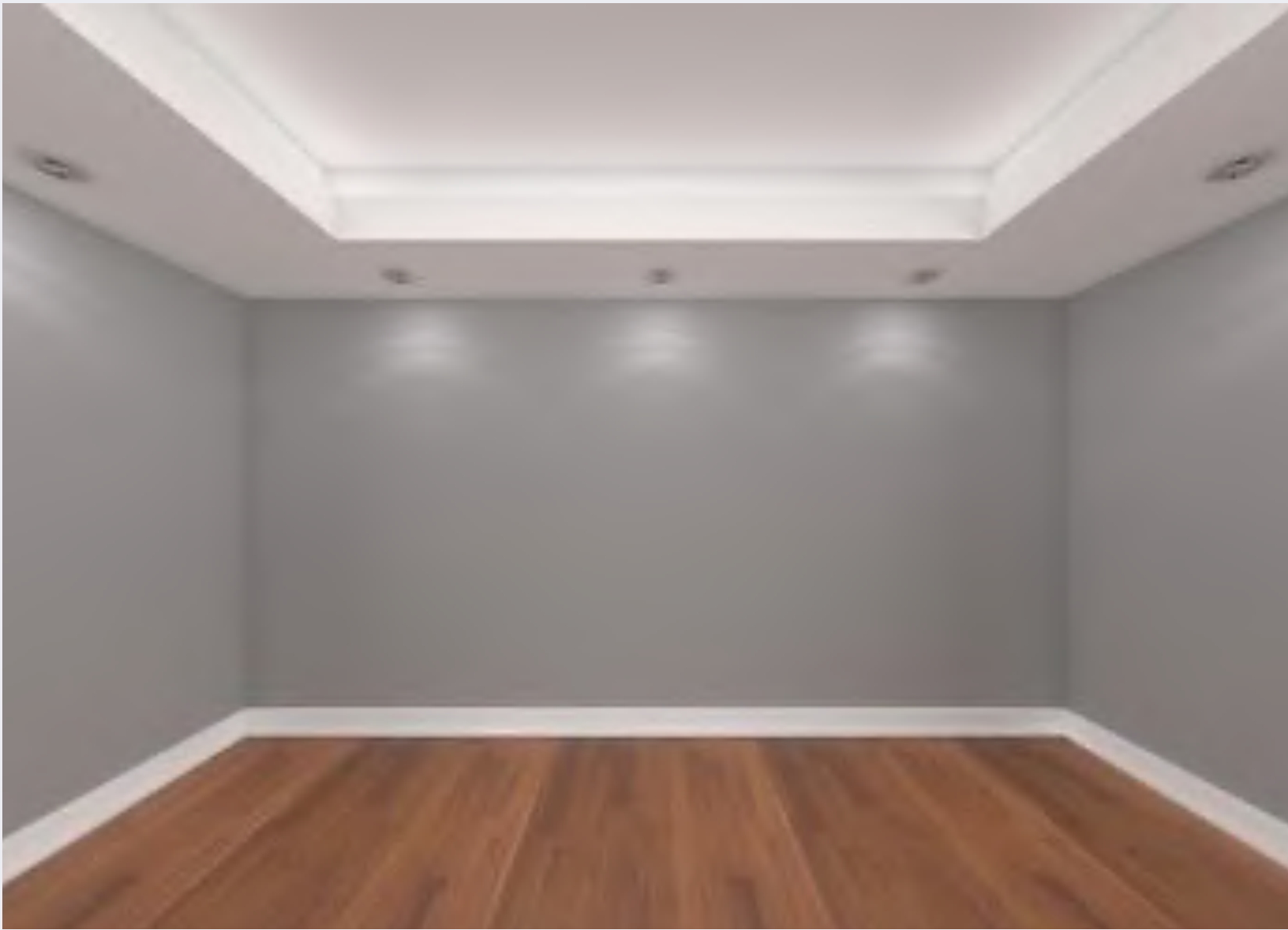
502C10

404D16

BB9679

871E1F

Production Design Ki Vibe



67728F

959F9E

56391F

88965D



7E3E22

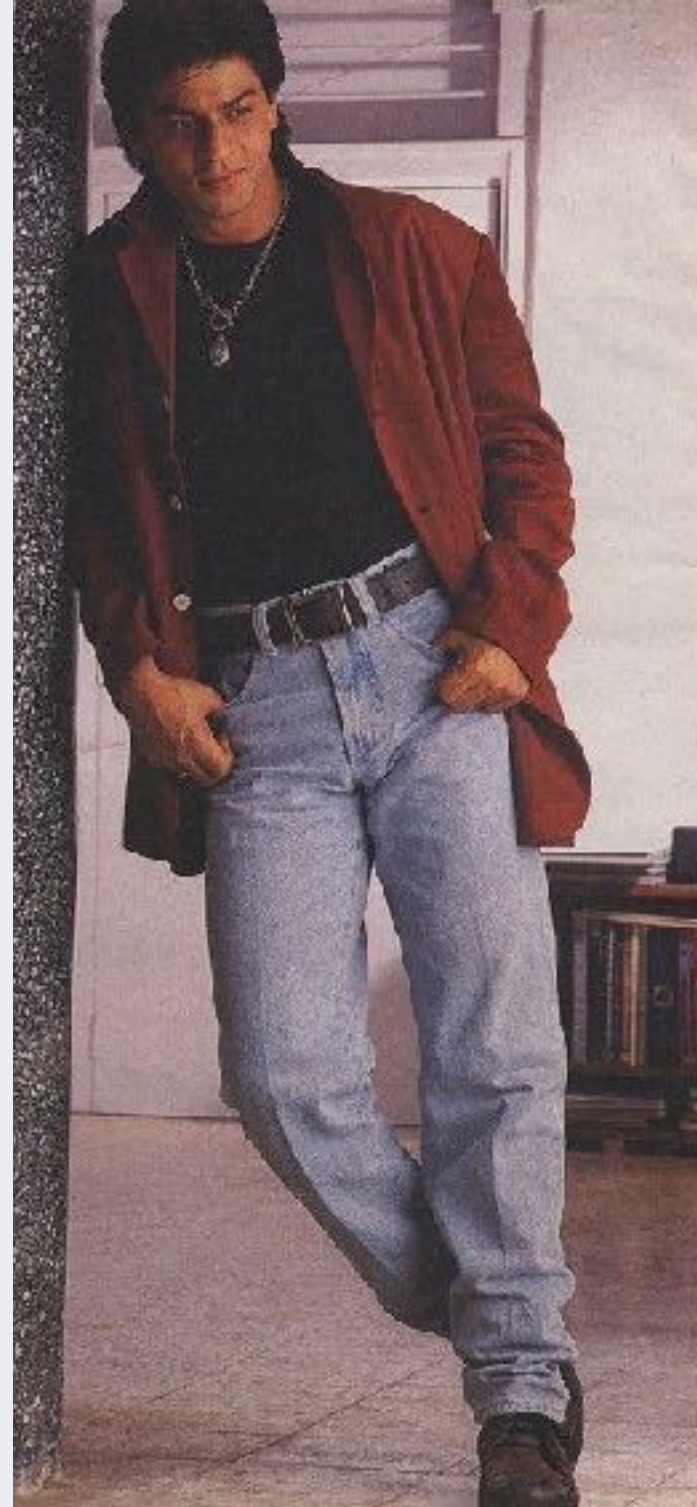
BF9044

E1CDB1

Tahir's Vibe



IN THIS FILM WE WILL SEE TAHIR IN A FUNKY RETRO LOOK, PLAYING THE ROLE OF A MOVIE STAR, ON THE SCREEN OF A TV AT AN ELDERLY COUPLE'S HOUSE. AS THE FILM PROGRESSES, HE WILL INTRODUCE THE FIBE APP BY DIRECTLY ADDRESSING THE GRANDSON WHO IS SURPRISED TO HEAR HIM SPEAK THROUGH THE TV AND MAKE IT GROW BIGGER THAN IT ALREADY WAS.



COSTUME REFERENCES

Dadaji & Dada



ZARINE

INTRO
AUDITION



GIRISH

INTRO
AUDITION

Grandson & Dancer



TIRTH

INTRO
AUDITION



ASHA

INTRO
AUDITION

Style Mein Rehne Ka

GRANDFATHER



Style Mein Rehne Ka

GRANDMOTHER



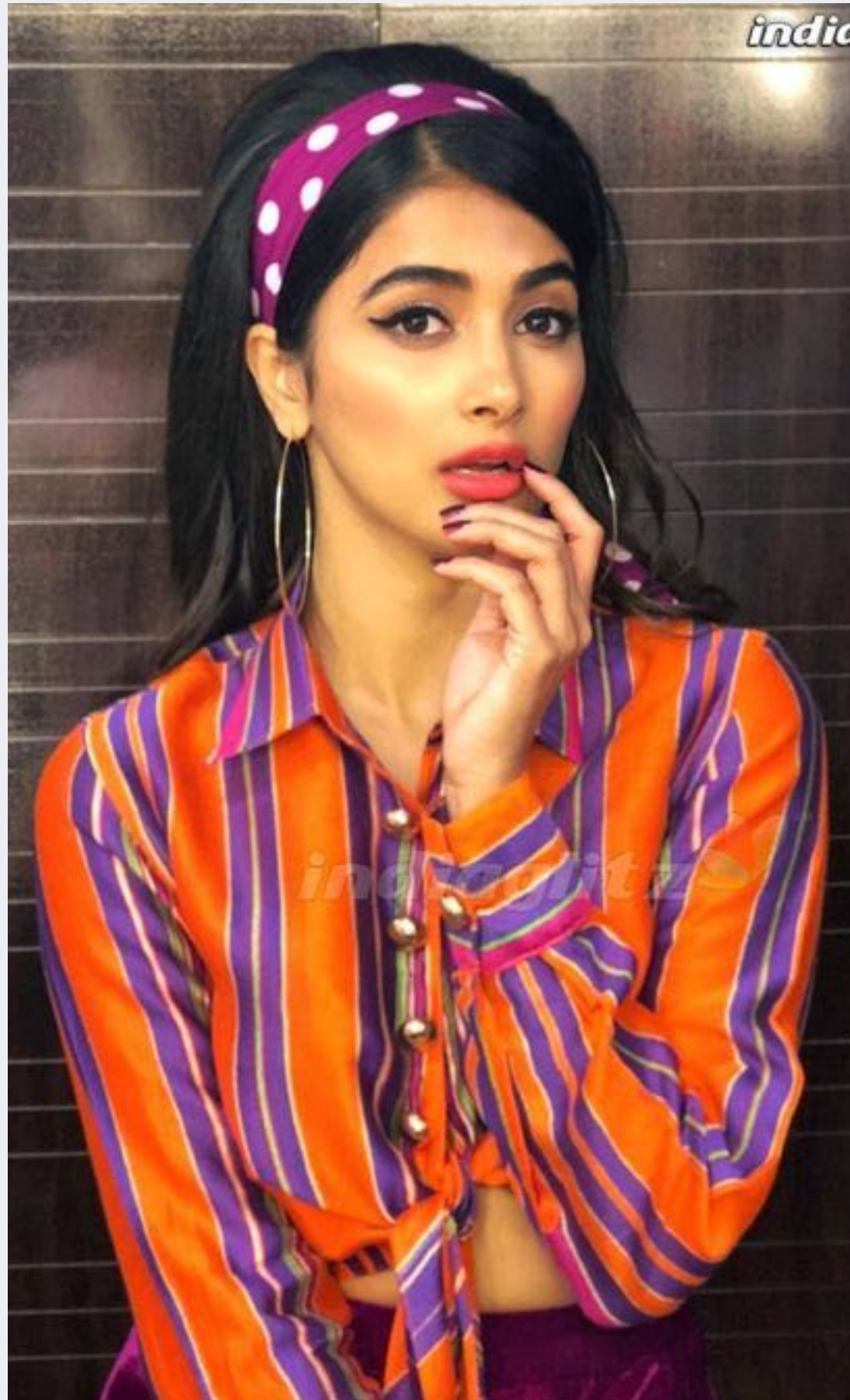
Style Mein Rehne Ka

GRANDSON / SON



Style Mein Rehne Ka

TAHIR'S DANCE PARTNER



FILM 3

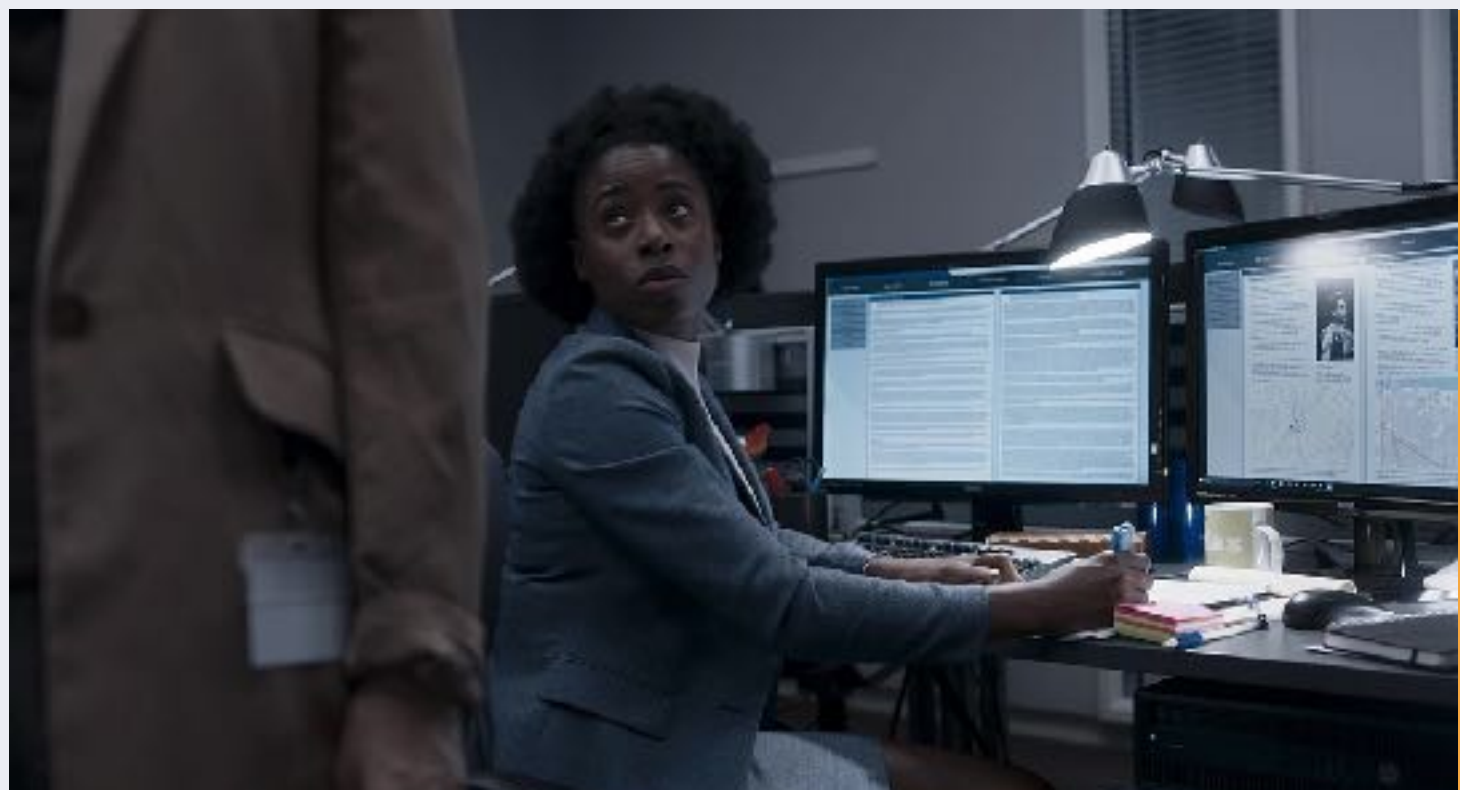
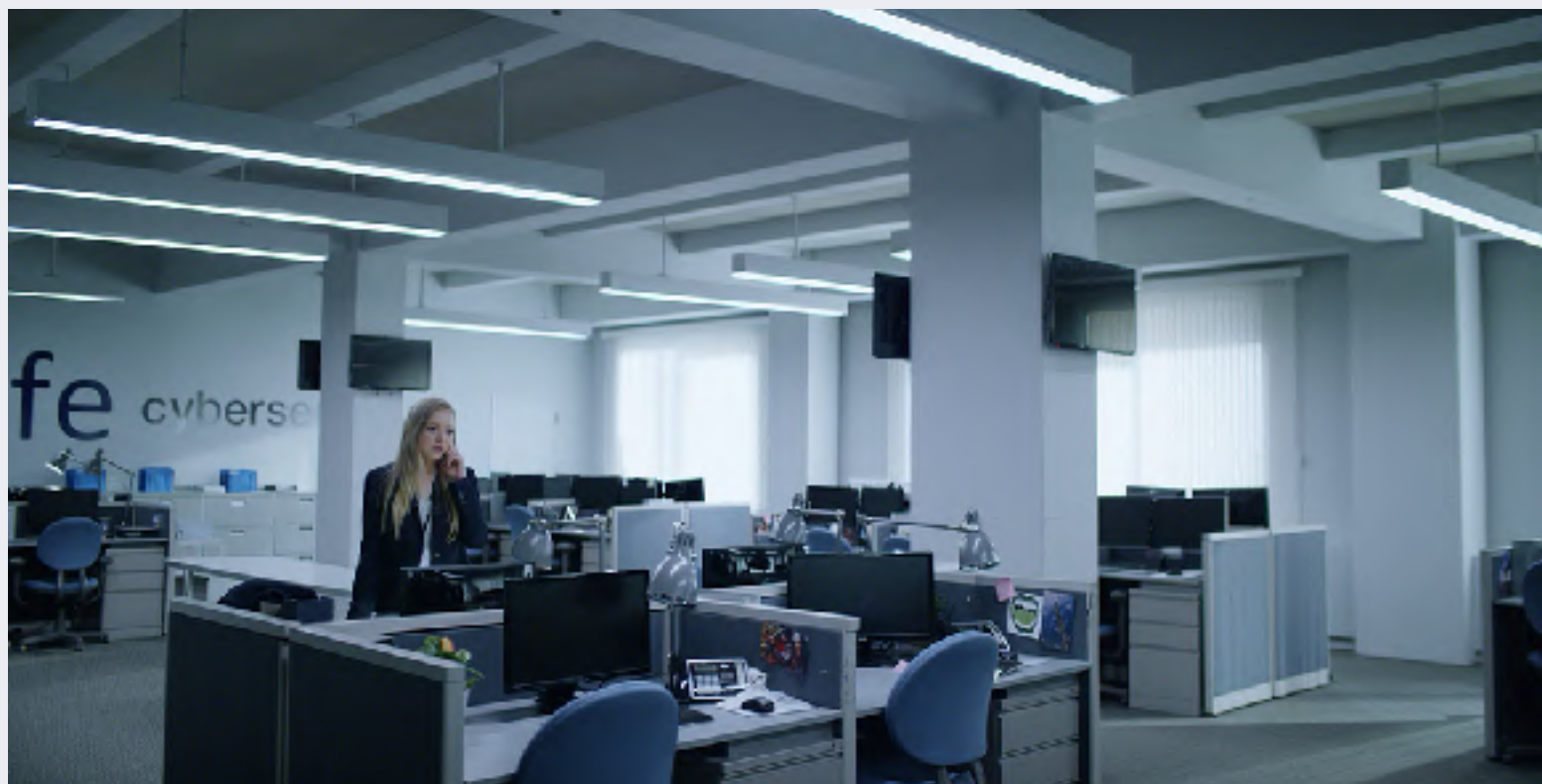
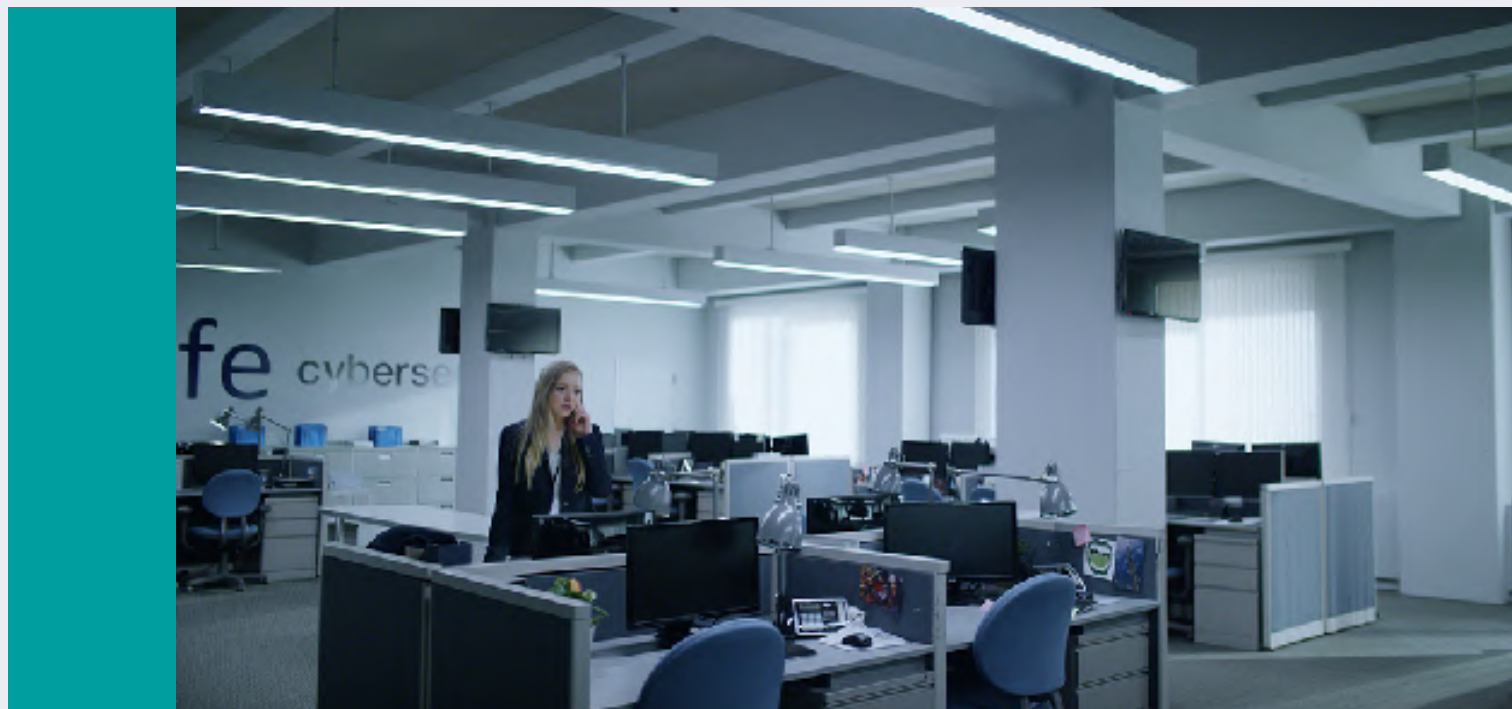
The film starts in an office set-up where we see a lady working hard in an empty office space. As a peon walks from behind waving her goodnight, we see him exit the frame while the lights shut off.

Coming back to the working woman, we see her in a close-up as she looks helplessly into the camera saying, “I wish I could run away from this office for the weekend”.

In an instant match cut, we see her lying on a float in a pool looking surprised. We then see Tahir handing her a cocktail saying, “Month end ho ya weekend sab trips ko poora karney ke liye. Get Fibe, apke paise wali vibe”.



VIBE BOARD



STORY'S VIBE

1.



The film opens on a mid-frontal shot of a young lady working apprehensively on her laptop. She seems to be the only one left behind as there's no one else in sight.

2.



As the camera gradually tracks in, we see a peon pass by, waving her 'good night' while the lights around her start shutting off, one by one.

STORY'S VIBE

3.



While the camera continues tracking in, it halts at a closeup of the lady, as she wearily looks into the camera saying, "I wish I could run away from this office for the weekend".

4.



Instantly in a match-cut, we now see her on a floating bed with a hint of blue surrounding it.

STORY'S VIBE

5.



The camera now steadily tracks back as we see her floating in a pool wearing a swimsuit, with the sun shining overhead. She looks surprised yet excited.

6.



As the camera continues tracking back, we see her on her float next to a tray of cocktails. Besides it is Tahir on his float, holding up his phone with the Fibe app on it saying, "Month end ho ya weekend"...

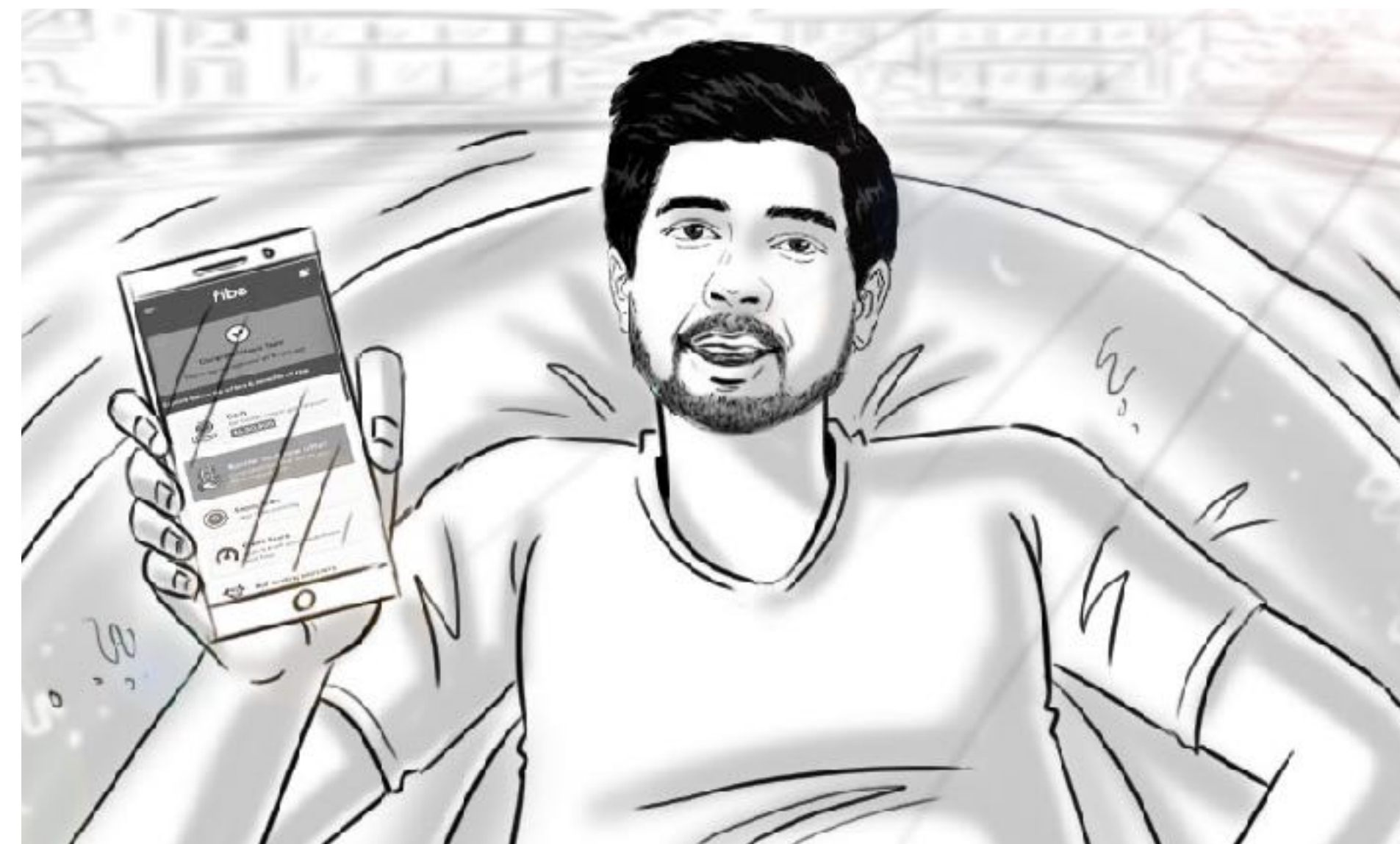
STORY'S VIBE

7.



In a tight close up we see Fibe app's features on his phone as Tahir continues saying, "sab trips ko poora karney ke liye"...

8.



We cut to a mid close up of Tahir, looking into the camera saying, "Get Fibe, apke paise wali vibe"...

STORY'S VIBE

9.



As the film reaches its end, in a wide shot, we see both Tahir and the girl enjoying their cocktails as the camera tracks back.

10.

fibe

END SLATE

The end.

SHOT REFERENCE



STARTING ON A FRONTAL SHOT OF THE PROTAGONIST, WE WILL SEE THE CAMERA SLOWLY TRACK IN WHERE WE WILL SEE THE OFFICE SET-UP ALTHOUGH THE FOCUS STAYS ON THE PROTAGONIST.



THIS TRACK IN WILL CONTINUE TILL WE SEE A CLOSE UP OF THE PROTAGONIST AND WILL THEN TRACK OUT IMMEDIATELY WHILST ESTABLISHING THE SECOND SETUP OF THE FILM. WHICH IS IN A SWIMMING POOL.

LIGHTING



Location Ki Vibe



Production Design Ki Vibe



A34940

335C80

9096A0

D0D9DB

CAB6A0

69573E

543E2E

Production Design Ki Vibe



4BB4CB

E79386

89AE6F

3F87B7

FED0B6

D297C2

F06050

Tahir's Vibe



IN THIS FILM WE WILL SEE TAHIR IN A POOL, FLOATING BESIDES A YOUNG GIRL WHO WAS INSTANTLY TRANSPORTED FROM AN OFFICE SPACE INTO A SWIMMING POOL. HANDING HER A COCKTAIL, TAHIR WILL INTRODUCE THE FIBE APP AS THEY BOTH ENJOY THE PERKS OF A RELAXED POOL DAY.



COSTUME REFERENCES

Office Staff



TANISHA

INTRO

AUDITION



AJAY

PEON

Style Mein Rehne Ka

OFFICE WEAR



Style Mein Rehne Ka

POOL WEAR





SEE
ON

YOU
SET

VeryBusyPeople



ALL SET WALI VIBE