

ASIAN PAINTS APEX CREATEX

textured paint

the brief:

**Get homeowners to understand this paint is irresistible,
makes your home stand out and gets you attention and praise.**

NEIGHBOUR FLING

The film opens with an exterior shot of two neighbouring houses. A middle-aged man is watering his plants in his lawn with a pipe. He is wearing a kurta-pyjama and listening to classical music. His kids are playing and running around beside him.

While watering his garden and enjoying the music, his eyes casually wander off to the neighbouring house. He makes eye contact with his neighbour, who is a beautiful middle-aged woman and is smiling at him.

Confused, he looks around to check if it really is him she is looking at. Not paying attention to where he is watering, he drenches his child in water.

Child1 (shocked): Papa!?

Cut to the owner getting a little excited. He steps out of his house proudly, dressed in a tux. He is listening to rock music now. He looks around and then looks at the neighbour's house to check if she is watching. He sees her looking at him, smiling.

The owner confidently waves a hand over his hair and does a moonwalk to the music. He tries to look cool for her.

Cut to the Owner brimming with excitement. He steps out of his house dressed sharply. Jazz music plays in the background. He checks to see if the neighbour is still looking but is confused to see no one there.

He is suddenly startled by something.

Neighbour: Hello

The neighbour is standing in-front of him.

Neighbour slowly starts walking towards him.

Neighbour: Kya main chookar dekh sakti hu...

The Owner blushes and looks down in shyness. He is sweating nervously as he thinks she is about to touch him.

The neighbour walks past him and touches the magnificent textured wall behind him.

Neighbour: So beautiful. Main toh fan ho gayi aapki pasand ki.

Owner's face falls.

MVO:

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Chhue bina raha jaye.**

The shot ends with the Owner back in his old attire and playing sad songs. He is watering a dead tree. He sees the neighbour again who waves at him from her balcony, and he fake smiles.

BAHANE

The film opens to an exterior shot of a house and a man in his 60's touching the textured wall.

The Owner opens the door and is shocked to see this man.

Owner (confused): Mausa ji, main toh aapko station chhodkar aya tha?

Mausa-ji (awkwardly, but still touching the wall): Arre vo...um...chashma bhool gaya tha apna...

Owner (points towards his face): Chashma..?

Mausa-ji touches his face and realises he is wearing his glasses. One hand is still touching the wall.

Mausa-ji (awkwardly): Oh haan.

Cut to the Owner walking out of his house while he is on the phone. He turns to see the Postman touching his wall with both hands.

Owner (smiling): Arre Postman, koi courier aya hai?

The Postman is empty handed, but touching the wall. He fumbles nervously and shifts one hand up towards the nameplate.

Postman (awkwardly): Uh...sir. Main check kar raha tha ki apka address toh nahi change ho gaya.

Owner gives him a confused look.

Cut to the Owner watering his garden near his wall. He sees his neighbour in a kurta pyjama jumping into his house over the wall. He takes a ball out of his pocket and throws it in the garden. He is unaware that the Owner is observing him. The ball goes in one direction but neighbour walks towards the textured wall, not caring about the ball.

Owner (confused): Pandeyji, udhar se kyu arahe ho?

Pandeyji (while touching the wall embarrassedly, scratching his face): Arre vo bacche ki ball agayi thi.

Owner looks at him suspiciously.

Cut to the Owner stepping out of his house in the morning, dressed in his robe. He bends forward to pick up the paper and is in the middle of his yawn. As he gets up, his yawn stops midway and changes into shock.

He sees his ex-girlfriend touching the textured wall.

Owner (bewildered): Priya, tum? Tum toh 10 saal pehle mujhe chhodkar chali gayi thi?

Girlfriend isn't looking at Owner, is only looking at wall and touching it.

Girlfriend: Suresh, mujhe apni galti ka ehsaas hogaya hai.

Wife comes out of the house.

Wife (shocked): Ye kaun?

MVO:

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Chhue bina na raha jaye. 