



Aishwaryam Hamara: Script Storyboard

Husband & Wife.

Overview

- **Concept:** आयुष्याचा नवा एपिसोड!
- Approved Video Script
- **Duration:** Approx. 1.5 minutes
- **Characters:** Wife & Husband
- **Setting:** Home interior
- **Clothing:** Husband: Kurta-Pajama,
Wife: Saree or Salwar Kameez
- **Language:** Marathi



(The couple is involved in festive preparations. The husband is wearing a traditional kurta-pajama and wife is in a festive saree/salwar kameez. They both can be shown doing the same activity. E.g. The husband can be putting up the toran and the wife helping him or husband-wife in the kitchen. The couple will be talking to the camera and to each other.

WIFE:

२ बीएचके घर घेणं आता पूर्वीसारखं सोप्पं नाही राहिलं हो!

(With a dramatically shocked expression)

तुम्ही पसंत केलेलं घर, बजेट मध्येच बसलं नाही तर?!

HUSBAND:

(looking at her, in a equally shocked expression)

ऑफिसपासून खूपच लांब लोकेशन मिळालं तर?!



Reference only for expression.

WIFE:

चांगल्या अमेनिटीज नाही मिळाल्या तर?!

समविचाराचे शेजारीच नाही मिळाले तर?!

HUSBAND & WIFE:

तर?! तर?! तर?!

HUSBAND & WIFE:

अरे देवाSS किती तो तरतराट!



Reference only for expression.

(Here we can introduce drama music and multiple takes which are commonly used in serials.)

Video REF: <https://www.youtube.com/watch?v=APHcYegE6ns>

(Couple looks at each other and they laugh)

WIFE: (looking back at the camera)

अहो घर घेताय, टीव्ही सिरीयलचा एपिसोड थोडीच लिहिताय?

तुमच्या २ बीएचके घराचे स्वप्नं प्रत्यक्षात आणायला

AISHWARYAM HAMARA आहे ना!



Reference only for expression.

HUSBAND:

मोशी सारखे prime location, ३५ हुन अधिक अमेनिटीज,

१००० कुटुंबांचा महापरिवार

4 लाखांपर्यंतची बचत , व भरगोस ऑफर्स

व भरगोस ऑफर्स हे सगळं फक्त ३५ लाखांत!

(All of these can come on-screen as video supers)



Celebrity look (Husband and Wife)

References for video shoot: Clothing **colours to be defined by the Stylist.**



Celebrity look (Husband and Wife)



Husband: Kurta-pajama



Wife: Saree or Salwar Kameez

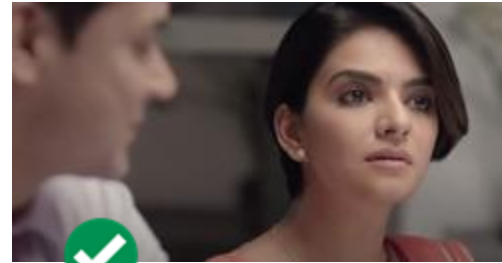
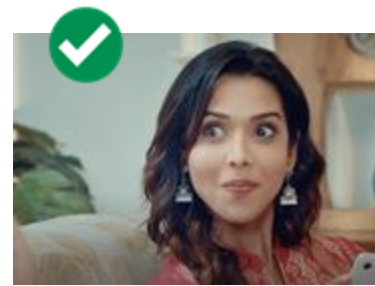
References for video shoot: **Colours to be defined by the Stylist.**

Short video bites (Husband and Wife)

1. 5 USPs
2. Concept + aajach book kara
3. Ya suvarnsandicha laabh ghya, chala suru karuya aayushyacha nava episod
4. Festive Diwali + Concept line
5. Festive New year wish+ concept line
6. Festive Sankrant wish + Concept
7. Festive Gudi Padwa + Concept

Common CTA: चला सुरु करुया आयुष्याचा नवा एपिसोड!

Mood board for Light, Angles, Expression shots, etc.



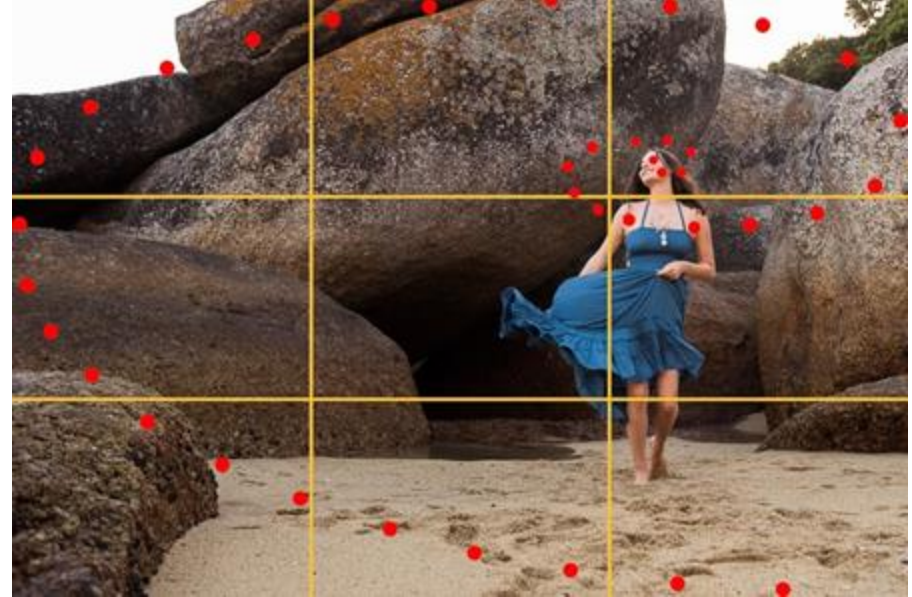
Dos:

Colours to be fresh and bright, background blur. Shocking, happy, etc. zoom on expressions - importance is on the moment and the expressions. We need to make this video convincing. Keeping it real is the motive.

Don'ts:

Monotonous, dull, dark lighting to be avoided. Extreme Wide Shot to be avoided.

Use of golden ratio for the photoshoot.



Use of golden ratio for the photoshoot: So that for hoardings, digital ads we can place the headline, logo and stuff in the empty space.



Thank you!