

Director's  
Treatment



# first thoughts

Thanks for sending me these wonderful scripts. It is projects like these that fill me with excitement and ideas on all the things we can do to bring these scripts to life with cinematic panache. So lets get started and let me take you through all the ideas buzzing in my head.



# First thoughts

Having directed the previous set of commercials and following up with these new films, based on the same idea; I think it is important to keep the soul of the film alive and at the same time wrap it in the new look. These films have to appeal and connect to our Bengali audience. It is therefore critical that we stay true to the brief and vision without any compromise. Authentic locations, cast and real performances! I intend to make a film that will touch the heart of a Bengali by bringing these films to life with honesty and genuineness.

My previous experience of directing a film for Nupro Mustard Oil for the Bengali market was an extremely gratifying one and the fact that it became one of the most loved ads at that time makes me want to do it all over again with Kingfisher Beer.

# the idea

Kingfisher Premium Beer goes well with food. Any kind of Food! From the best tasting ones to the questionable ones. And no matter what, it makes everything taste better. Illustrated by two simple, entertaining and humorous stories that show how things turn out thanks to Kingfisher beer.

These films are based on real life situations in Kolkata which the youth will definitely relate to and connect with instantly. A fresh new way of conveying the brand message - Food tastes better with Kingfisher.

# नहीं

The film opens in an open restaurant, where we can see the city of Calcutta as a backdrop. Our four boys rush in. It is evident that they have had worked a few extra hours. Seeing the disinterested look on the waiter's face, one of them asks the question in a rather defensive manner. Mutton curry? The manager looks disinterested. He nods his head sideways and grunts in disapproval. Waiter says: Ota toh hobe na sir. Woh nahi hoga sir These guys are desperate. Another of them speaks up now Another guy says: Shorshe Pabda? Pabda cooked in mustard paste?

The waiter has the expression 'why don't you get it!' Waiter says: Aj hobe na sir. Not today sir Another friend thinks of trying his luck, says: Bhetki fry? Etau hobe na naki? Bhetki fish cooked in greens? Yeh bhi nahi hoga kya?

Finally, the waiter gets impatient and gives the final verdict shaking his head in a firm 'No' manner; He says: Aj special dish hobe na sir. No special dishes today sir. He almost gestures to his watch "you only look at the time na, how can you order such dishes at closing time?" The friends begin to feel irritated and start complaining to each other that what a place this is they have nothing. One of them suggests they should speak to the manager. Frustrated, this guy looks around to call the manager, and notices the Kingfisher fridge. Immediately, he pokes his friend. The friend notices the same and has a smile on his face, almost suggesting now any food is fine. "Tahole ki hobe? Toh kya milega?" The waiter apologetically says: Dal, bhaat, rui, murgi – eishob arki. Basic stuff – rice, daal, fish, chicken etc.

One guy stops him in his tracks and says: Ota hobe? Kingfisher hoga? The waiter nods to say yes. They all say in chorus: Tahole, etei hobe! Dao dao. Get that, and whatever else is available! Lao lao. In a tight shot, we see beer bottles coming out of the fridge. And then an appetising shot of pouring the Beer with fizz. As all of them eat, one of them lifts his empty mug to ask for more. Bhaiyya, aur milega? The manager's expression changes a bit, as he twitches his eyebrows. This guy replies, and all of them break into laughter. Daal and Rice! Everybody breaks into laughter as we fade out to the super:

**FOOD TASTES BETTER WITH KINGFISHER**

# হাওবাক

The film opens on four friends lazing on the couch of an ancestral house. They are all playing carrom, and their competitive body language suggests that they have been playing all evening and now its finale time. One of them keeps the striker down, & then looks up, presumably to see the time, and asks the question - Bhai, ar kotokkhon. Lunch khawabi na dinner? E bhai, how much longer? Lunch will now become dinner. The camera stays on them, as we capture their reaction of impatience when they hear the cook's reply - Hoye toh jawar kawtha, kintu whistle ta... It should have been done, just waiting for a whistle.

We close up on a guy's face. He has got up to check on the food in the kitchen and has some bad news - it'd take some time more.

One friend, who is particularly known for his sarcasm couldn't stop himself - Khide teshtay morei jabo, eta ki thik hochhe? I might just die of thirst and hunger, and you're alright with that? Just then, the host comes in with a serving trolley and hands over the plates to people - there is rice and cabbage The friend who receives the first plate can't stop expressing his disappointment - Mutton bole bnadhakopi? Cabbage, after you promised mutton? As he looks at their faces, we cut to a tight shot of the door of a refrigerator opening. The Kingfisher bottles in it clink against each other. Their expressions change a bit as they all look at the refrigerator.

However, one of them speaks, while trying to come to terms with the news - Hobe hobe. Totokkhon, etai choluk? Almost there. But doesn't this taste awesome too?

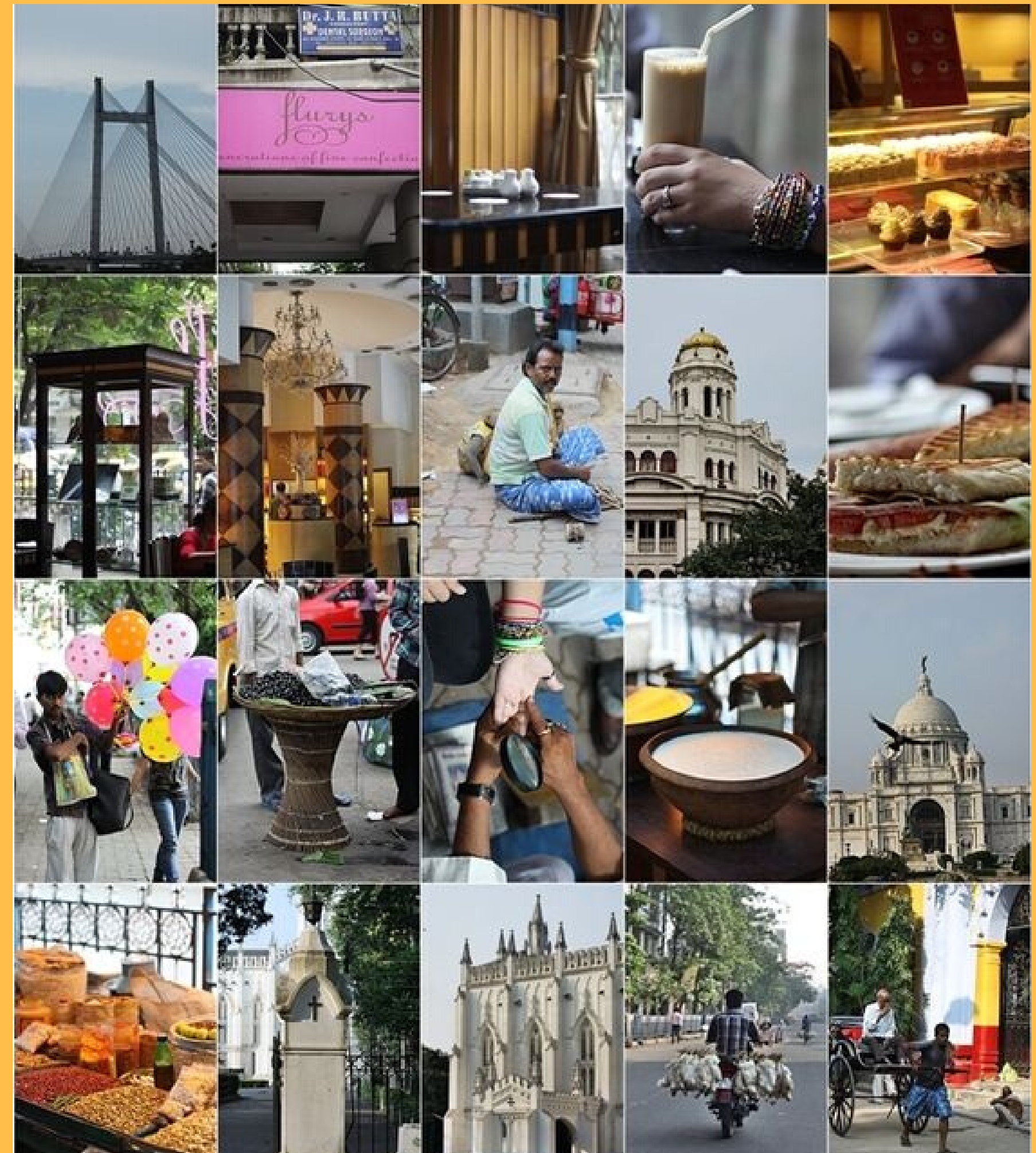
We see the beer bottles being opened in quick succession, the crowns pop open and we see them fall in slo-mo.

At the dining table, we see someone take the last bite from his plate and a gulp to finish his beer. He lifts his empty mug and asks the question. Ei, ar ektu de na? Boss some more!? Someone else raises his glass and makes his point - Bnadhakopi? Cabbage! Everybody breaks into laughter as we fade out to the super:

**FOOD TASTES BETTER WITH KINGFISHER.**

# কিরকি হু হিহু

Bengali culture has a rich heritage of literature and creativity that they like to carry forward with every generation. Hence, unlike the other youth in the country, Bengali boys and girls are very loyal to their lineage and take immense pride in showing off their cultural roots. In spite of having travelled the world and studying at elite colleges, they still enjoy the simple joys of life. We aim to capture that in our look and feel. While the overall tone will be premium and aspirational, we will add certain key elements that add a touch of a Bengal feel. The props, the lighting, the fabrics used in the upholstery, will all have a classic Kolkata feel. We will create that high level appeal, while also concentrating on the performances and its nuances. In these films 'cool' is in the culture and the inherent style and persona of the characters. Also, the best way to shoot Kolkata is to explore the depth of the streets or the iconic backdrops. So even for the house setup, we will stage it in the balcony or a verandah, where we can see the depth of the lane. And for the restaurant we will have an open space - either against the backdrop of the Howrah bridge or Calcutta Cricket club or something.





Restaurant look,  
Camaraderie >







Colour Palette of Bengali Space





Location grandeur  
and elements



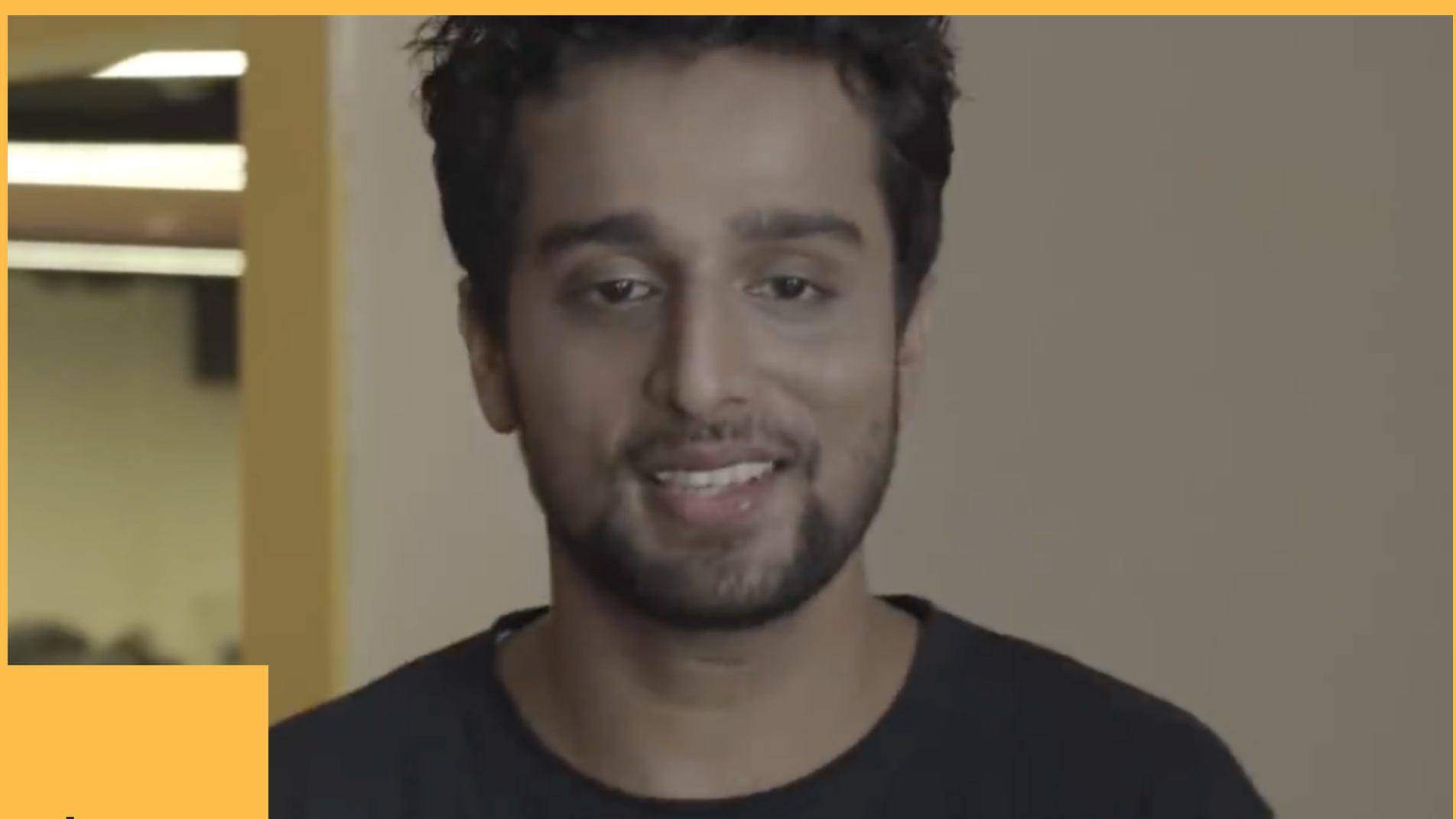
# casting

To create moments that feel authentic and magical we need to fill every role with talent that feel 100 percent real. That means finding amazing actors that are instantly likeable and photogenic.

I would look for interesting and engaging Bengali actors in Mumbai as well as Kolkata with expressive faces that can enhance the storytelling with their character and spark.

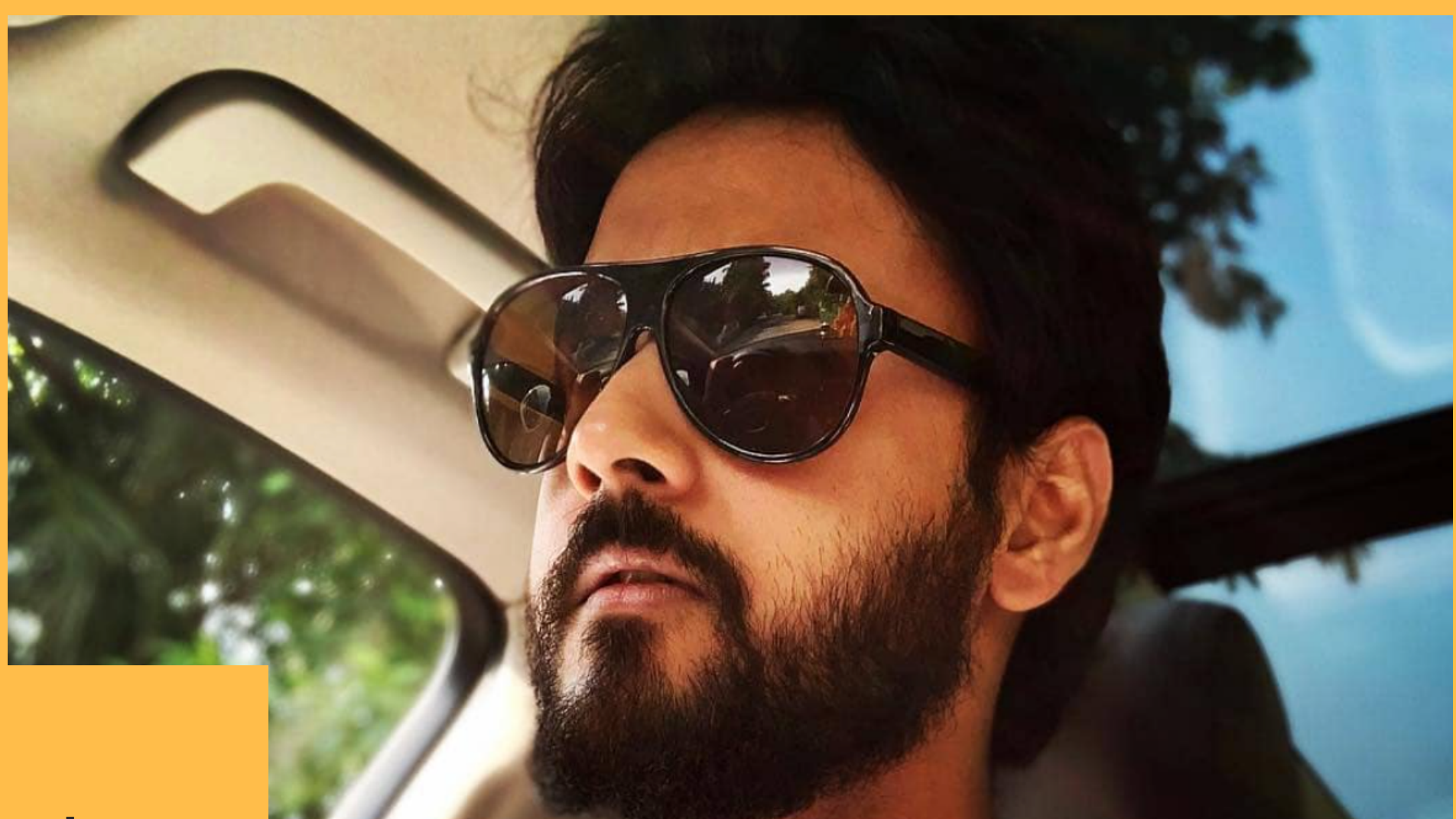
Four friends - they should all be different from each other in terms of looks, the way they speak, their mannerisms - one could look like a musician, one quirky creative writer type, one normal corporate job person and one nerdy looking.

And then the waiter - again a good actor - cast for his quirks as typical Bengali!



4 Friends





4 Friends





Waiter



# लड्डू बोर्ड

The idea is to create a graph where the group who seems to be having a lot of fun, is getting disappointed at the food they are being offered or served. And how that mood lights up again on seeing Kingfisher Beer and that just makes the party come alive again.



Narrative Graph:  
Happy  
Disappointed  
Extra Happy





# product window

Bringing beer to life in a live-action commercial is all about capturing the effervescence, liquid in motion, carbonation, colour, perfect foam, condensation on glass and bottle and of course the label in all its glory. In short, the product window needs be so beautiful the audience should be able to taste the beer with their eyes. Here are a few references of product window shots that could add magic to the film.



Beautiful Bottles





Opening  
&  
Pouring





CHEERS!

# તોફાનું છે નહીં તોફાનું છે

These are a collection of initial thoughts and ideas on the best way to bring these films to life. And I know if we collaborate on the blueprint laid out here we may be able to achieve a lot more. These films are a great opportunity to craft a series of fun, memorable films that have the potential to create an impactful connect with our audience.



Thanks for bringing me on board and letting me share my ideas with you. I really look forward to making these films. A beer commercial is always a welcome addition to ones life. Should you have any questions or clarifications don't hesitate to get in touch. I'm just a phone call away  
Cheers!