

## Content Scripts

### 1) Hidden Food Gem Reel using Yatri Hook

#### Hook

Camera: Selfie, slightly surprised


#### Dialogue (pick one):

“Wait... have you checked this place out before?”

OR

“Why did no one tell me about this spot?”

#### On-screen text:

Hidden food gem alert 

#### Starting Shot

Shot: Walking shot / exterior board / food sizzling

#### Dialogue:

“I was just on my way to the office/friends/college and stumbled upon this absolute gem.”

#### Shot

Shot: aesthetic shots of food & user eating it

#### On-screen text:

Underrated. Affordable. Worth it.

#### Yatri App Plug

Shot: Walking / metro / auto, phone in hand with Yatri app open

#### Dialogue:

“Honestly, getting here was super easy. I just used the Yatri app to plan the route.”

#### On-screen text:

Yatri = stress-free travel

#### Food Shot

Shot: Close-ups, pouring, breaking, bite shot

#### Natural reactions:

“So fresh.”

“So worth it.”

“This hits.”

**On-screen text:**

10/10 would recommend

**Social Proof**

Shot: Creator to camera

**Dialogue:**

“If you’re a big foodie, share this reel with your foodie friends right now.”

**Soft Close + Yatri Reminder**

Shot: Walking away / metro exit / happy vibe

**Dialogue:**

“And yeah, if you’re planning to hop around the city looking for food spots, Yatri makes it very simple.”

**On-screen text:**

Eat more. Travel smarter.

## 2) The Platform Panic

### Hook

Shot: Two friends running through station

#### Friend 1 (shouting):

F1: Bhai train konse platform pe aane wali hai?

F2: Shayad 2 pe hai, nhi nhi 3 pe ayegi

F1: Bhai ek bol PLATFORM 2 YA 3??” (exclaiming , since the train is in 2 mins)

### Body

Shot: They stop. Crowd rushing past.

#### Friend 2:

“Ek second, ek second.”

F2 Checks Yatri App on his phone

“Platform... 4?? FOUR??”

“YEH TOH DUSRI SIDE PE AANE WALI HAI!”

They start running opposite direction

“EXCUSE ME - SIDE PLEASE”

Bumps into someone

#### Friend 2:

“Sorry bhai/aunty!”

Reach platform 4, train already there

“WAIT WAIT WAIT!”

### Payoff

Inside train, gasping

#### Friend 1:

“Bhai teri baaton pe bilkul bharosa nahi kar sakte.”

Points to phone

“Achha hai Yatri app ne bacha liya.”

**Friend 2 (panting):**

“Chalo... at least mil toh gayi train.”

Both sigh in relief

**On-screen text:**

Platform Confusion? Just use Yatri.

### 3) The Know-It-All Friend

**Setup:** Friends waiting on the platform. The train was delayed by 5–10 minutes.

#### Hook

**Friend 1 (anxious):**

“Bhai ye train pakka aayegi na?”

**Friend 2 (full confidence):**

“Haan re. Fast hai. 2 minute mein aa jaayegi.”

#### Body

**Friend 1 (suspicious):**

“Tune dekha hai ya bas faltu ka gyaan de raha hai?”

**Friend 2:**

“Arre merko pata hai bhai, me roz travel karta hu.”

**Friend 1 opens Yatri app**

Face slowly drops

**Friend 1:**

“Bhai??”

“Ye toh... cancel dikha rhi hai.”

#### Laughs

“HAH. Mr Know-It-All.”

#### Scrolling phone

“Ruk... next aa rahi hai... 8 minutes, mein.”

**Friend 2 (shocked):**

“EIGHT minute??”

**Friend 1:**

“Slow 3 minute mein hai...”

“Par 20 minute extra lag jaayega.”

Thinking

“Ya toh 8 wait karke fast lete hain.”

**Payoff**

**Friend 2 (overthinking mode):**

“Waise jyada crowd bhi nhi rehta iss waqt”

**Friend 2 (done with life):**

“Bro bas ek choose kar.”

Friend 1 locks phone

“Chal slow lete hain.”

Slow train arrives, fully packed

Both look at each other in disbelief

**Friend 1 (beat):**

“...nahi bhai, jaane de 8 minute wait karte hain.”

**On-screen text:**

Woh khabrein jo apka gyani dost bhi na jaanein. Download Yatri Today

#### **4) The Hogwarts Train**

##### **Hook**

Friend 1 staring at phone, confused

##### **Friend 1:**

“Bhai ye app bol raha train pohoch chuki hai?”

##### **Body**

Both look around empty platform

##### **Friend 1:**

“Platform number 4. Bol raha 30 seconds pehle aa gayi.”

##### **Friend 2:**

“Toh dikh kyu nhi rhi?”

##### **Friend 1 Refreshes app**

“Abhi bhi dikha raha pohoch gayi.”

Walks up and down platform

Refresh again

“Ab bol raha departed.”

##### **Payoff**

##### **Friend 1:**

“Kyaaa? Ab dikha raha chali bhi gayi??”

“Hogwarts ki train hai kya, bina dikhe hi chali gayi?”

Friend 2 notices Friend 1's phone

“Bhai ye konga app hai?”

Aise apps pe dekhega toh galat info hi milegi.”

Shows Yatri app

“Ye dekh.”

**Friend 1:**

“Bhai... yahan toh cancelled dikha raha.”

**Friend 2:**

“Ab samjha kyun nahi dikhi train.”

Both laugh