

Reel Script

Option 1:

The reel starts with a news headline of a missing serial thief,

An inspector or an investigator breaks into a house

He hurriedly starts searching for the thief, but all he finds are empty wrappers and chip packets on every shelf and corner

He exclaims: *"Humara mujrim kahin door nahi hoga, low metabolism mein kahan tak hi bhagega"*

Scene 2:

He opens a door and finds a guy who's trying to escape but is struggling,

The investigator says:

"Yahi hai mujrim"

"Pakdo ise"

Thief: *"Shit! Main bhagne hi wala tha"*

Investigator: *"Kaise bhagte? Mindless eating karke tumhara jo metabolism kam hua hai, main tumhe do minute main pakad leta"*

Thief: *Matlab?*

Investigator: *"Aise saara din ye sab kachra khaoge toh bacchon se bhi race mein haar jaoge!"*

"Arey, thoda makhane khao, fruits khao, balanced diet banao, che, hadd hai!"

Pointing to the constable: *"Pakdo isko, isko yoga hum karvayenge, Habuild se"*

Option 2:

A news anchor shouts: *"Ye dekhiye yahi hai vo aadmi jo 5th class ke bache se race haar gaya, dekhiye ise. How do you do it? The nation wants to know!"*

The Guy: *"For this, all you need is a bad diet, mindless eating, unlimited chips ke packets and bohot saara aalas aur aap bhi ban jaoge mere jaise."*

"Batao banna hai?"

News anchor (*Unintrestedly*) : *“Agar aap iss mahan vyakti jaise nahi banna chahte toh aap Habuild ke courses main bhi ja sakte ho, jahan mindful eating ke saath mindful yoga practices karvayi jaati hein”*

“Aap 5 ke ho ya 55 ke, sabse race jeet jaoge”

Nudges

(Sharing multiple options for each)

Day 1: Setting Intentions

Focus on starting fresh and creating a positive habit.

You're our favourite habit
But are you ready to make yoga your favourite habit?

This is a sign
For you to start fresh with yoga and us.

Your boyfriend might not say this, but we will
“It's time we start afresh...
...and do yoga”

Day 2: Mindful Breathing

Benefits of focusing on breath during yoga and daily activities.

Kon ho tum?
Jisne ek lambi saans nahi li
Who are you?

Aji sunte ho!
Stress nahi saans lo

Day 3: Yoga and Mental Clarity

How yoga helps declutter the mind and reduces stress.

Dukh. Dard. Peeda.

Gone with yoga :)

Yoga se hi hoga..
...stress release

Day 4: Connection with Nature

Encouraging outdoor yoga and its benefits for mental well-being

Ghar se bhar nikal jao!
Arey daant nahi rahe hein, yoga karne ko keh rahe hein

Kya matlab tum extrovert ho par yoga karne bahar nahi jaate?
Ye doglalan hai

Bahar dekho,
Your yoga buds are waiting for you

Suryanamaskar toh surya ko dekh ke karna chahiye na?
C'mon out!

Day 5: Detox with Yoga

Simple yoga poses for detoxification and energy boost.

Dhanurasan se Dhanush toh nahi banoge but apna best version zarur ban jaoge

You look the prettiest of all peacocks when you do mayurasan

Day 6: Overcoming Challenges

Motivation to stay consistent even when it feels tough.

Ek din aur, c'mon let's do it together

Itne main thak gaye?
300 million people do yoga on daily basis consistently, let's add 1 more to that list.

We know dard ho raha hai, but dekho worth it to hai.

Day 7: Reflect and Reset

A prompt to reflect on progress and set goals for the next week.

Abhi maza aaya na bhidu?,
Next week aur bhi aayega.

We had a good time?
Can we have a date for next week.

I know it's too early to ask but are we meeting next week? I enjoyed my time with you.