

about,

Bharat Matrimony.

In a nutshell, we want to make Bharat Matrimony a cool, young place to find life partners.

Concept: A short video that highlights the current scenario of finding a partner in contemporary times.

Visual Conceptual Representation:

A split video screen is shown, with one boy and one girl on each side.

In the split screen, both of them are shown going through their daily lives: waking up, brushing their teeth, taking a shit, and eating breakfast while browsing their phones.

They both get ready for their office, get on about their work at the office, and during the break both get a notification that they have matched with a person on a dating profile respectively.

Both schedule a date to meet their respective dates in the evening.

They get ready and meet their dates and after meeting them they go to their respective apartments, dejected and sad because they didn't find what they were looking for.

In the morning, they both get up and their usual routine continues, it is shown that they are both dissatisfied with the dating culture and are pretty much frustrated with it.

Now, it's shown that both are sleeping and are having a dream where a cupid visits their dream and points them toward a treasure chest.

They both go near it and open it and inside there is a smartphone on which an application is open.

The application is called "Soulz."

Suddenly they both hear an alarm noise and wake up to find out that they were dreaming.

They install the application on their respective computers and get on with their daily routines.

During the lunch break, they both get a notification that they have matched with someone from the app.

They both get ready in the evening and go out to meet their respective dates.

It's shown that both have matched with each other, and now the screen becomes one and they are chatting happily with each other.

Both are now happily married and it is revealed to the audience that they are telling "how they met each other" to their kid as a bedtime story.

Fin.