

LIC's JEEVAN UTSAV TVC-260SEC

Caption:(AI talking vs WI)

The film begins with middle-aged Ashwin (30 yrs), browsing on his laptop in the drawing room while his wife comes with a newspaper in hand and she tells Ashwin,

Rita: *Suno, ek achhi insurance policy...*

Ashwin interrupts Rita. So she has a frowning expression since Ashwin didn't let her complete. And Ashwin continues

Ashwin: *Achhi insurance policy, AI se puchtehai*

Rita: *AI???*

We see a matrix type screen emerging out from the laptop. Ashwin starts feeding his choice of insurance. To this the AI voice starts giving the answer.

Ashwin: *Ek aisi policy jisme premium payment ho limited, per income aatirahe lifetime.*

AI voice : *(in a very techno sound)LIC ka Jeevan Utsav!dega guaranteed 10% of sum assured, harsaal, zindagibharkeliye*

Rita has 'I already knew it' kind of expression on her face.

Ashwin:*ek aise policy Jo de flexible choice of income.*

AI voice : *(in a very techno sound) LIC ka Jeevan Utsav!detahai regular aur flexi income options after a waiting period*

Rita has a glaring expression on her face (as even she was about to say Jeevan Utsav in the very beginning)

Ashwin:*ek aisi policy jo de whole life ka insurance cover bhi???*

AI voice : *(in a very techno sound) LIC ka Jeevan Utsav!*

Ashwin:*Wow! Chalo to LIC ki Jeevan utsav policy hi letehai.*

Now Rita can't wait to tell Ashwin that even she wanted to say the same thing. So she shows the newspaper ad of Jeevan Utsav and tells her husband with authority.

Rita:*Main bhitumse yeh hi kahnejaarahithi...LIC's Jeevan Utsav.*

Ashwin:*By God!!! Tum toh WI ho..*

Rita: *WI???*

Ashwin: *Wife Intelligence...*

Both burst out laughing, Ashwin bows down to Rita and **VO** cues in, along with LIC tagline and **Jeevan Utsav** logo...

VO:Life partner ki maaniye... Lifetime celebration manaaiye...

LIC ke Jeevan Utsav kesaath, future set hai.

Cut to the couple.

Ashwin: Ab aapjaangayehai...

Rita: Tohaapbhi Jeevan utsavmanaiye.

Film ends



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