

Thermocool - October 2026						
Content Calendar						
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<https://canva.link/2l8wbmzilch8zpw>

1 October - Big Bull Jumbo Excel 150L - Static

Option 1

- **Copy:** 150L tank. Zero capacity drama.
- **Sub Copy:** Big Bull in the chat.

Option 2

- **Copy:** Size bada. Cooling heavy. No compromise. 🔥❌
- **Sub Copy:** Big Bull runs the show.

Visual: Big Bull hero shot, bold low angle

2 October - Gandhi Jayanti - Festive Story

Option 1

- **Copy:** Bapu showed us the ultimate aesthetic. 🕊️✨
- **Sub Copy:** Keeping it calm and cool, just like his vision.

- **Visual:** A modern, minimal, aesthetic line-art illustration of Gandhi ji's iconic round spectacles. The background is a clean pastel solid color. In the bottom corner, a tiny, sleek Thermocool appliance is integrated into the layout.

Option 2

- **Copy:** Minimal living, maximum impact. Bapu was the original trendsetter. 🌅
- **Visual:** A stark, high-contrast silhouette of Gandhi ji walking with his staff under a modern, stylized glowing sun vector. Clean typography.

Option 3

- **Copy:** Aggression hatao, peace in the chat. Happy Gandhi Jayanti. 💖
- **Visual:** A beautiful, split-screen minimal design. Left side: The words "Truth & Peace" in a clean modern font. Right side: A cool, soft-lit aesthetic home interior showing a Thermocool product keeping the environment serene.

5 October - Cozy Room Heater - Static

Copy: Warm Regards,

From Us To You.

Visual: The "Lofi Study Corner": A warm-toned bedroom setup featuring a soft golden lamp, fluffy socks, and the Thermocool Room Heater radiating a cozy orange glow in the corner.

8 October - Reel 1: UHD 4K Smart LED TV

Scene 1: [Friends gather for movie night, someone's holding a laptop with a cracked, dim screen, everyone squinting]

Friend 1: "Bhai kuch dikh hi nahi raha."

Scene 2: [Cut to the same group, now in front of the Thermocool Smart LED TV screen lights up vivid and sharp, everyone's faces lit up, leaning in, visibly hooked]

Friend 2 [without looking away from screen]: "Bro ab toh background actors bhi main character lag rahe hai"

Or option 2 - Broo! Ab hua na experience upgrade."

END FRAME

Text On Screen: Pixel Perfect, Drama Included - Thermocool UHD 4K Smart LED TV

10 October - UHD 4K WebOS TV - Static

- **Copy:** 65 inches ka screen hai, screen itni badi ki
- **Sub Copy:** ab padosi bhi ticket maangenge
- **Visual:** A top-down comic-style illustration or real photo of a living room couch where friends are sitting packed like sardines, wearing 3D glasses, staring wide-eyed at a glowing, borderless Thermocool TC 65" TV.

11 October - Sharad Navratri Begins - Festive Story

Copy: 9 din. Naya andaaz. Nayi energy.

#Navratri2026

Visual: Young women doing aarti, dhol beats, colourful clothes.

13 October - Utsav Max Mixer Grinder - Static

Option 1

- **Copy:** Idhar career grind, udhar masala grind.  
- **Sub Copy:** Utsav Max handles the kitchen hustle.
- **Visual:** Sleek split screen: Coding laptop on the left, mixer grinder turning hard spices into smooth paste on the right.

Option 2

- **Copy:** Gym grind muscle ke liye, Utsav Max masala ke liye.  
- **Sub Copy:** 500W power. Zero extra effort.
- **Visual:** Aesthetic kitchen counter showing a gym shaker bottle next to the mixer grinder loaded with smoothie ingredients.

15 October - Nutri Max Blender - Static

Option 1

- **Copy:** Iska ABS built hai, tumhare gym abs ka pata nahi. 🏋️‍♂️ 🥤
- **Sub Copy:** Overload protection, zero breakdown smoothies.
- **Visual:** Sleek kitchen counter showing a gym shaker bottle next to the Nutri Max Blender spinning a thick protein smoothie into a perfectly smooth texture.

Option 2

- **Copy:** 2 saal ki warranty. Itna long commitment kisi ka nahi hota. 💍 🥤
- **Sub Copy:** 24 months warranty + 3-speed power.
- **Visual:** Stark, high-contrast shot of the Nutri Max Blender with a premium glowing outline, surrounded by raw fruits getting blended instantly.

16 October - Reel 2: Room Heater

Scene 1: [Person sitting next to an old, clearly broken heater - flickering, barely working. They stare at it with mock-heartbreak, delivering the line like a breakup monologue]

Person: "Maine bahot try kia yaar... par tu kbhi warmth de hi nahi paaya."

[Dramatically sets the old heater aside, wipes a fake tear]

Scene 2:

[Cut to unboxing the Thermocool room heater - plugs it in, instant warm glow, person visibly relaxes into it like settling into a new relationship]

Person [smiling, to camera]: "Ye wala hai na green flag"

END FRAME

Text On Screen: Thermocool Room Heater - always close.

If the breakup-monologue bit still isn't it, it might help if you tell me specifically what "quirky" looked like in reel 1 and 2 that this one's missing, is it the punchline timing, the type of humor (deadpan vs. exaggerated), or the setup itself feeling too familiar?

17 October - Durga Puja - Festive Story

- **Copy:** Shaan-o-shaukat, grand pandals, aur 4 din ka non-stop celebration. 🏮 👑

#DurgaPuja2026

- **Visual:** A wide, majestic low-angle shot of a stunningly lit, artistic Durga Puja pandal gate at night, with a group of friends dressed in vibrant ethnic clothes walking into the frame towards the lights.

19 October - Boss Commercial 24 - Static

Copy: Big Boss Energy, No Eviction.

Visual: Boss cooler hero shot

20 October - Dussehra - Festive Short Video

VIDEO CONCEPT - 1

The Ultimate Filter: A fast-paced, high-contrast typography video where arrows shot by Lord Ram don't just defeat Ravan, they act as a literal "filter" that burns away the bad air, dust, and toxic heat of the season, leaving behind a crisp, purified atmosphere.

VIDEO SCRIPT (12–15 Seconds)

- **0:00–0:04 (The Hook)**
 - **Visual:** Complete darkness. A single, glowing neon-gold arrow appears in a crisp vector style, pulled tightly back on a bowstring. The background has a subtle, premium dark smoke texture.
 - **Text on Screen (Bold, animated):** TARGET LOCKED. 
 - **Audio SFX:** The tense, creaking sound of a wooden bow being pulled back, followed by a heavy cinematic bass hum.
- **0:04–0:09 (The Body - The Action)**
 - **Visual:** The bow string releases. The glowing arrow flies directly at the camera at hyper-speed, cutting through words floating in the air like "Garhi" (Heat), "Dhool" (Dust), and "Negative Vibes" [2026 update]. As the arrow pierces each word, they burst into golden ash and flames.
 - **Audio SFX:** A powerful *WHOOSH* sound effect, followed by sharp explosive cracks as the words burn.
- **0:09–0:15 (The Resolution & Greeting)**
 - **Visual:** The screen clears instantly into a bright, crystal-clear, refreshing blue-and-gold aesthetic background. The stylized silhouette of a Ravan effigy gracefully dissolves into beautiful festive sparkles in the distance.

- **Text on Screen:**
 - Burai Saaf. Vibe Fresh. ✨
 - Happy Dussehra. 🎉
- **Audio:** A deep, satisfying wind chime sound effect that dissolves into premium traditional festive music.

VIDEO CONCEPT - 2

The Arrow of Purification: A hyper-minimalist, 10-second motion graphic. A glowing, golden arrow cuts through a dark, heavy screen, instantly burning away the negative elements of the year and resetting the frame into a clean, bright festive greeting.

VIDEO SCRIPT (10 Seconds)

- **0:00–0:03 (The Hook)**
 - **Visual:** A dark, moody screen with a smoky texture. The words "**HEAT**", "**DUST**", and "**BAD VIBES**" float in heavy, distorted typography.
 - **Audio SFX:** Low, tense atmospheric drone.
- **0:03–0:06 (The Action)**
 - **Visual:** A brilliant, glowing neon-gold arrow slices horizontally across the screen at lightning speed. It strikes the floating words, causing them to instantly shatter and disintegrate into golden sparks.
 - **Audio SFX:** A sharp, whip-like *WHOOSH* followed by a glass-shattering sound.
- **0:06–0:10 (The Greeting)**
 - **Visual:** The dark smoke evaporates completely, revealing a crisp, vibrant festive background. A clean, premium font drops onto the screen.
 - **Text on Screen:**
 - Resetting the atmosphere. ✨
 - Happy Dussehra. 🎉
 - **Audio SFX:** A deep, resonant cinematic bass drop that fades into a gentle festive chime.

Scene 1: [Roommate walks in, drops his favourite white shirt on the sofa, visibly stained with turmeric/curry stains. Other roommate picks it up, inspects it, makes a face]

Roommate 1: "Ye toh gaya bhai."

[Roommate 2 smirks, says nothing, just walks to the washing machine]

Scene 2:

[Shirt goes in. Quick time-lapse of the wash cycle. Shirt comes out spotless white, roommate 1's jaw drops]

Roommate 1: "Kaise?!"

Roommate 2 [shrugs, walks off]: "Bas ese hi."

END FRAME

Text On Screen: Stain Today, Gone Tomorrow - Thermocool Semi-Automatic Washing Machine

23 October - TC 55 UHD 4k WebOS TV

Copy: TV badhiya hai, par OS slow hai toh sab barbaad 🍷💻

Sub Copy: Thermocool 55" WebOS. No loading wheels, just instant streaming.

Visual: A crisp split-screen. On the left, an old TV screen stuck on a spinning 99% loading circle. On the right, the Thermocool TV menu is gliding open instantly to a movie catalog.

25 October - Reel 4: Water Heater/Geyser

Visual: Person staring at phone, looking betrayed. Group chat notifications popping up.

Voiceover (chill, slightly sarcastic):

"Friends cancel last minute... again."

Visual: Hard cut to the geyser. Soft steam rising. Camera slowly zooms in like it's the main character.

Voiceover: "But this one? Never leaves you on read."

Visual: Person stepping into a perfect hot shower. Eyes close in pure relief. Steam everywhere.

Dialogue (person, soft & dramatic):

“Finally... someone who actually shows up.”

Voiceover (overlapping, teasing):

“Some people ghost.

Your geyser just... heats.”

Visual: Quick clean product shot of the geyser (aesthetic, soft lighting). Then person walking out of the bathroom looking fresh and unbothered while the group chat is still arguing on the phone.

Voiceover:

“Loyalty over everything.

No drama. Just steam.”

END FRAME

Visual: Soft logo + brand name on screen. Person gives a tiny peace sign or smirk.

Voiceover (confident, low-key):

Thermocool Geysers.

Always hot. Always ready

26 October - Valmiki Jayanti - Festive Story

Option 1:

- **Copy:** Shabadon ki shakti. Ramayan ki seekh. 📖 ✨
- **Sub Copy:** Remembering the Adi Kavi, Maharishi Valmiki, who gave us the timeless epic of righteousness.
- **Visual:** A modern, minimal vector illustration of a traditional feather quill pen writing on a glowing scroll or parchment paper. The background is a clean, deep saffron or cream color with soft traditional mandalas fading into the layout.

Option 2:

- **Copy:** Ek mahakavya, jo sadiyon tak raah dikhayega. 🏹🌅
- **Sub Copy:** Honouring the wisdom and legacy of Maharishi Valmiki on his birth anniversary.
- **Visual:** A beautiful, stylized silhouette of Maharishi Valmiki sitting in a serene meditation pose under a tree at dawn, with a clean, elegant typography design.

29 October - Karwa Chauth - SHORT VIDEO

VIDEO CONCEPT

The Mutual Hunger Vibe: A fast-paced, high-contrast visual video that shows Karwa Chauth as a modern partnership. It moves away from the cliché of the wife suffering alone in silence, hilariously highlighting the reality that husbands in 2026 fast right along with their wives, making the final wait for the moon a shared, desperate countdown for food.

VIDEO SCRIPT (10 Seconds)

- **0:00–0:03 (The Hook)**
 - **Visual:** A modern, beautifully decorated balcony at night under soft fairy lights. A husband and wife are standing side-by-side, dressed in stunning festive ethnic wear. Both are aggressively checking their smartwatches at the exact same time with intensely hungry, deadpan facial expressions.
 - **Text on Screen (Animated, bold):** Time check: 8:11 PM. 🕒
 - **Audio SFX:** The loud, rhythmic, tense ticking of a clock that abruptly stops with a digital smartwatch *beep*.
- **0:03–0:07 (The Action)**
 - **Visual:** The wife holds up the traditional sieve (*channi*). Instead of looking at the moon, she looks through the sieve directly at her husband's face. The camera cuts to his POV through the sieve, he is holding up a giant, freshly fried, steaming *paneer tikka* or *samosa* right next to his cheek, smiling desperately.
 - **Text on Screen:** Fasting together hits differently. ❤️
 - **Audio SFX:** A funny, sudden cinematic *whoosh* as the sieve is lifted, followed by a cartoonish stomach growl.
- **0:07–0:10 (The Greeting)**
 - **Visual:** The camera pulls back into a warm, gorgeous slow-motion shot. He offers her a sip of water from the clay pot (*karwa*) to break the fast, and they both burst into genuine laughter. The screen softly transitions into a premium dark crimson and gold background frame.
 - **Text on Screen:**
 - Partners in hunger. Partners in life.
 - Happy Karwa Chauth. 🌙✨

- **Audio:** A beautiful, deep cinematic bass drop that instantly dissolves into a rich, modern, acoustic festive sitar melody.

31 October - Superio Pro Washing Machine - Static

Option 1

- **Copy:** Kapde itne saaf, detergent khud thank you bolega. 
- **Sub Copy:** Superio Pro to the rescue.
- **Visual:** Close-up of a detergent scoop pouring powder into a massive whirlpool of foam inside the machine tub, creating a satisfying, cloud-like foam explosion.

Option 2

- **Copy:** Alsi logon ke liye best choice. 
- **Sub Copy:** Superio Pro massive capacity.
- **Visual:** Split screen. Left: A person is blissfully sleeping under a blanket. Right: The Thermocool Superio Pro is running quietly on its own.