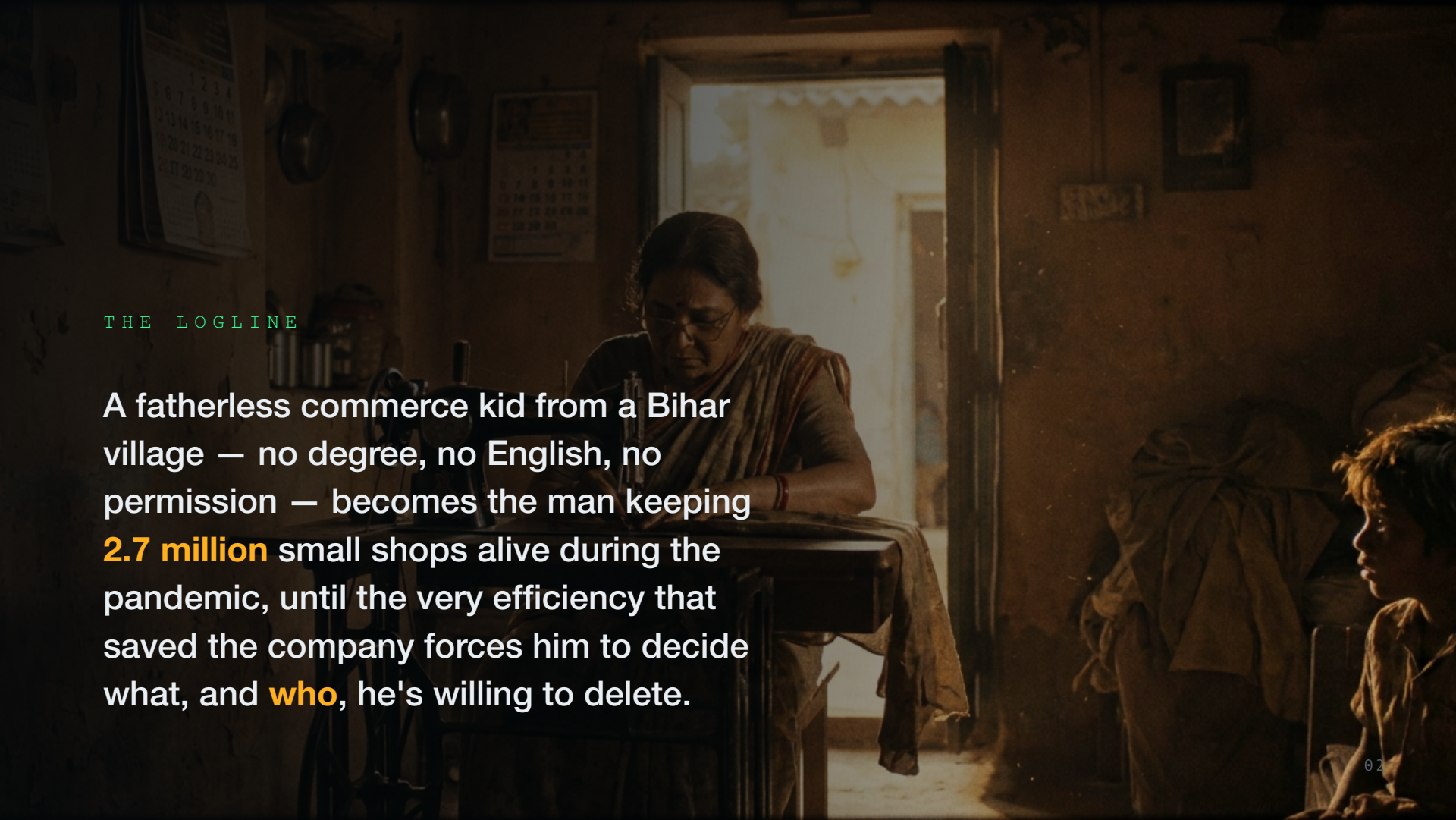


A LIMITED SERIES · TRUE STORY · 6 · 35 MIN

THE ACCIDENTAL CTO

DO LADKE. EK SERVER. AADHE HINDUSTAN KI DUKAAN.



THE LOGLINE

A fatherless commerce kid from a Bihar village — no degree, no English, no permission — becomes the man keeping **2.7 million** small shops alive during the pandemic, until the very efficiency that saved the company forces him to decide what, and **who**, he's willing to delete.

IT ACTUALLY HAPPENED

This isn't based on a true story.
It **is** one.

2.7M

MERCHANTS · 60 DAYS

80k

USERS · 60 SECONDS

₹100cr

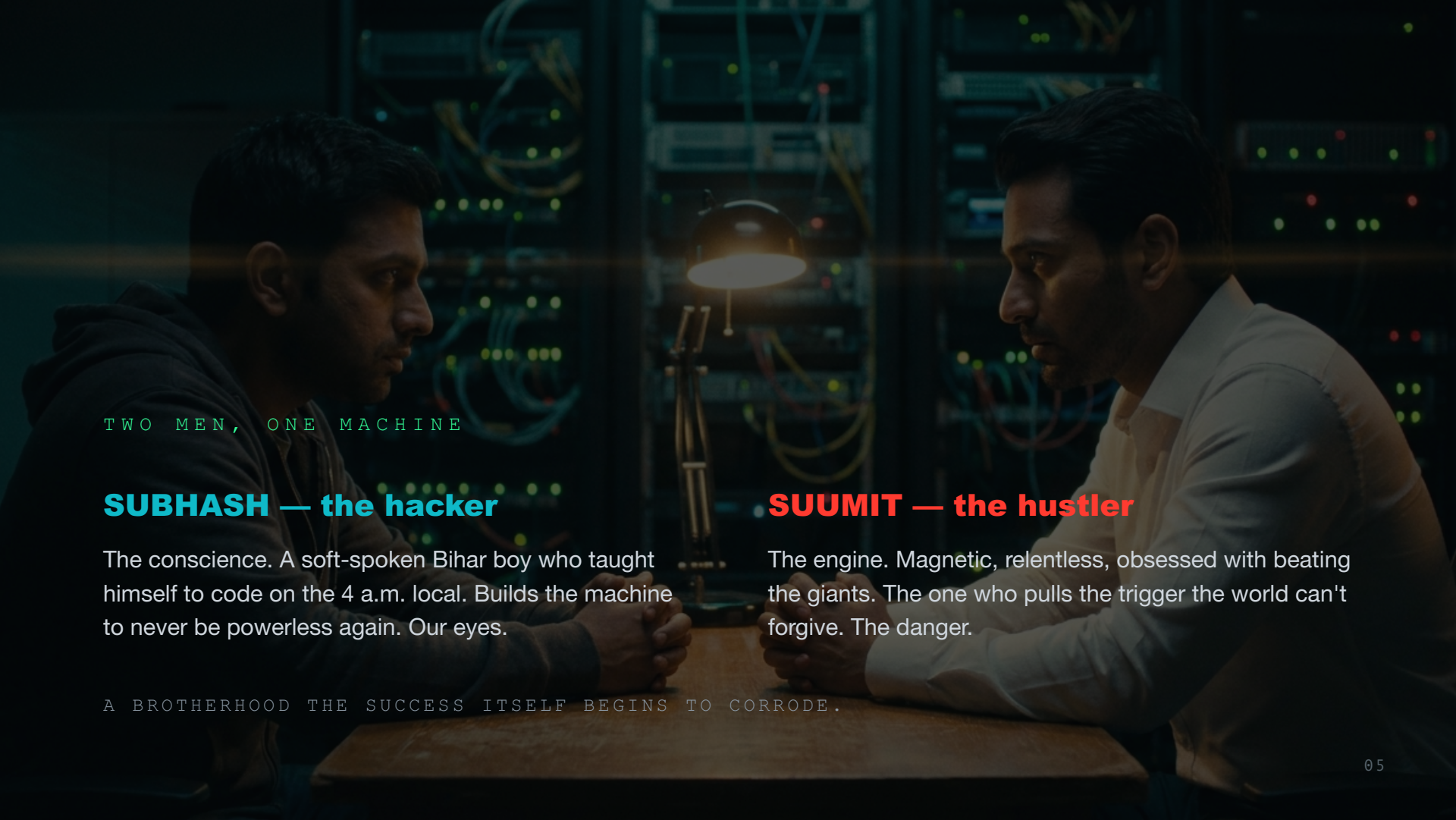
SALES · 2 MONTHS

23

JOB · ONE TWEET

It isn't a feel-good startup story. It's a story about **efficiency as a weapon.**

The real company made global headlines for replacing ~90% of its support team with an AI bot — and saying it was **better**. The man once **forced** to fire people he loved becomes the man who **chooses** to delete them. Hero or villain? India will argue about it for a week.



TWO MEN, ONE MACHINE

SUBHASH — the hacker

The conscience. A soft-spoken Bihar boy who taught himself to code on the 4 a.m. local. Builds the machine to never be powerless again. Our eyes.

SUUMIT — the hustler

The engine. Magnetic, relentless, obsessed with beating the giants. The one who pulls the trigger the world can't forgive. The danger.

A BROTHERHOOD THE SUCCESS ITSELF BEGINS TO CORRODE.

THE SEASON — SIX EPISODES, NOTHING WASTED

- | | | |
|----|-------------------|---|
| 01 | POST | The tweet that fires 23 — then rewind to 3:14 AM. |
| 02 | THE AXE | Bihar, a tailor mother, and firing his own team. |
| 03 | HELLO | A Facebook message. The hacker meets the hustler. |
| 04 | LOCKDOWN | COVID, and 2.7M shopkeepers come crashing in. |
| 05 | SHARK TANK | An 80k-user tsunami; the war on the giants. |
| 06 | FAILOVER | He kills production live. Was it worth the 23? |

TO NE & TEXTURE

Gritty Indian realism. Scam 1992 × Gully Boy.

SODIUM-VAPOUR AMBER · 16MM GRAIN · SWEAT · THE VIRAR LOCAL · THE CRAMPED 3 A.M.
OFFICE. GRIT IS HOME; GLOSS IS THE TRAP.

WHY IT TRAVELS

A startup story that doubles as a **distribution engine.**

Global hook

The AI-firing already went viral worldwide once. This is the story behind it — built-in press, built-in debate.

The funnel

Finish the finale, tap one link, build your own store in 30 seconds. Art and distribution collapse into one object.



THE ASK

Let's make the show India argues about.

Subhash Choudhary · founder of Dukaan, author & subject

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Teaser & tone: thecto.dukaan.fun