

A LIMITED SERIES · TRUE STORY · SCAM 1992 REGISTER

# THE ACCIDENTAL CTO

A fatherless commerce kid from a Bihar village — no degree, no English, no permission — bluffs his way into India's tech world and 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.

**2.7M**

MERCHANTS · 60 DAYS

**80k**

USERS · 60 SECONDS

**₹100cr**

SALES · 2 MONTHS

**23**

JOBS · ONE TWEET

## WHY IT GOES VIRAL, NOT JUST WATCHED

**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? The audience can't agree — and that's exactly why they'll argue about it for a week.

## THE SPINE — 6 × 35 MIN

- 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. Hacker meets hustler.
- 04 LOCKDOWN** — COVID, and 2.7M shopkeepers come crashing in.
- 05 SHARK TANK** — an 80k-user tsunami; the war on Shopify.
- 06 FAILOVER** — he kills production live. Was it worth the 23?

## THE PACKAGE

**Genre** underdog crime-drama  
**Tone** Scam 1992 × Social Network  
**Lang** Hindi-first / Hinglish  
**Setting** Mumbai · Bihar · the cloud  
**Based on** "The Accidental CTO"

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teaser + tone

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