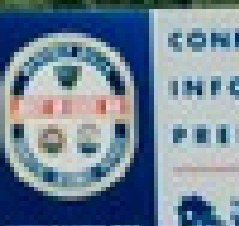
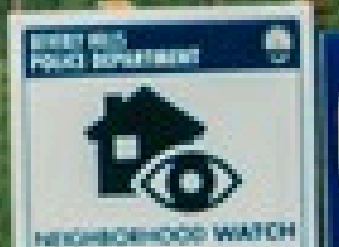


CHAI TEA

**A 30-MINUTE
EPISODIC
COMEDY SERIES**

**CREATED BY:
ERUM JAFFREY**



LOGLINE

A photograph of two women, Sara and Ruby, standing on a balcony in front of a house. They are both wearing traditional Islamic clothing. The woman on the left is wearing a white long-sleeved top with colorful floral patterns on the sleeves and a green headscarf. The woman on the right is wearing a yellow long-sleeved top with colorful geometric patterns and a yellow headscarf with a red border. Both women are holding white mugs with a portrait of a man on them and are drinking from them. They both have surprised or excited expressions on their faces. The background shows a house with a tiled roof and a balcony with a metal railing. There are some plants and a sign that says "CONNECTED INFORMED PREPARED WATCH" in the background.

Caught between status-obsessed LA and their Muslim parents' high standards, sisters Sara and Ruby live double lives to keep the peace. But when their clever mom plots a secret arranged marriage operation, the sisters are forced to question how authentic their lives really are.

SERIES SYNOPSIS

Pakistani Muslim Gen Z sisters Sara and Ruby have mastered the art of living double lives. Sara secretly runs a successful OnlyFans under the respectable title “Marketing Manager,” while Ruby hides her queer identity and shaved head beneath a wig—all while convincing their traditional immigrant parents they’re perfect “good Desi daughters.”

When their clever mom activates the Pakistani Auntie Network to find them husbands, the sisters race to prove they can find love on their own terms. Each episode brings a new date, family scheme, career crisis or identity spiral that pushes their carefully separated lives closer to collision.

The search leads them all the way to a cousin’s wedding in Pakistan, where family secrets, forbidden crushes and one very inconvenient ex finally blow up their double lives. They may not come home with husbands—but they come home closer to knowing who they really are.

TWO SISTERS SPEND THE SEASON SEARCHING FOR HUSBANDS. INSTEAD, THEY FIND THEMSELVES.



WHY THIS STORY?

CHAI TEA takes its title from the American phrase “chai tea,” which literally means “tea tea.” It blends two languages to describe the same thing—culturally confused, yet widely understood. That tension reflects Sara and Ruby, two sisters trying to navigate their Pakistani Muslim and American identities without losing themselves. The series is a satire inspired by the double lives my sister and I learned to perform growing up in Los Angeles.

As a journalist, comedian and performer, I have spent my career turning complicated realities into accessible stories. CHAI TEA transforms our journey toward self-acceptance into an irreverent, loving comedy about the masks families inherit—and what happens when the next generation finally takes them off.



THE WORLD

CHAI TEA moves between two versions of Los Angeles: the sisters' performative WeHo world, where everyone is branding themselves—and the polished Pakistani Muslim family world where every choice is monitored.

The dialogue is satirical, punchy and fast-paced, with room for intimate emotional beats.

Their divided identities shape the visual language. Indian soap-opera-like zooms, jump cuts, heightened music and dreamlike fantasy erupt whenever shame, desire or family pressure becomes too intense to contain.

These heightened moments contrast with the grounded emotional journey beneath the comedy: two sisters learning to accept their authentic themselves. We call it “Bollywood-esque magical realism.”

PRESENT-DAY GEN Z LIFE IN LA WITH MOMENTS OF MAGICAL REALISM

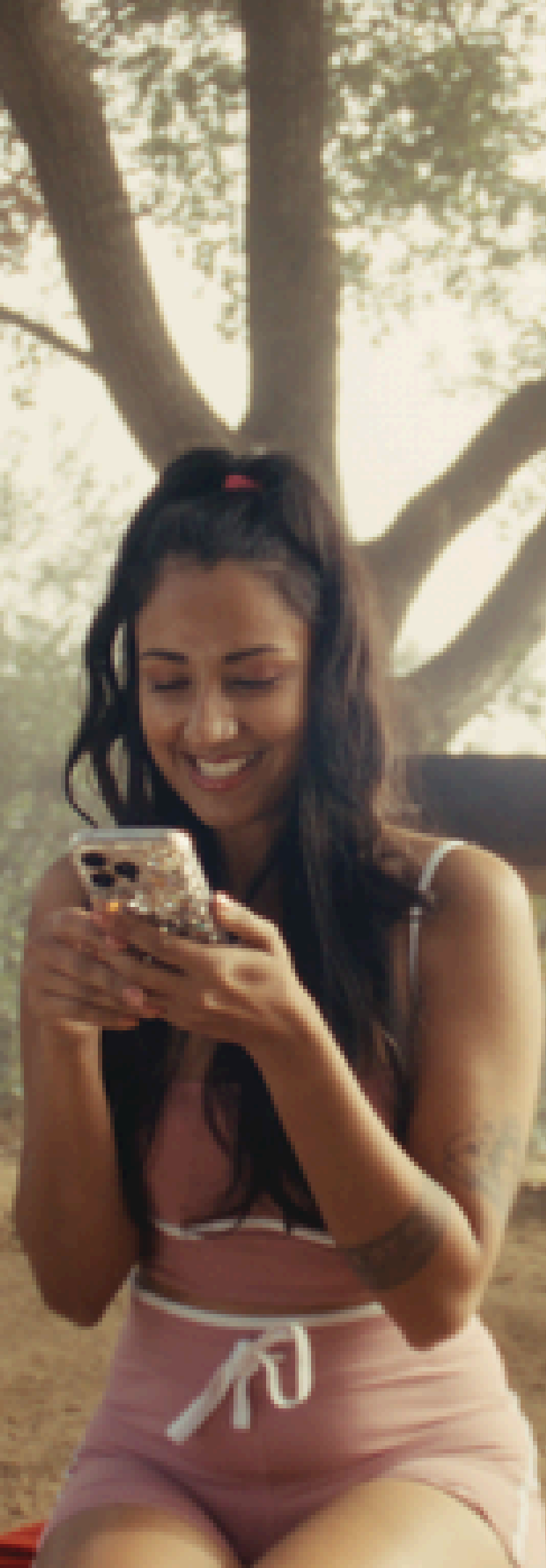


SIS' APT IN WEST HOLLYWOOD



FAMILY HOME IN TORRANCE





Meet Sara...

The self-sacrificing eldest daughter, family peacemaker and secret black sheep.

To her parents, Sara is a polished “Marketing Manager” who always has her life together. In reality, she runs a successful OnlyFans and relies on attention to feel desirable, confident and in control.

Sara wants to build a life and find love on her own terms—without losing her family in the process. She can sell confidence to thousands of strangers, but she still can’t tell her mother the truth.

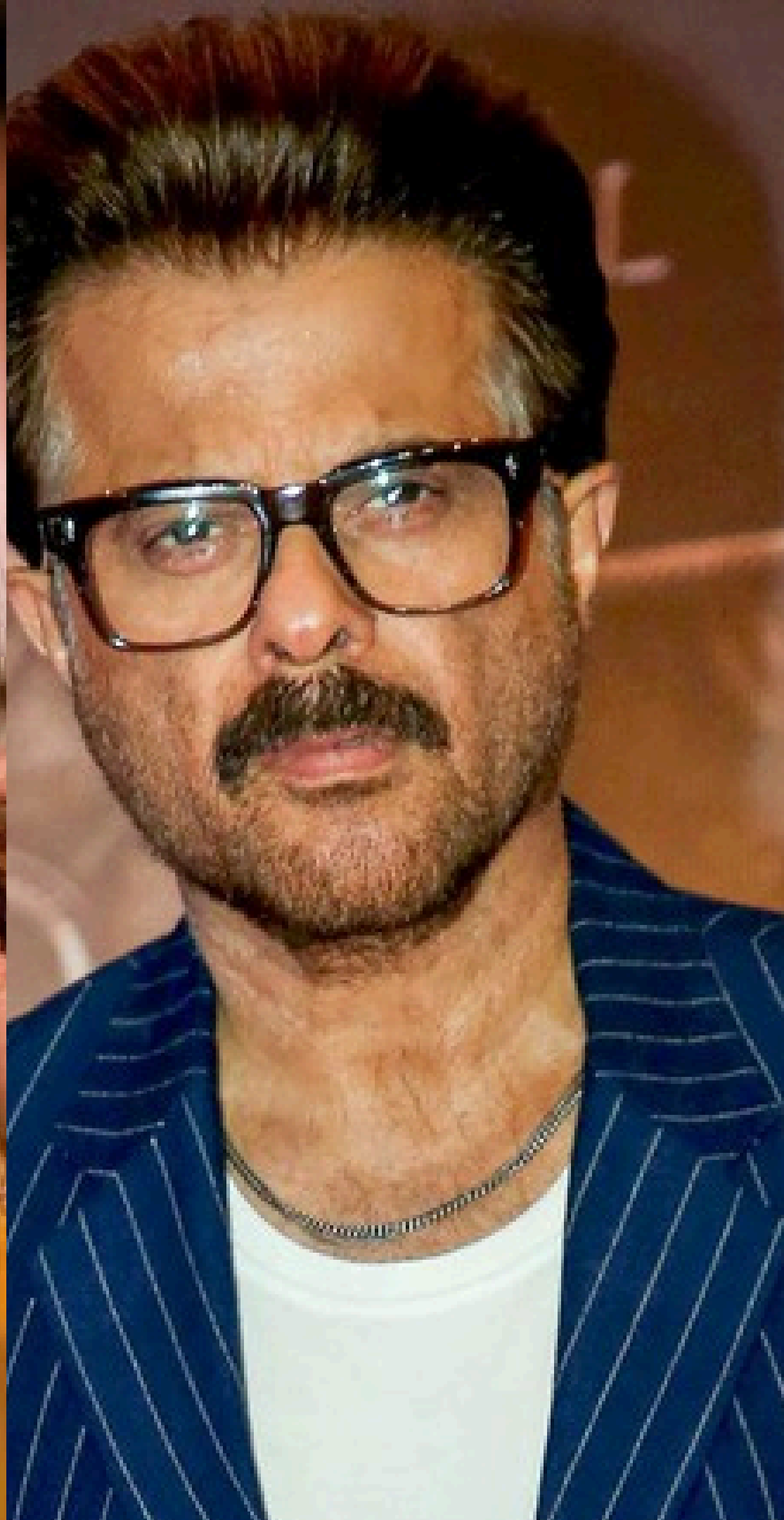


And Ruby...

A struggling freelance journalist, quasi-activist and professional fighter of strangers on the internet.

Blunt, feminist and loudly opinionated, Ruby appears fearless. But around her parents, she hides her shaved head beneath a wig, and her queer identity beneath the performance of a “good Desi daughter.”

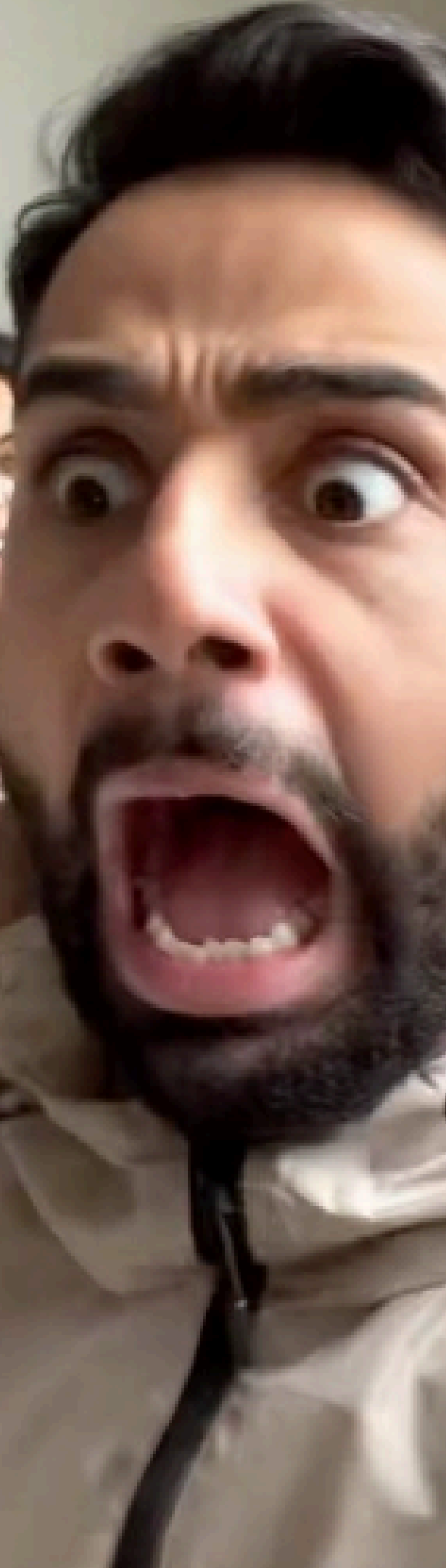
Ruby wants to be loved without editing herself for her family, her community or the internet. She can challenge every oppressive system except the one waiting for her at home.



THE PARENTS

AMI is an uppity, gossipy mom who always puts up an image for others. She gave up philanthropy in Pakistan to raise a family in America. She is culturally conservative, hellbent on getting her aging daughters married. Her love often arrives disguised as criticism, control and unsolicited advice. She sacrificed her own freedom for her family, and cannot understand why her daughters won't do the same

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ABU is an emotionally unavailable father who expresses love through money. He owns a lucrative Pakistani mango import business to fund his family's posh lifestyle, while secretly drowning in debt. He's always "gone on business" to handle offshore accounts in the Canary Islands, where his mistress lives. He expects his daughters to follow rules he can't follow himself.



THE FUCCBOIS

ALI is an entertainment lawyer by day and DJ by night who curates success as carefully as his playlists. Fiscally conservative and committed to traditional gender roles, he hides insecurity behind control and corporate confidence. Like Sara, Ali performs desirability while secretly craving real intimacy. He's not emotionally unavailable, he just "believes in boundaries."

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NABEEL is a startup founder, club promoter and closeted Marxist who thinks capitalism is evil but still wants a Porsche. He hides his intelligence and fear of failure behind jokes, nightlife and drugs. Like Ruby, Nabeel uses irony to avoid being emotionally seen—even though he secretly wants meaning, community and genuine connection.



THE PILOT EPISODE

To avoid disappointing their traditional Pakistani Muslim parents, sisters Sara and Ruby have mastered the art of lying: about where they go, what they do and who they really are.

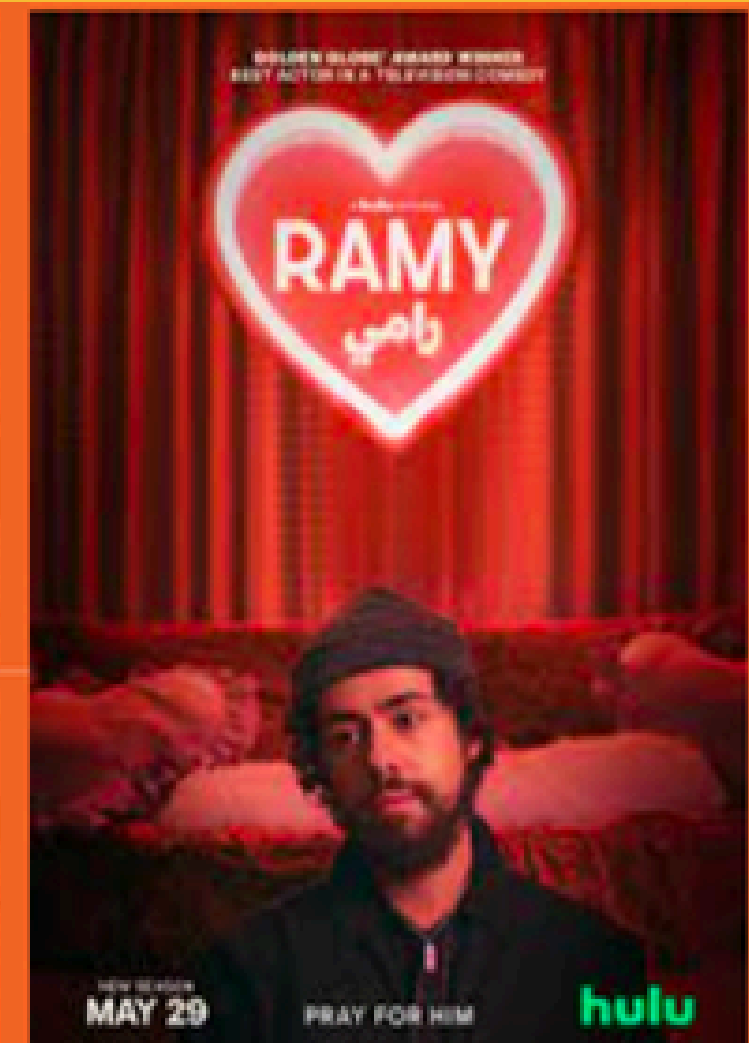
At a vintage market, they meet Ali and Nabeel, two charming fuccbois visiting from Chicago. The sisters give them a tour of Los Angeles in Sara's bad-bish convertible, but by the end of the day, the brothers decide the girls are fun, not "wifey material." The next morning, Ami summons her daughters to the family home. Sara and Ruby arrive in Pakistani clothes with their good-girl masks firmly in place—only to find Ali and Nabeel sitting on the couch. Ami has used her WhatsApp Auntie Network to engineer a secret Rishta (marriage proposal).

The interaction goes south when the sisters "accidentally" spill hot chai and cookies all over the bois. The bois awkwardly leave with Tide to-go pens and fruit baskets courtesy of the maid Maria. Ami is upset, but Sara and Ruby reassure her that they will find love on their own terms. And so the search for a husband begins..

“RISHTA PENDING” – AN INTRODUCTION TO THEIR DOUBLE LIVES



SHOW REFERENCES



PROOF & MOMENTUM

2023

**Building community through
hosting Open Mics in LA**



2024

**Raised \$15k for production with
a grassroots campaign**



2025

**We shot our proof of concept
short film in Nov 2025**



2026

Film festival run



2026 – 2027

**Next steps: Cut and release proof-of-concept short film online as a vertical series to build an
audience**

Attach producing partners, representation, and financing to develop the series

WRITER/DIRECTOR/EP

Erum Jaffrey



Erum is an award-winning journalist, filmmaker, and transformational facilitator with a vision for love, generational healing, and collective liberation.

She has spent nearly a decade telling stories about conflict, culture, and the human experience, with previous work appearing on Al Jazeera and CNN International.

When she's not covering geopolitics, she's writing comedies about judgemental South Asian aunties. Her short comedy, CHAI TEA, will have its world premiere at the Oscar- and BAFTA-qualifying LA Shorts International Film Festival in July 2026.

TEAM



PRODUCER

Farah Jaffrey

Farah is an actor, producer, and multidisciplinary artist with experience across TV & film. Her TV credits include award-winning shows on Hulu + Netflix, and she has worked both in front of the camera and behind the scenes as a producer.

This cross-departmental experience gives Farah a strong understanding of the filmmaking process, from development and on-set execution to performance and collaboration.

As a producer of CHAI TEA, she is passionate about South Asian storytelling through heart and humor. When she's not working, Farah enjoys traveling, teaching yoga, building community through hosting events that connect people together.