

**Paytm × Mumbai Police**

Ads Script - Instant Money Transfer

(English Version)

Duration: ~40-45 seconds

Property of

Nilesh Kumar

02 November 2025 18:27pm

#as-050

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**SCENE 1 – LOCATION: MARINE DRIVE, MUMBAI – DAY**

**Music:** Soft lo-fi beat with sea breeze ambience.

Close-up shot of three girls walking confidently along Marine Drive – party wear, two in one-pieces, center girl in a short skirt and top. The camera widens... revealing them fully, sun glittering on the waves behind. As the frame widens more, we see three boys on a bench, staring at them with creepy smiles – slow, lingering, unsettling.

Cut to a tight close-up of the boys' eyes – scanning, smirking. Cut to the legs of the girls, then back to their close-ups – their reaction shifting.

Cut back to girls' close-up – confidence vs discomfort. The center girl looks straight at the boys – calm, confident, unbothered. The center girl stares directly at them – steady, strong. The two girls exchange an uneasy glance.

Cut to –

**SCENE 2 – LOCATION: HOUSING SOCIETY PLAYGROUND – LATE AFTERNOON**

**Music:** Soft beat continues, slightly muted.

**SFX:** Shuttlecock whish, shoes on turf, kids shouting faintly.

A young woman in a saree, pallu tucked, playing badminton. The camera follows her movement – her navel slightly visible as she jumps to hit a shot.

**CAMERA:** Tracking shot, following her movement gracefully.

As her navel shows–

**CAMERA:** Smooth wide zoom out, revealing boys on a bench staring.

**SFX:** Their suppressed psstt..., snickering, whispering.

She senses it – smile fades.

Cut to –

**SCENE 3 – LOCATION: COLLEGE CANTEEN – LUNCH RUSH**

**SFX:** Cafeteria noise – plates clinking, chatter, fan hum.

**CAMERA:** Handheld movement through crowd → push-in on the girl in jeans + crop top. She collects her plate, walks to her friends.

As she sits—

**CAMERA:** Low-angle wide shot revealing her back view. On the right side of the frame — boys staring. Her friend nudges, gestures quietly.

**CAMERA:** She turns her head → MATCH CUT to the next scene.

**SCENE 4 — LOCATION: COLABA MARKET, DELHI — EARLY EVENING**

**Music:** Beat drops slightly into a confident, bass-light rhythm.

**CAMERA:** Start with a slow-motion close-up of her sunglasses → tilt down to her stride. Then a wide shot capturing lively market energy. Suddenly—

**SFX:** Sharp whistle cutting through ambience.

**Creep voice from behind:**

“Ek baar dekh to lo...” (Sleazy. Loud enough to disturb)

**CAMERA:** Quick whip-pan to the girl stopping. Her head turns—left → right → then fully back. Boys on a bike smirking. She smirks back. Playfully gestures—hand calling sign.

**Girl:**

“Number nahi doge?”

**SFX:** Boys almost overlapping — “Arey bilkul madam!”

**INTERCUT PAYTM MONTAGE — EMPOWERMENT BUILD-UP**

**Music:** Subtle uplifting synth begins.

**Scene 3 Girl**

**CAMERA:** Medium shot as she takes out phone confidently.

**Scene 2 Girl**

**CAMERA:** Top-down close-up on Paytm screen as she enters the number.

**Scene 1 Center Girl**

**CAMERA:** Hero close-up — confident eyes as she faces the boys.

**REACTION SHOT — THE BOYS**

**SFX:** Phone buzz bzzzt.

**CAMERA:** Close-up on phone screen → “Available balance: ₹15”  
Push-in on boys’ faces – confusion → embarrassment → panic.

Girls smile.

**Center Girl:** “Dekhaa... sab kuch clean, fair... aur bilkul balanced.”

**VOICE OVER – AMITABH BACHCHAN TONE**

**Music:** Low percussion + authoritative bass hum. Reverb applied slightly to voice.

**VO (deep, steady):**

“Mumbai Police hamesha saath hai. Aaj kal kuch logon ko... dekhne ka bohot shauk hai. Toh humne socha – unhe bhi... thoda sa dekhne ka mauka de hi diya jaye.”

**ON-SCREEN PAYTM MESSAGE**

**Music:** Soft, clean electronic chime.

**TEXT:** “Send money instantly via phone number on Paytm. Use the ‘To Mobile or Contact’ feature.”

Paytm Logo animates in.

**SFX:** Soft digital blip.

**Fade out.**

**One Party. One Lesson**

Ads Script - Paytm Expenditure Tracking  
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**SCENE 1 – LOCATION: LUXURY HOME – MORNING**

**SFX:** Light utensils from the kitchen, ceiling fan hum.

**CAMERA:** Warm wide interior shot of a modern luxury home. Sunlight streaming through large windows. A young guy (21-23) exits his bedroom, half-asleep, still in last night's party clothes.

He drags his feet lazily. At the dining table – Father sits with laptop and files, focused, neat. In the kitchen – Mother is cooking. She walks out smiling.

**Mother** (bright): "Good morning, beta!"

The boy sluggishly walks to her, hugs her.

**Boy:** "Gooood morning, maaa..."

**Mother:** (She smiles.) "Toh... kaisi rahi kal birthday party?"

**CUT TO – FLASHBACK**

**SCENE 2 – CLUB / PARTY – NIGHT**

**Music:** EDM beat, crowd energy.

**CAMERA:** Strobe lights, dancing silhouettes, vibrant movement. The boy is dancing wildly with friends. He gets tired → heads to the bar.

**CAMERA:** Push-in shot as he orders a beer. He scans the QR, enters ₹8,200. **INSUFFICIENT BALANCE** flashes on screen.

He rolls his eyes, irritated.

Quickly dials:

**Boy** (shouting over music): "Hello Papa! Yaar thode 10-12k transfer kar do... party karne aaye the aapn sab!"

**SFX:** Paytm credit notification chime.

**Phone lights up:** "₹12,000 received from Dad."

He smiles → pays → runs back to the dance floor.

**CUT BACK TO – HOME**

**SCENE 3 – LUXURY HOME – MORNING (CONTINUED)**

The boy now sits beside his father at the dining table. He casually checks his phone. Then glances at father curiously.

**Boy:** "Papa... what're you doing?"

**Father** (without looking up):

"Beta, month-end hai na... sab staff ki salary transfer kar raha hoon."

**Boy:** "Ohh..."

He scrolls his phone for a moment. Suddenly something clicks – he leans in, excited:

**Boy:** "Papa! Mujhe bhi rakh lo na job par! Main bhi kamaunga!  
Waise... kitni hoti hai salary aapke staff ki?"

Father smiles, keeps typing.

**Boy** (insistent): "Papa bolo naa!"

Father stops, looks at him gently.

**Father** (soft smile): "Zyada nahi beta... bas itna hi kamaate hain mahine bhar me... jitna tum ek party me uda dete ho. 14,000.  
Chaudah hazaar."

The boy freezes. Realisation hits. Music fades into a low, reflective emotional score.

**VOICE OVER – GENTLE, MOTIVATIONAL TONE**

**VO:** "Sometimes... tracking your own spending is more important than how much you earn."

**TITLE CARD:** "Paytm Spend Summary"

**Subtext:** "Automatically track, categorize, and understand your expenses – right inside the Paytm app."

Simple. Clear. Built for smarter financial planning.

**Paytm Logo** appears.

Fade out.