

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 kamaaunga! 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.