

One Party. One Lesson

Ads Script - Paytm Expenditure Tracking

(English Version)

Duration: ~40-45 seconds

Property of

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#as-051

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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.