

# Marketing Campaign Report

## PAYTM – “Nayi Awaaz, Naya Maza!”

Nostalgia-Driven Voice Transformation of Sound Box Notifications

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### Executive Summary

Paytm is set to introduce a bold, disruptive, and culturally rooted strategic update to its trademark payment-sound ecosystem. The brand will transition from the long-standing Amitabh Bachchan confirmation voice to **a new suite of entertaining, nostalgic, and emotionally engaging character voices** from India’s most loved cartoons and sitcom universes.

This campaign taps into the **collective memory of Indian households**, combining humor, nostalgia, and character-driven engagement to create a refreshed Paytm identity—while strengthening brand recall for merchants and customers across India.

### Core Campaign Idea

#### Introducing Character-Based Payment Confirmation Voices

##### Small Payments (₹1 – ₹500)

Voice of **John the Don** (from Motu Patlu)

**Sample Line:** “Oheee number 1! Tere ek sau paanch rupaye mil chuke hai... ab John banega don! John banega don!”

**Tone:** Humorous, over-confident, childish boastfulness.

##### Medium to Large Payments (₹500 – ₹5000)

Voice of **Sundar Laal** (TMKOC)

**Sample Line:** “Helllluuu my dear jija jiii...”

*aapke paise aa gaye hain!”*

**Tone:** Friendly enthusiasm, familiar comic delivery.

##### High-Value Payments (₹5000 and above)

Voice of **Palti** (friend of Sundar Laal)

**Sample Line:** “Hawww Paltiiii! Aapko itne saare paise mil gaye!”

**Tone:** Shock, excitement, hyper-energy.

### Campaign Objectives

#### Brand-Level

- Reinvent Paytm’s auditory brand identity with a nostalgia-driven twist.
- Increase merchant-level differentiation in the crowded QR and sound box space.
- Enhance Paytm’s emotional footprint among mass audiences.

#### Engagement-Level

- Increase merchant delight and customer interaction at payment counters.
- Boost social media conversations, memes, reels, and UGC around the new sounds.
- Create viral hooks through culturally iconic voices.

#### Business-Level

- Increase Paytm Soundbox adoption across Tier 1–6 cities.

- Leverage humor and nostalgia to differentiate against competitors like PhonePe, BharatPe, and Google Pay.
- Drive organic PR value without high marketing spend.

## Strategic Rationale

### Nostalgia Factor

- Characters like John and TMKOC personalities enjoy pan-India recognition.
- Nostalgia invokes trust, warmth, and familiarity—boosting brand stickiness.

### Sonic Branding Evolution

- India’s fintech soundscape is becoming homogeneous.

- A unique “character voice category” creates instant brand recall.

### Mass Appeal

- Cartoons appeal to children and adults alike.
- TMKOC is one of India’s most loved sitcoms across generations.
- Works across languages, regions, and age groups.

### Humour-Led Branding

Humour reduces transaction anxiety and creates positive association with Paytm’s reliability

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## Character Voice Mapping Strategy

Payment Type	Amount Slab	Character Voice	Emotional Tone	Reason
Small Payments	₹1–₹500	John (Motu Patlu)	Playful, funny	Appeals to masses; creates smiles for low-value spends
Medium Payments	₹500–₹5000	Sundar Laal (TMKOC)	Friendly, comic	Highly nostalgic for Indian families
High Payments	₹5000+	Palti (TMKOC)	Shock, excitement	Adds drama, increases attention for large transactions

## Key Campaign Deliverables

### TVC / Digital Video

- Short, humorous ads featuring these characters in real-world merchant settings.

- Scenes where shopkeepers react to the funny sound box notifications.

### Social Media Rollout

- Announcement reels
- Meme templates

- Reaction-style videos
- User-generated content contests

### Influencer Collaboration

- Cartoons/nostalgia-based content creators
- TMKOC fan pages
- Stand-up comedians

### In-App Communications

- App notifications
- App banners
- Microsite explaining the new sound voices

### Merchant Kits

- Stickers with character dialogues
- Counter-top tent cards
- “Scan Karo – John Bolenge!” graphics

### Merchant & User Impact

#### At Shops

- Increased customer curiosity
- Repeat listening to funny sound notifications
- Store-level virality

- Positive buying environment

### For Merchants

- A new reason to choose Paytm Soundbox over competitors
- Increased entertainment value in daily operations
- Identity differentiation of Paytm counters

### For Users

- Enhanced recall and excitement while making payments
- Stronger connection with Paytm
- Fun payment journey

### Marketing Phases

#### Phase 1: Teaser (7 days)

- Hint at new voices without revealing characters
- Lines like: “*Paytm Soundbox is about to get funnier...*”

#### Phase 2: Reveal (10 days)

- Launch full character voices
- Release videos and audio samples
- Push social media campaigns

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### Risk Assessment & Mitigation

Risk	Description	Mitigation
Over-humor	Too funny may distract users	Provide optional standard voice pack
Licensing issues	Rights from creators of Motu Patlu / TMKOC	Full legal licensing before rollout
Merchant resistance	Some may prefer simple alerts	Allow toggle between new and classic mode
Audio clarity	Character voices may distort	Professional sound mastering for clarity

## Expected Outcomes

### Brand Metrics

- 40–60% lift in social conversations
- 2x increase in memes, reels, UGC
- Higher brand distinctiveness

### Business Metrics

- 20–30% uplift in soundbox demand
- Lower churn among existing merchants
- Increased merchant satisfaction scores

### Market Impact

- Paytm became the most memorable and differentiated sonic brand in Indian fintech.

## Conclusion

This campaign is a **first-of-its-kind sonic branding revolution** in the fintech space—leveraging humor, nostalgia, pop culture, and emotional connection. By integrating voices like John (Motu Patlu), Sundar Laal, and Palti, Paytm creates an entirely new customer experience that is memorable, viral, and culturally iconic.

It is bold, innovative, and uniquely Paytm.

# PAYTM COMEBACK MASTER CAMPAIGN 2025

## “Still Alive. Still Trustworthy. Ruk Kyu Gaye? Paytm Karo.”

(Featuring Samay Raina & Yo Yo Honey Singh)

### 1. THE STRATEGIC FOUNDATION

#### Brand Context

Paytm was once synonymous with India’s digital revolution—*“Paytm Karo”* was not a slogan; it was a *national command*. But after regulatory setbacks and market share decline, trust

and visibility dipped. The brand now needs revival through emotion, authenticity, and relatability — not another product push.

#### Campaign Vision

To reposition Paytm as: “The heartbeat of India’s digital trust — alive, reliable, and proud of its roots.”

### 2. THE EMOTIONAL INSIGHT

Element	Samay Raina	Honey Singh	Paytm
Journey	Faced backlash, disappeared, returned stronger	Public controversy → reinvention	Faced regulation, market loss → comeback
Symbol	Resilience through honesty	Revival through rhythm	Trust through continuity
Emotion	Vulnerability + relatability	Power + nostalgia	Reliability + renewal
Common Thread	“Still Alive.”	“Still Trustworthy.”	“Ruk Kyu Gaye? Paytm Karo.”

The parallel redemption arcs of these cultural icons become a metaphor for Paytm's own rebirth.

### 3. THE CREATIVE CONCEPT

Big Idea: **"India's Payment Habit Is Still Alive."**

We remind India that Paytm was the *first pulse* of its digital life — and just like Samay and Honey, it's not gone — just *evolved*.

#### Campaign Taglines:

1. **"Still Alive. Still Trustworthy."** – Emotional anthem.
2. **"Ruk Kyu Gaye? Paytm Karo."** – Call-to-action.
3. **"India ka Beat — Paytm."** – Youth appeal version (Honey tie-in).
4. **"India ka Bharosa — Paytm."** – Merchant/trust version (Samay tie-in).

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### 4. HERO FILM (CINEMATIC AD, 120 sec)

**Title:** **"Still Alive."**

#### OPENING (0:00-0:25)

**Visual:** Black screen → faint sound of heartbeat mixed with Paytm's *"ting"*. Fade into Samay Raina backstage, tying laces. Cut to Honey Singh in a sound studio adjusting mic.

**Samay (VO):** "Kabhi lagta hai, sab kuch ruk gaya."

**Honey Singh (VO):** "Beat band ho jaati hai... par feel kahin jaati nahi."

(Shots cut to closed shops with faded "Paytm Accepted Here" boards.)

## **MIDDLE (0:25-1:00)**

Samay steps on stage, light hits his face. Crowd erupts. His Paytm QR merch gets scanned by fans. Honey starts mixing beats – camera syncs his “drop” with Soundbox beeps.

**VO (merged):** “Hum sab ruk jaate hain kabhi... Par bharosa? Nahi rukta.”

*(Montage of real India: chaiwala, cab driver, student, vegetable seller – all using Paytm.)*

## **CLIMAX (1:00-1:45)**

Slow build of Honey’s new track “**Still Alive - Paytm Mix**” – the beat is made of Paytm notification sounds, scanner beeps, Soundbox pings.

**Honey:** “India ka beat, fir se baj raha hai.”

**Samay:** “Aur is baar, zyada sachcha, zyada Paytm.”

## **ENDING (1:45-2:00)**

Samay and Honey appear together, standing beside a chai stall. Honey takes a chai; Samay scans Paytm QR.

**Samay:** “Ruk kyu gaye?”

**Honey:** “Paytm Karo.”

**END FRAME:** Blue screen – “*Still Alive. Still Trustworthy. Paytm.*”  
Sound cue: Paytm “ting” mixed with Honey’s beat drop.

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## 5. Optimized Use of Yo Yo Honey Singh in “Paytm Playback – Har Payment Ka Beat” Campaign

### Cultural Credibility + Virality

- Playback Remix Series: Honey drops short remixes of real user Playbacks weekly on Instagram. “Yo Yo Remixes India’s Payments” playlist → builds creator engagement.
- Collab with Reel Creators: He duets user videos, adding one freestyle line at the end: “Good flow bro! Paytm flow!”

### Music-First Brand Integration

- Release an official “**Paytm Playback Anthem**” by Honey Singh (1 min 30 sec).

Opening line: “*15 minute main tera track bana.*”

Outro hook becomes Paytm’s jingle variant for Q4 campaigns.

- Snippets used as backing audio for influencer content and merchant displays.
- Leverage his Spotify & YouTube Music pages to list the anthem under “Brand Collabs – India’s Digital Beat.”

### Offline + Merchant Tie-ins

- **Soundbox Yo Yo Edition:** Limited run with Honey’s short vocal cue after the default chime.
  - “Payment received – Yo Yo confirmed!”
- **Merch Collab:** QR stands & T-shirts with “Har Payment Ka Beat x Yo Yo.”
- **College Roadshows:** Honey performs 3-city mini concerts called “*Playback Nights by Paytm.*”
  - Integration: audience generates live Paytm Playbacks shown on LED behind him.

## 6. WHY THIS WORKS

Strength	Description
Cultural Relevance	Uses two comeback icons with real emotional equity
Authenticity	No forced influencer fit — both embody the campaign’s message



<b>Scalable Storytelling</b>	Works across TV, digital, OOH, and merchant activation
<b>Emotional Resonance</b>	Turns “trust” into a shared Indian emotion, not a product feature
<b>Social Virality</b>	Honey’s music + Samay’s wit = cross-demographic reach

## 7. Closing Summary

India’s digital journey started with Paytm. Then it paused. Now it beats again — through every QR scan, every Soundbox chime, every chai break, every trust rebuilt.

**Still Alive. Still Trustworthy. Ruk Kyu Gaye? Paytm Karo.**

**Paytm - Chai aur Paytm - Dono Roz Chahiye**

"Basic Need of Bharat - Chai ho ya Payment, Paytm Karo."

Duration: ~1.5 min

Property of  
Nilesh Kumar

29 October 2025 18:27pm

#rs-015

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## **SCENE 1 – Morning Habit (0:00 – 0:15)**

**Visuals:** Steam rises from a chai glass. Camera pans across a busy street. Vendors pour tea, people gather, phones light up with QR screens.

**(soft, warm tone)** “Subah ki shuruaat har kisi ke liye alag hoti hai... Par ek cheez sab ke liye ek jaisi hai – chai.”

*(Cut to someone sipping chai and scanning Paytm QR at the stall simultaneously.)*

“Aur ab... ek aur aadat ban gayi hai – Paytm QR.”

## **SCENE 2 – The Parallel (0:15 – 0:35)**

**Visuals:** Split screen:

- On one side – tea being poured into glasses.
- On the other – a series of Paytm QR scans at small shops, autos, and cafés.

**Sound:** Tea pouring sound merges with “Payment received!” chime.

“Chai se milti hai taazgi, Paytm se milta hai bharosa.  
Dono bina kahin likhe, har din zaroori hain.”

*(Montage – a college student, cab driver, office worker, housewife – all taking a sip of chai and scanning QR.)*

## **SCENE 3 – The Heart of the Street (0:35 – 0:55)**

**Visuals:** Street tea vendor smiling as customers line up. Behind him, his small shop glows with Paytm blue. A small board reads: “Chai ₹10 – Paytm Accepted Here.”

**Camera:** Close-up on QR. Then a zoom-out revealing a sea of Paytm boards on small stalls around the city.

"Choti choti cheezein hi toh Bharat chalati hain... Ek garam chai ka glass, aur ek chhota sa QR code."

*(Music builds softly – tabla rhythm kicks in.)*

#### **SCENE 4 – The Connection (0:55 - 1:15)**

**Visuals:**

- Train vendor pouring chai → customer scans QR mid-journey.
- Factory workers pay at the canteen with QR.
- Couples at a roadside stall sharing chai, both smile as payment goes through.

**Sound:** Ambient street chatter + Paytm chime synced like rhythm of a heartbeat.

"Har sip chai ka, har scan Paytm ka – Bharat ki har subah in dono se hi chalti hai."

#### **SCENE 5 – The Punch (1:15 - 1:30)**

**Visuals:** Same chaiwala from start looks at camera, holding his glass and pointing at his QR board. He smiles and says casually –

**Vendor:** "Bina chai ke din nahi chalta... Aur bina Paytm ke payment nahi hota."

**VO (final line):**

"Chai aur Paytm – dono roz chahiye."

**End Frame:** Blue background.

**Paytm Logo + tagline:** *"Basic Need of Bharat – Chai ho ya  
Payment, Paytm Karo."*

*(Ting! Sound of "Payment received" blends into a kettle  
whistle.)*

**Paytm - Main Hoon Paytm Soundbox - Bharat Ki Aawaaz**

"Har Payment Mein Hai Ek Kahani. Paytm Karo."

Duration: ~1.5 min

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## **OPENING FRAME (0:00 - 0:10)**

**Visual:** *Soft morning light enters a small chai stall. Camera pans across the counter – sugar tins, kettle boiling, steam rising – and stops on a small **Paytm Soundbox** blinking blue.*

**VO (warm, friendly male voice – Soundbox):**

*“Main hoon Paytm Soundbox. Har subah yahan chai ke saath jagta hoon.”*

*(Background: kettle whistle + distant train horn + soft tabla rhythm begins.)*

## **SCENE 1 – The Morning Rush (0:10 - 0:30)**

**Visual:** *Customers line up, scanning QR. Each beep echoes like music. Close-up on Soundbox as it lights up – “**Payment received ₹10 from Ramesh.**”*

*A small boy giggles when he hears the voice.*

**VO:** *“Kisi ko lagta hai main bas ek box hoon... Par main sunta hoon, har din Bharat ki kahani.”*

*(Camera slowly pans – chai cups clinking, phones scanning, smiles exchanged.)*

## **SCENE 2 – Midday Life (0:30 - 0:50)**

**Visual:** *Montage – different locations:*

- *Auto driver’s Soundbox in dashboard.*
- *Street barber.*
- *Juice stall near school.*
- *Vegetable vendor in bazaar.*

Every time, the Soundbox's light blinks and voice says  
"Payment Received."

**VO:** "Main har jagah hoon. Kahin auto mein, kahin sabzi ki  
tokri ke paas. Har payment ke saath ek muskaan milti hai."

(Subtle humor: one customer tips ₹1 extra, vendor laughs, pats  
the Soundbox affectionately.)

### **SCENE 3 – The Silent Moment (0:50 – 1:10)**

**Visual:** Evening rain. Shop empty. Vendor sitting quietly,  
tired. Camera focuses on Soundbox – it's still glowing  
softly, steady, alive.

**VO (soft, emotional tone):** "Kabhi kabhi dukaan khaali hoti hai...  
Par main phir bhi yahan rehta hoon. Kyunki mujhe pata hai,  
subah phir se log aayenge."

(Sound of a lone "Payment received ₹50" breaks the silence –  
vendor smiles faintly.)

### **SCENE 4 – The Night Hustle (1:10 – 1:30)**

**Visual:** Night shots – city lights, highway dhaba, late-night  
chemist, 24x7 store. Soundbox glows in dark corners – still  
active, still speaking.

**VO:** "Din ho ya raat... Jab tak Bharat chal raha hai, main bhi  
chal raha hoon."

(Quick montage of small moments: cab driver scanning QR,  
mother paying milkman, delivery boy at gate – each followed  
by the signature Soundbox chime.)

### **SCENE 5 – The Pride (1:30 – 1:50)**



**Visual:** Montage zooms out – thousands of Soundboxes blinking blue across India. Aerial drone shot: a glowing map of India made up of blue dots.

**VO (rising energy):** “Main ek machine nahi hoon... Main har bharose ka saboot hoon. Main hoon Paytm Soundbox – Bharat ki aawaaz.”

(Final line echoes as sound design merges thousands of “Payment Received” beeps into a rhythm that sounds like a national heartbeat.)

#### **CLOSING SHOT (1:50 - 2:00)**

**Visual:** Back to chai stall from opening. Vendor smiles at a customer, Soundbox glows.

**Vendor:** “Payment received ₹10 from Aman.”

**VO (calmly):** “Har payment mein ek kahani hai. Paytm Karo.”

#### **End Frame:**

- Paytm logo glows blue.
- Tagline fades in:  
“Still Alive. Still Trustworthy. Still Speaking for Bharat.”  
Paytm Soundbox – Bharat Ki Aawaaz.

**Sound:** Signature “Ting!” and the faint whistle of chai kettle closing the loop.

**Paytm - The Pulse of Bharat**

Duration: ~1.5 min

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## **SCENE 1 – The Silence Before the Beat (0:00 – 0:10)**

**Visuals:** Dark screen → faint light flickers like a heartbeat.

Cut to empty streets, power coming back, morning breaking.

**Sound:** Soft “thump... thump...” heartbeat sound.

(deep, calm) “Kabhi kabhi, zindagi ruk jaati hai. Par dil  
kabhi nahi rukta.”

*(Lights come on – a chai stall flickers awake, QR code  
hanging.)*

“Yeh Bharat ka dil hai... aur iske saath dhadakta hai  
Paytm.”

## **SCENE 2 – The First Pulse (0:10 – 0:25)**

**Visuals:** Montage of 2016-2018 – people scanning Paytm for the  
first time, demonetization queues, college students  
cheering.

**Sound:** Music builds with real heartbeat rhythm.

“Jab India ne digital hona shuru kiya tha,  
Pehli dhadkan thi – Paytm.”

*(Heartbeat merges into electronic music pulse.)*

## **SCENE 3 – The Pause (0:25 – 0:45)**

**Visuals:** Shopkeeper closes his stall. A phone screen shows

“App error.” Crowd fades. QR board gathers dust.

**Sound:** Beat slows down. Ambient silence.

“Phir kuch rukawat aayi. Sawal uthay. Vishwas par bhi.”

*(Cut to shopkeeper looking at the old QR board, emotional.)*

*(softly)* “Par hum ruk gaye... bas thodi der ke liye.”

#### **SCENE 4 – The Revival (0:45 – 1:05)**

**Visuals:** The shopkeeper reopens stall. He places a new bright Paytm QR. One by one – student, farmer, cab driver, housewife – all scan Paytm again. The sound of “Payment Received!” syncs with heartbeat – becoming a rhythm track.

“Har beep ek nayi dhadkan hai. Har payment ek naya bharosa.”

*(Camera pans to cityscape glowing with Paytm blues.)*

#### **SCENE 5 – The Pulse of Bharat (1:05 – 1:25)**

**Visuals:** Drone shots: India at night – lights blinking in rhythm like a heartbeat. Quick cuts of real Bharat – vendors, villages, metros, tech parks.

**Overlay text:** “15 crore Indians. 3 crore merchants. One Pulse.”

“Jo pehla tha, woh aaj bhi hai. Bharat ka asli payment pulse – Paytm.”

*(Music peaks – electronic + tabla fusion beat.)*

#### **SCENE 6 – The Line (1:25 – 1:30)**

**Visuals:** Shopkeeper looks at camera, smiles: “Ruk kyu gaye? Paytm Karo.”

**End Frame:** [Paytm logo animates to a glowing heartbeat line → pulse → logo.]

**Tagline:** Still Alive. Still Trustworthy. The Pulse of Bharat.

**Paytm - "Still Alive. Still Trustworthy. Ruk Kyu Gaye? Paytm  
Karo."**

Duration: ~1.5 min

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### **SCENE 1 – The Memory (0:00 – 0:10)**

**Visuals:** Morning in India. A chai stall opens. Steam rises. The shopkeeper cleans a dusty Paytm QR board. People walk past.

**Camera:** Handheld close-up of the Paytm QR; shallow focus; lens flare through sunlight.

**Sound:** Ambient morning traffic + faint nostalgic hum (piano).

“Yaad hai woh din jab digital Bharat bana tha? Har dukaan par ek chhoti si board likhi hot thi – Paytm Accepted Here.”

### **SCENE 2 – The Revolution (0:10 – 0:25)**

**Visuals:** Fast montage – student topping up mobile, mother paying bill, auto driver receiving fare, teen buying popcorn with Paytm.

**Camera:** Quick cuts; warm light; smiling faces.

**Sound:** Piano builds with subtle beats.

“Har recharge, har ticket, har payment – Paytm se hi toh shuru hua.”

**Graphic:** “The Original Payment App of India” fades in the corner.

### **SCENE 3 – The Pause (0:25 – 0:40)**

**Visuals:** Empty shop, low light. QR board dusty again. Rain outside. Slow-motion droplets hitting glass.

**Camera:** Static mid-shot, slow zoom-in.

**Sound:** Music softens; low-key piano.

“Phir kuch hua... Zindagi tez badli, technology badli. Hum thode ruk gaye.”

(Pause) “Par band kab hue the?”

### **SCENE 4 – The Restart (0:40 – 1:00)**

**Visuals:** Same shopkeeper lifts QR, wipes it clean, sticks it back. First customer scans; Soundbox chimes “Payment received!”

**Camera:** Low-angle hero shot; natural sunlight floods in.  
**Sound:** Music rises; optimistic strings.

"Hum zinda the. Hum bharosemand the. Aur aaj bhi hain."

**Cut:** Series of 2-second clips – vegetable vendor, college café, cab driver, metro turnstile, hospital counter – all with Paytm Soundbox pings.

"Har bharosemand payment ke liye... Paytm Karo."

#### **SCENE 5 – The Movement (1:00 – 1:20)**

**Visuals:** Nationwide montage – Paytm QR across cities, towns, rural bazaars. Real users smiling. Split-screen showing old Paytm TVC moments subtly blended with new footage.

**Camera:** Drone sweep over a market turning blue with Paytm boards.

**Sound:** Grand orchestral crescendo; heartbeat-like rhythm underlay.

"Humne India ko cashless banana shuru kiya tha.  
Aaj hum phir se bharose ko cashless bana rahe hain."

**Graphic:** Big logo fade-in – **Paytm – Still Alive. Still Trustworthy.**

#### **SCENE 6 – The Line (1:20 – 1:30)**

**Visuals:** Back to the same chai stall from opening. Shopkeeper smiles as the customer scans Paytm. Both laugh naturally.

**Camera:** Tight close-up; soft focus; slow zoom out to busy street full of Paytm boards.

**Sound:** Music fades; only the Soundbox "ting!" remains.

**Dialogue (shopkeeper, real voice):** "Ruk kyu gaye? Paytm Karo."

**End Frame:** Blue screen – [Paytm logo]

**Tagline:** *Still Alive. Still Trustworthy.*

**Notification sound:** "Ting!"