

Paytm - "Paytm karo!"

Reel script - Influencer targeted
Duration: ~15 seconds

Property of
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#rs-012

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SCENE 1

Location: City Traffic Signal - Day

The film opens with **loud, chaotic traffic sounds** – horns, engines, shouts – filling the frame. Camera pans across vehicles stuck at a red light – impatient drivers, hawkers, and heat waves. Suddenly, above the noise, we hear the **sound of a flying airplane**. As the airplane passes overhead – the entire noise **fades into silence** – replaced by calm, muffled peace.

SCENE 2

Location: Inside the Airplane - Day

A man (mid-30s, well-dressed, relaxed) sleeps peacefully in his window seat, wearing an **eye mask and neck pillow**. The cabin ambience is tranquil – the hum of flight, soft air-conditioning. Suddenly – **a faint knocking sound**. He stirs. Another **knock** – louder this time. Confused, he lifts his mask and turns toward the window. He slowly opens the **window shutter** – And freezes. Outside the flying airplane, standing **on the wing**, is a **small boy**, barefoot, holding a wet cloth, cleaning the window. The boy smiles innocently and says –

Boy (on wing):

“Upar wale ke naam par kuch de do.”

The airplane’s silence breaks – the sound of **city traffic** from Scene 1 **fades back in**, rising slowly.

SCENE 2

Location: City Road - Day

The same traffic chaos. A **boy with no hands** stands between cars at the signal, pleading –

Boy (without hands):

“Upar wale ke naam par kuch de do.”

Nearby, a **poor old man** pushes himself on a small **rolling cart**, begging with trembling hands –

Man on Cart:

“Upar wale ke naam par kuch de do.”

The traffic sound peaks – horns, brakes, overlapping noise. Then – silence again. A single background voice (VO) calmly says:

VO (reflective):

“Bhai... karu kya? Cash nahi hai.”

SCENE 3

Montage - The Transformation

- The **boy on the airplane wing** lifts his T-shirt – revealing a **QR code tattoo** on his stomach.
- The **boy without hands** lifts his shirt sleeve – from under his elbow, he pulls out a small laminated **QR code** hidden in his pocket.
- The **man on the rolling cart** takes out an **iPhone**, opens the Paytm app, and displays his **QR code** proudly.

Split-screen of all three.

They smile gently at the camera – Together they say –

All Three (in sync):

“Paytm Karo.”

Paytm Sound Box VO (in background):

“Paytm par 10 rupaye praapt hue.”

FINAL FRAME

The camera zooms out – showing the **city skyline** blending with the **flying airplane**, symbolizing both worlds – the privileged and the struggling – now connected through one gesture.

Background Voiceover:

“Ek baar paytm kar ke to dekho”

FADE OUT.