

**PAYTM PLAYBACK – Playback at the Wrong Time**

Ad Script – OLD TV STYLE MONTAGE AD

(English Version)

Duration: ~90-110 seconds

Property of  
Nilesh Kumar

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#as-067

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**SCENE 1 INT. MIDDLE CLASS LIVING ROOM – AFTERNOON – THE LOSS**

**CAMERA:** Static wide shot – Soft TV-style colour tone. Slight vignette.

We see Dadi, white saree, hair tied, sitting on the floor, crying silently. A few women sit around her, consoling.

**CUT TO:** Close-up – an agarbatti, smoke rising slowly.

**CUT TO:** Medium shot – A framed photo of Dadaji, garlanded. A small oil lamp flickers near it.

**BACKGROUND AUDIO:** Muted sobbing. Whispering relatives. Floor fans humming.

**DISSOLVE TO:** People sitting cross-legged on the floor, eating bhoj quietly. No one speaks. Only plates and spoons. Slow pan to the eldest son serving food.

Calm. Responsible. A silent heaviness.

**SCENE 2 EXT. HOUSE GATE – EVENING – AFTER THE RITUALS**

Relatives are leaving. The eldest son stands at the gate with folded hands. He gently shakes hands, receives condolences.

Faces. Hugs. Heavy pauses. Finally, one elderly uncle puts a hand on his shoulder and says softly:

**UNCLE** (low, sincere):

“Beta... ab sab tumhe hi dekhna hai. Apna khayal rakhna.”

The son nods. Silent.

**FADE OUT.**

**SCENE 3 INT. DRAWING ROOM – NIGHT – STILLNESS AFTER THE STORM**

The house is quiet now. Family members sit together – exhausted. Tired eyes. No one speaks. The eldest son enters, sits on the sofa. A long breath leaves him.

He notices – Across the room, his younger brother and his kids sit with headphones on...and their heads are slowly bobbing – like listening to a DJ beat.

Right behind them on the bed – Dadi sits in silence, staring ahead.

The son's eyes widen. He stands up sharply.

**ELDEST BROTHER** (shaken, whisper-angry):

"Chote... ye kya kar raha hai? Ghar mein koi jashn ho raha hai  
kya!?"

The room freezes. The younger brother pauses his headphones.

#### **SCENE 4 – THE REVEAL**

CUT TO CLOSE-UP: Younger brother turns calmly and removes one ear-cup.

**YOUNGER BROTHER** (guilty-soft):

"Bhaiya... aisa nahi hai. Bas... Paytm Playback sun raha tha."

**DRAMATIC OLD-SCHOOL VO** (rich, over-serious tone):

"Are ruk jaiyeee... ye party nahi..."

BEAT DROP – very soft, like heard from headphones

"Yeh toh Paytm Playback hai... ji!"

Now we finally hear the faint background RAP – funny contrast against grief.

**YOUNGER BROTHER** (explaining softly):

"Bhaiya... Paytm ne poore mahine ke kharche ka rap bana diya hai.  
Socha sun loon... pata to chale, kis bhai ne kitna sambhala

**ELDEST BROTHER** (disbelief):

"Sun... loon!?"

A stunned silence.

#### **SCENE 5 – TONAL FLIP (BUT STILL GROUNDED)**

The kids giggle a little. Even Dadi looks mildly confused. The younger brother puts one headphone on the elder brother's ear – gently – respectfully.

We hear a soft, harmless, playful rap about daily expenses: chai, petrol, medicine, ration. Not mocking.

Just surprisingly cheerful. The elder brother tries not to smile. But a tiny smile escapes. Grief remains – but life peeks through.

**SCENE 6 – BRAND VO + END MESSAGE – MONTAGE ENDS. FRAME FREEZES.**

The tone returns calm.

**VOICEOVER** (warm, storyteller-like):

“Har mahina numbers ka nahi hota... Kahaniyon ka hota hai. Isliye  
Paytm laaya hai – Playback.”

“Jahan aapki payment summary sirf dikhti nahi... Gaati bhi hai.”

SUPER: Real-time, personalised rap summary of your spends.

**LOGO: PAYTM**

**TAGLINE** (final punch – poetic, respectful, modern): “Paytm  
Playback – Hisaab bhi. Yaadein bhi. Aur thodi insta reels bhi.”

Soft Paytm sonic tone.

**Fade out.**