

Paytm - Tharo Paytm PostPay Time

Aimed feature of Paytm: Paytm Postpay

Ad script

Duration: ~2 min 30 sec

Property of

Nilesh Kumar

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#as-026

Nilesh Kumar

+91 95081-20493

nilesh.kumar161124@gmail.com

SCENE 1

Location: Highway Tea Stall - Afternoon (Rajasthan Summer)

It's the peak of summer. The air is dry and shimmering – hot wind (lu) blows endlessly. The sun burns over the dusty highway. A small roadside chai tapri (tea stall) sits under a worn-out tarpaulin shade, half-torn and flapping in the wind. A radio crackles faintly in the background with a local news bulletin. Inside, the chaiwala (tea seller) stirs a large aluminum pot of boiling tea. Around him stand a few Rajasthani men, village women, and barefoot children – not in a queue, not waiting – just standing close, pressed near the counter. They hold their empty steel cups, but none speak, half in guilt, half in habit. They are irritated by the hot weather and another person's smell.

SOUND CUE:

A loud horn and Rajasthani folk music blend together as a colorful fatfatiya tempo (local open auto) rattles into frame. The tempo is overloaded –

- A **barber** is shaving a man right in the moving vehicle.
- Several Rajasthani men squeeze together, elbows in faces, one's armpit on another's shoulder.
- Two men sit casually at the back beside a small crate of goats.
- The half-shaved man sits mid-seat with shaving foam still on one cheek.

The tempo halts abruptly near the chai stall – loud brakes screech. All the passengers tumble slightly and are sweating. They climb down together, brushing off dust, and crowd around one small wooden table.

ACTION BEAT:

Chotu, the tea boy, quickly brings a tray of chai – but he serves only the barber first. The barber dips a biscuit into his tea, glancing around lazily.

SOUND CUE:

Suddenly, another fatfatiya tempo approaches – this one plays a Bollywood dance song. From it steps down a **young Rajasthani woman, Kamla** (mid-20s), confident and radiant – wearing a bright **short chaniya-choli**, silver bangles, anklets jingling, and stylish sunglasses. She parks her tempo beside theirs and walks gracefully toward the stall.

Barber's eyes widened. He freezes mid-bite – the biscuit slips from his fingers into his tea.

DIALOGUE (Barber & Villagers in Rajasthani tone):

Barber (murmuring, shocked):

"Arey re... yo to hamare gaav ki Kamla sa lag ri hai!"

(Oh, this looks like Kamla from our village!)

Villager 1 (grinning):

"Bhaisaa, yo itni ameer kab ho gayi re? Short choli,
tempo... badal gayi bilkul!"

Kamla walks up to the stall, smiling politely.

Kamla:

"Bhaiya, ek chai dena."

The **chaiwala** nods, pours her a cup. She takes it, sips calmly.

Kamla:

"Kitna hua?"

Chaiwala:

"Bees rupaye, baisa."

Kamla takes out her smartphone, opens Paytm, and scans the QR code hanging near the stall.

The **Paytm Sound Box** dings –

Sound Box VO:

"Paytm par 20 rupaye praapt hue."

REACTION SHOT:

The **barber's second biscuit** slips into his tea. He stares, mouth open, half-shaved face glistening with sweat.

Barber (shocked):

"Arrey Kamla! Thare paas itna paisa kaha se aayo reee?"

Kamla laughs softly, puts on her sunglasses, and walks back to her tempo with a confident smile. The tempo's Bollywood song rises again as she drives off, dust swirling.

TRANSITION - VOICE CHANGE

The frame slows, slightly blurs. The music fades into silence. A deep, charismatic voice fills the air.

Cut to: Amitabh Bachchan, standing beside the same tea stall, dressed in a crisp kurta and scarf, smiling directly at the camera.

FINAL MONOLOGUE (Amitabh Bachchan):

Amitabh (in his iconic tone):

"Arrey bhaiya... Pehle log bhandan mein jeete the... chai peete
the udhaar mein, sapne bhi udhaar ke. ab samay badal gaya
hai..., Kharcha aaj kariye... Chukaiyega ek mahine baad."

He pauses, gives a half-smile to camera:

Amitabh (signature delivery):

"Kuch karna hi hai... to Paytm Karo!"

VO + Jingle: "Paytm Postpaid – Spend Today, Pay one month later."

FADE OUT.