

Paytm - "Paytm karo negotiate nahi!"

Ad script

Duration: ~90 seconds

Property of

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#as-027

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SCENE 1

Location: Crowded Sabji Mandi (Vegetable Market) - Day

A bustling sabji mandi scene. Everywhere, there are vegetable stalls covered with plastic tarpaulins, arranged in a staircase setup. Vendors sit behind their stalls – loud, bulky, cheerful men shouting their daily rates. But here, **instead of vegetables**, each stall sells **modern financial services** – Train, Flight, Bus Ticket Booking, Stock Market investments, Loans, Electricity Bill Payments – all displayed like sabji items.

In between the crowd, bank salesmen roam around, selling credit cards and even movie tickets in black.

The frame opens with their chaotic voices blending together:

"Shahrukh Salman ek saath ek parde par aa rahe hai – bolo
madam, 2 corner wali seat kar du?"

"Bhaiya, zindagi ka koi bharosa nahi hai... chalte chalte kab
kisko kaun maar de..."

(Suddenly interrupted by another salesman)

"Isiliye aap lijiye hamare bank se Life Insurance!"

Suddenly, a loud voice cuts through the noise –

Voice (O.S.): "Baaassss...!"

A blue light flashes from the center of the market. Smoke fills the frame. From within the smoke, a Paytm Salesperson appears – wearing a bright blue Paytm-branded T-shirt. He steps forward dramatically, grabs both sides of his stall cover, and pulls it open with a flourish. He looks around seriously, then flicks both wrists and slides his sleeves back like a hero entering a fight.

Then, confidently, he shouts:

Paytm Salesman:

"Gir gaya! Gir gaya, madam ji!
Aaj bhav gir gaya – Stock 0 brokerage par, Electricity Bill
0 commission par,
aur UPI payment par to hum sone luta rahe hai! Aaiye madam
ji, aaiye!"

A **lady customer** steps forward.

Lady 1:

"Bhaiya, ye mera electricity bill payment kar do bataao."

She scans the screen and completes the payment.

The salesman opens his counter drawer, pulls out some notes, and starts handing them over.

Lady 1:

"Are bhaiya, theek theek lagao yaar! Hum aapke naye customer
hain – kuch to extra do!"

Salesman (grinning):

"Aisa kya didi ji? Chalo, ye cashback chhodo! Aapka bill 1000 ka tha naa? Aap ye lo - 100 gold coins le jao aaj! Aur didi, apni doston ko bhi bataao hamare bare mein, aapko bhi 200 ka commission dunga!"

He winks playfully. Another **lady** arrives just as the first one leaves.

Lady 2:

"Bhaiya, ye flight ticket pack kar do - Ahmedabad ke. Aur bataao, kitna hua?"

Salesman:

"Didi, 6000."

She pays.

Salesman (excitedly):

"Ye lo didi, aapke 600 gold coin!"

The lady smiles and starts walking away. Her **younger brother**, standing beside her, stops and frowns.

Boy:

"Are bhaiii... Uss lady ko to 100 hi diye, hume 600 kyu?"

The salesman beckons him closer.

Salesman (lower voice):

"Are bhai jaan, aap 600 ki baat kar rahe ho? Aap stocks mein paise lagao naa! Ya ticket to book kar liya, ab phone bhi recharge karo naa - ekdam 00 brokerage lunga."

The boy takes out his phone curiously.

Boy:

"Are bhaiya, kya baat kar rahe ho?"

Salesman (tilting back slightly, explaining):

"Magar dekh lena bhaiya, isme vinyog se jokhim judi hai - sambhal kar."

From behind, the boy's companion shouts -

Lady 2 (calling out):

"Are Vijay, kya kar rahe ho?"

Vijay (smiling):

"Paytmmmmmm!"

Sound Box VO: "Paytm par 150 rupee prapt hue."

The salesman turns toward the camera with a grin.

Salesman:

"To ab koi puche kya kar rahe ho to..."

In the **background**, the crowd - previously moving in the opposite direction - suddenly turns, steps forward in unison, and shouts together:

All (echoing): "Paytmmmm...!"