

**Paytm × Mumbai Police**

Ads Script - Instant Money Transfer

(English Version)

Duration: ~40-45 seconds

Property of

Nilesh Kumar

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#as-050

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**SCENE 1 – LOCATION: MARINE DRIVE, MUMBAI – DAY**

**Music:** Soft lo-fi beat with sea breeze ambience.

Close-up shot of three girls walking confidently along Marine Drive – party wear, two in one-pieces, center girl in a short skirt and top. The camera widens... revealing them fully, sun glittering on the waves behind. As the frame widens more, we see three boys on a bench, staring at them with creepy smiles – slow, lingering, unsettling.

Cut to a tight close-up of the boys' eyes – scanning, smirking. Cut to the legs of the girls, then back to their close-ups – their reaction shifting.

Cut back to girls' close-up – confidence vs discomfort. The center girl looks straight at the boys – calm, confident, unbothered. The center girl stares directly at them – steady, strong. The two girls exchange an uneasy glance.

Cut to –

**SCENE 2 – LOCATION: HOUSING SOCIETY PLAYGROUND – LATE AFTERNOON**

**Music:** Soft beat continues, slightly muted.

**SFX:** Shuttlecock whish, shoes on turf, kids shouting faintly.

A young woman in a saree, pallu tucked, playing badminton. The camera follows her movement – her navel slightly visible as she jumps to hit a shot.

**CAMERA:** Tracking shot, following her movement gracefully.

As her navel shows–

**CAMERA:** Smooth wide zoom out, revealing boys on a bench staring.

**SFX:** Their suppressed psstt..., snickering, whispering.

She senses it – smile fades.

Cut to –

**SCENE 3 – LOCATION: COLLEGE CANTEEN – LUNCH RUSH**

**SFX:** Cafeteria noise – plates clinking, chatter, fan hum.

**CAMERA:** Handheld movement through crowd → push-in on the girl in jeans + crop top. She collects her plate, walks to her friends.

As she sits—

**CAMERA:** Low-angle wide shot revealing her back view. On the right side of the frame — boys staring. Her friend nudges, gestures quietly.

**CAMERA:** She turns her head → MATCH CUT to the next scene.

#### **SCENE 4 — LOCATION: COLABA MARKET, DELHI — EARLY EVENING**

**Music:** Beat drops slightly into a confident, bass-light rhythm.

**CAMERA:** Start with a slow-motion close-up of her sunglasses → tilt down to her stride. Then a wide shot capturing lively market energy. Suddenly—

**SFX:** Sharp whistle cutting through ambience.

#### **Creep voice from behind:**

“Ek baar dekh to lo...” (Sleazy. Loud enough to disturb)

**CAMERA:** Quick whip-pan to the girl stopping. Her head turns—left → right → then fully back. Boys on a bike smirking. She smirks back. Playfully gestures—hand calling sign.

#### **Girl:**

“Number nahi doge?”

**SFX:** Boys almost overlapping — “Arey bilkul madam!”

#### **INTERCUT PAYTM MONTAGE — EMPOWERMENT BUILD-UP**

**Music:** Subtle uplifting synth begins.

#### **Scene 3 Girl**

**CAMERA:** Medium shot as she takes out phone confidently.

#### **Scene 2 Girl**

**CAMERA:** Top-down close-up on Paytm screen as she enters the number.

#### **Scene 1 Center Girl**

**CAMERA:** Hero close-up — confident eyes as she faces the boys.

#### **REACTION SHOT — THE BOYS**

**SFX:** Phone buzz bzzzt.

**CAMERA:** Close-up on phone screen → "Available balance: ₹15"  
Push-in on boys' faces – confusion → embarrassment → panic.

Girls smile.

**Center Girl:** "Dekhaa... sab kuch clean, fair... aur bilkul balanced."

**VOICE OVER – AMITABH BACHCHAN TONE**

**Music:** Low percussion + authoritative bass hum. Reverb applied slightly to voice.

**VO (deep, steady):**

"Mumbai Police hamesha saath hai. Aaj kal kuch logon ko... dekhne ka bohot shauk hai. Toh humne socha – unhe bhi... thoda sa dekhne ka mauka de hi diya jaye."

**ON-SCREEN PAYTM MESSAGE**

**Music:** Soft, clean electronic chime.

**TEXT:** "Send money instantly via phone number on Paytm. Use the 'To Mobile or Contact' feature."

Paytm Logo animates in.

**SFX:** Soft digital blip.

**Fade out.**