

Paytm × New Delhi Police

Ads Script - Safety + Payment Convenience

(English Version)

Duration: ~35 seconds

Property of
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#as-029

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Location: Rashtrapati Bhawan Road - Early Morning

A soft golden sunrise lights up Rashtrapati Bhawan Road. Cool morning air. Mild traffic. Occasional birds chirping.

A young woman (Lady 1), 22-24, enters the frame from the right. She is in a jogging tracksuit, hair tied neatly, wired earphones plugged into her ears. Her breathing is steady, rhythmic. She holds her phone lightly in her left hand.

The camera follows her from behind – a slow tracking shot capturing the peaceful Delhi morning. As she jogs ahead, the camera smoothly overtakes her and rotates to face her – capturing a front close-up. Camera on her breath – visible in the cold air.

Her expression: peaceful, focused, lost in her music.

The road widens. She approaches a crossing. The camera moves to the side in a gliding motion, turning her into a side profile wide shot. She crosses the road gracefully and exits the frame on the left.

Cut to – the empty road for half a second, passing of silence. Then from the opposite direction, Lady 2 enters the frame.

Lady 2, around 30, wearing a simple cotton salwar-suit, carrying a modest handbag. Her face is exhausted – maybe a night shift worker. She clutches her bag tightly.

The camera widens further to show a DTC bus approaching and halting. Lady 2 boards the bus, holds the railing, and moves inside with a slight breath of relief – as if saying “Good, I caught it.”

She reaches a seat by the window and sits. The sunlight falls partially on her face. She adjusts her dupatta, takes a small breath.

The bus conductor walks down the aisle. The camera focuses not on his face, but on the buzzing ticketing machine in his hand, symbolising routine, crowd, chaos.

Cut sharply to –

Location: Delhi Railway Station - Ticket Counter Area

Ambient noise: announcements, crowd chatter, luggage trolleys.

Ticket Clerk (off-screen, loud, impatient) **"Madam! 126!!"**

Lady 3, 27-28, stands at the counter. Office bag hung on shoulder. Hair slightly messy – maybe she rushed here. She turns towards the clerk: **"Haan bhaiya..."** She opens her purse to take out cash – her eyes scanning pockets nervously.

Parallel cut – Lady 2 inside the bus also opens her purse at the same moment.

Their expressions mirror: slight frustration, searching, a sense of being watched. The camera splits frames or intercuts rapidly.

Tension-building music begins – a low, rising hum.

Suddenly – the sound stops.

Cut to – Lady 1 (Jogger)

Her jogging slows... slows... finally stops. She places hands on her waist, breathing heavily but peacefully.

She casually checks her phone.

On screen: **"Recharge expired."**

Her peaceful morning collapses instantly. Her eyebrows pull together. Face turns irritated, almost insulted by the timing.

She looks left → then right → then ahead, searching for a recharge shop, figuring out what to do.

Suddenly – a voice from behind, stretched and creepy:

Creep Boy 1:

"Helllllooooo sisterrrr... bolo to recharge kar du...?"

Lady 1 freezes. Her eyes widened sharply. She pulls her earphones out slowly, heart suddenly racing. The camera widens – revealing three boys behind her, too close, leaning forward with ugly smirks.

One is cracking his knuckles, another licking his lips mockingly, the third doing a sleazy head tilt.

Lady 1's breath becomes shallow. Her fingers grip her phone tightly. A micro-step back.

Cut – the frame begins rotating 360°, carrying the tension across scenes. Rotation completes into Lady 2's bus.

Creep Boy 2, leaning toward her with a fake smile:

"Madam jiii... chaho to humse le lo..."

His eyes roam over her purse greedily. Lady 2's throat tightens. She clutches her bag closer. Face stiff. Eyes flicker with fear but she keeps her voice inside.

Cut – the frame snaps to Lady 3 at the railway station.

Creep Boy 3, standing too close in the queue behind her:

"Madam jiii... chaho to hamari seat par baith kar chal lo..."

His breath almost touched her neck. Lady 3 stiffens. Her hand stops moving inside her purse. Her jaw clenches. She looks straight, not daring to turn.

Suddenly –

A strong hand grabs that boy's shoulder from behind. Grip firm, unapologetic. He turns – shocked.

Standing behind him: A Lady Police Officer in crisp Delhi Police uniform. Eyes sharp. Stance powerful.

Parallel multi-cut:

- Another Lady Police Officer grabs Creep Boy 1 behind Lady 1.
- A third Lady Police Officer grabs Creep Boy 2 in the bus.

The boys panic instantly – their fake confidence evaporates. Lady Officers pulled them back forcefully – One dragged across the jogging track, One pulled off the bus steps, One yanked away from the ticket line.

The camera captures the relief on all three women's faces, each in their respective location. Their posture loosens. Their eyes soften. For the first time – they smile.

Lady 1 opens Paytm → **Mobile Recharge**. Her fingers move with confidence now.

Lady 2 opens Paytm → **UPI Payment** for Bus Fare. She scans, pays, and nods affirmatively.

Lady 3 opens Paytm → **Train Ticket Booking**. Her face relaxes – job done without hassle.

Voice Over (calm but firm): **"Kuch karna hi hai... to Paytm karo. Battameezi nahi."**

Fade out.