

Paytm - "Laapataa Ladies"

Reel script - Influencer targeted

Duration: ~15 seconds

Completely Based on: [Laapataa Ladies](#)

Property of
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#rs-015

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Location: Railway Station - Day

There is a tea stall on the railway station. An old lady and a young married woman in a wedding dress are at the stall. A young boy and a few customers stand nearby.

The main customer is eating samosa very fast, as he is extremely hungry. The old lady keeps watching him – caring inside but pretending to act bold, showing she doesn't care. A **Paytm notification sound (coin drop)** is heard. Her caring look breaks; she looks at her phone. She opens the Paytm app – her account shows **₹50,000 credited**. She checks WhatsApp; a message from her son reads:

"Maa iss baar ghar nahi aa paunga, paise bhej diye hain, sab kuch le lena."

The old lady takes a spoon, scoops a bit of kalakand from the tray, and offers it to the man eating samosa.

Old Lady

"Kalakand khao, lo."

Customer

"Bas paanch rupiya tha, uska samosa kha liya."

Old Lady (smiling)

"Ek chammach free hai, le lo."

The man smiles, stands up, and extends his plate. The young woman behind her says:

Girl

"Dadi, pehle aap toh chakh lo."

Old Lady

"Hmmm... muh meetha kare jaisa kuch khaas hai nahi humri zindagi me."

Cut to – a **TTE** running toward the stall, shouting happily:

TTE

"Aaaaa! Bittu pardesh se aa gaya!"

He reaches the stall, still shouting:

TTE

"Bittu pardesh se aa gaya!"

The boy, poor man, and customers start dancing. Everyone shouts: **"Bittu bhaiya aa gaye!"**

Voice Over (Bittu)

"Aap bhi khao naa maa."

The old lady picks a piece of kalakand with her hand and eats it.

Voice Over (Bittu)

"Kabhi aapno ke liye kuch karke to dekho"

Fade out.