

Paytm - "Paytm karo - diwali special"

Reel script - Influencer targeted
Duration: ~45 seconds

Property of
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Symbolism:

- Firecrackers = reckless energy.
- Girls = awareness and change.
- Flush = cleansing act / transition to positivity.

Sound:

Fireworks → chaos → silence → single Paytm "ting" → message.

#rs-013

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SCENE 1

Location: Society Parking - Night

The scene opens with loud sky-shot firework sounds echoing in the night sky – a mix of excitement and chaos. Gradually, the sound merges with the echo of a young boy's frightened voice.

Wide shot: parked cars glint under streetlights; smoke from fireworks fills the air.

Between the cars, a group of **3-4 boys (ages 20-25)** sit on bikes, laughing loudly as they burst firecrackers near a **small scared child** standing in the corner.

Boy (terrified, crying):

"Bhaiya mat karo! Bhaiya, please mat karo!"

The group ignores him – lighting more crackers, throwing them closer to his feet.

Close-up: a spinning firecracker bursts near the child; sparks scatter.

One of the older boys picks up a fresh firecracker and smirks – He lights it up, the spark reflecting in his eyes.

Cut to white flash.

SCENE 2

Location: Society Ground - Night

Seamless transition from previous spark. A teenage boy holds a big green bomb cracker in his hand, laughing nervously.

Boy 1 (excited):

"Bhai, haath mein phod du isseeee...?"

Before anyone can answer, another boy runs in, lights the fuse, and yells –

Boy 2 (shouting):

"Jal gaya, jal gaya! Bhag bhag!"

The group bursts into laughter, scattering. The bomb fizzles dangerously in Boy 1's hand – transition match-cut to next scene.

SCENE 3

Location: School Toilet - Day

Cut from the fizzing fuse.

A group of mischievous school kids are huddled inside a school washroom, giggling. One boy places the same green bomb on a toilet seat, lights it, and shouts –

Boy (panicking):

"Bhag, bhag! Jaldi bhago!"

They all run out laughing, leaving the bomb smoking behind.

MONTAGE - THREE SCENES PARALLEL

The frame splits into **three parallel shots**, showing the same act of destruction repeating across different places – parking lot, society ground, and school toilet – all filled with noise and smoke. Then – one by one – the chaos is interrupted by **three girls** stepping in.

PARKING SCENE (Frame 1):

A young woman walks in from behind the boys, grabs the **packet of firecrackers** from their hand, and **throws it aside**. She walks up to the frightened little boy and gently holds him, pulling him away to safety.

SOCIETY GROUND (Frame 2):

Another girl rushes in, slaps the hand of the boy holding the burning cracker – it **falls to the ground**. She glares at them, then turns to walk away calmly as the fuse dies out.

SCHOOL TOILET (Frame 3):

As the boys run out laughing, a schoolgirl enters the washroom, sees the smoking bomb, quickly **picks it up using a dustpan**, drops it into the toilet, and **flushes it**.

TRANSITION

The **flush sound** becomes the audio bridge – turning into a clean, echoing silence. All three girls now appear together, facing the camera in a single composite frame. They say in unison –

All Three (confidently):

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

(If you really have to do something, do Paytm.)

SCENE 5

Location: Hospital Counter - Day

Soft white light fills the frame. A close-up shows a **hand gently placing money for a medical bill**, but instead of cash, it's a **Paytm QR scan**.

Camera pans up – the same **young boy from Scene 1** (the frightened one) now stands next to a hospital bed. He's holding his mother's hand – she's resting, recovering. Beside them, the **same girl** from the parking lot (the one who helped him earlier) stands silently, smiling. On the counter, the **Paytm Sound Box** chimes:

Sound Box VO:

"Paytm par 1500 rupaye praapt hue."

The camera slowly **zooms out** – revealing the other two girls entering from the background, helping patients, arranging medicines, donating blood. The frame fills with **soft light and calm music**.

FINAL FRAME / VOICE OVER

A gentle **voice-over** begins as the visuals turn minimal – showing hands scanning QR codes for good causes: hospital donations, school fees, NGO contributions.

VO (calm, resonant):

"Aaj badalne ka waqt hai...

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

As the line finishes, a **soft blue Paytm glow** spreads across the frame. **Paytm logo appears** with the signature tone –

"Ting!"

FADE OUT.