

**PAYTM PLAYBACK – Playback at the Wrong Time**

Ad Script

Commercial Cinema parody + Dramatic Heartbreak + Comedy Twist

(English Version)

Duration: ~80 seconds

Property of

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#as-068

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**SCENE 1 EXT. FLOWER MARKET - GOLDEN HOUR - "FILMY PYAAR"  
(BOLLYWOOD DREAM MODE)**

Bollywood romantic track plays (Think dreamy violins + soft vocals)

**CAMERA:** Slow dolly through colourful flower stalls.

**Super-stylized intro shot:** A Royal Enfield Bullet stops mid-frame.

**REVEAL:** Heroine leans into frame from behind hero – arms wrapped around his waist – cheek resting gently on his shoulder.

**Close-ups:** Flower petals... soft sun flares... shy smiles. This is pure Bollywood romance.

**MONTAGE – LOVE IN FAST CUTS**

1. CAFÉ - Hero brings pastry to heroine. She laughs, takes a small bite. Music swells.
2. FLOWER SHOP - Hero tucks a flower into her hair. Spins her playfully.
3. MALL - Hero shows her a dress. She twirls in the mirror.
4. MARINE DRIVE - They walk. Hands brush. Sunset glows.
5. STREET GOLA - Hero feeds her shaved ice. Her nose turns pink. She giggles.

**CONCERT ENTRANCE – NIGHT**

The hero ties a band around her wrist. Promise-like. Intimate.

**Cut to:** CONCERT CROWD, Lights blaze. The hero films her dancing – proud, in love.

A singer on stage spots her. Gestures – Invites her up. The hero smiles – emotional – cheering.

She hugs him tight... Then rushes to stage... ...and in a dramatic slow-motion twist...

THE SINGER HUGS HER BACK... AND KISSES HER.

**SCENE 2 – HEARTBREAK DROP**

MUSIC CUTS. SILENCE. Camera on HERO. Eyes widened. Phone lowers. One tear falls.

Crowd noise becomes distant ocean-like hum. Lights flash behind him like lightning. Time freezes.

### **SCENE 3 – THE IMPOSSIBLE RAP**

After 2 full seconds of silence... BEAT DROPS.

The hero steps forward onto stage – broken... yet strangely determined. He grips the mic. And suddenly...

**HE RAPS. ...but not about heartbreak. About expenses. On Paytm Playback.**

Visual overlay flashes: Movie Tickets, Café Pastry, Dress Shopping, Gola, Concert Pass, Fuel.

The rap tracks every rupee like a diss-track ledger.

Singer + Heroine freeze mid-hug. The crowd watches in stunned silence. The hero pours his soul out – through financial audit bars.

It's tragic. Hilarious. And oddly empowering.

### **SCENE 4 – BRAND MESSAGE**

Music smooths into a warm narration tone.

**VOICEOVER** (calm, witty, reassuring):

“Chahe heartbreak ho ya overspend”

“Paytm Playback. Summary bhi. Story bhi. Aur thoda sa insaaf bhi.”

### **FINAL FRAME**

### **PAYTM LOGO**