

Paytm - Face Like You... Cheee!

Ad script

Duration: ~3 min 30 sec

Property of
Nilesh Kumar

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#as-030

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SCENE 1

Location: Big Retro House - Ground Floor Drawing Room (Evening)

The setup looks like an **old Doordarshan family serial** – vintage furniture, heavy floral curtains, sepia lighting, loud patterned wallpaper, and an oversized sofa set with lace covers. The entire ambience feels straight out of the 1980s – **retro TV sound cues** play in the background. Women in **bright, glittering saris**, wearing puffed hairstyles and overdone jewelry, are **running here and there**. Children dart around holding snacks and props. A loud, dramatic background score (tabla + sitar) plays.

From the kitchen doorway, **Mother** rushes in – she stops mid-frame, places her hands around her mouth like an old TV heroine, and shouts in full melodramatic pitch:

Mother (dramatic echo):

“Ooojiii... Sunte ho kyaaa! Jaldi jaldi tayyar ho
jao... Aapni Mona ko dekhne ladke waale aa rahe hain!”

The echo repeats thrice – like classic retro editing. Suddenly, a **small boy** bursts into frame from behind the camera.

Boy (excitedly shouting):

“Aa gaye chachi! Jija ji aa gaye!”

He runs offscreen – and behind him enters **Sonu**, the groom-to-be. He's dressed like a total 80s *nurd*-type hero – slicked-back oily hair, thick spectacles, high-waist trousers, tight checked shirt tucked in. He walks in shyly, flanked by his **mother** (plump, heavy saree, full makeup), **father** (retro white shirt-pant combo, hair side-parted), and **two giggling sisters**. Sonu folds hands with an awkward smile to everyone and sits stiffly on the sofa.

Cut to: Mona's Father enters with grand background music – wearing a shiny waistcoat and thick gold chain, sits opposite Sonu with full attitude.

Mona's Father:

“Jao... Mona ko bulao!”

Cut to: Mona's Entry

She appears at the staircase in a heavy **retro sari with ghunghat**, holding a tray of tea cups. Behind her, her **modern friend** (dressed in retro-modern fusion – bell-bottoms, bright scarf, large sunglasses) teases her as they walk. Mona walks shyly toward Sonu. She bends slightly to serve tea, glances up at him – and *freezes*.

Her eyes widened. She gasps. Her tray slips. The tea cups crash in slow motion! Then suddenly, she straightens, tosses her ghunghat back dramatically, and in perfect fake foreign accent says –

Mona (US accent, disgusted):

"What do you think? I will marry a face like you? ...
Cheeee!"

Sonu's face drops. He turns to his mother, almost crying like a child:

Sonu (sniffling):

"Maaa... mujhe yahan bilkul nahi rukna! Chalo maa... abhi
chalo!"

Freeze frame. Cue retro sad violin.

SCENE 2

Location: Retro Ambassador Taxi - Daytime

The **ambassador taxi** is straight from the 80s – dull yellow, "TAXI" board flickering, film posters on the dashboard.

Inside:

- Front seat: **Papa**, expression tight, hands on steering.
- Back seat: **Mumma** and two sisters, looking sulky.
- **Sonu** sits by the window, face glum, chin in hand.

Soft retro background music plays. As the car drives, **Sonu's thoughts** start playing in flashbacks.

Thought Sequence 1 (Retro College Flashback):

Location: College Playground

Sonu, in retro student outfit (tight pants, scarf around neck), kneels with a **sunflower** in hand before **Sakshi**, the college beauty.

Sonu (romantic tone):

"I love you, Sakshi!"

Sakshi rolls her eyes, throws the sunflower in his face:

Sakshi:

"What do you think? I will date a face like you? ...
Cheeee!"

Retro heartbreak music plays.

Thought Sequence 2 (Retro Doctor Setup):

Location: Doctor's Clinic

Sonu, now wearing a doctor's coat, stands proudly. A modern woman walks in with dramatic background violin:

Woman:

"May I come in..."

She looks at his face, freezes, and shrieks:

Woman:

"What do you think I'll get checkup from a face like
you? ... Cheee!"

She throws the medical report at him.

Back to Taxi: Sonu sighs deeply. Outside the window, he notices a **retro poster** pasted on a wall:

Poster (bright red): "Get a Modern Look in Just One Day – ₹5000 Only!"

His eyes light up.

SCENE 3

Location: Retro Living Room - Evening

Sonu's Father sits on a vintage sofa, reading a newspaper. Ceiling fan creaks. **Sonu** storms in dramatically, stomping feet.

Sonu (yelling in 80s style):

"Pitaji! Pitajiii! Mujhe paanch hazaar chahiye... Aur
wo bhi abhi ke abhi – matlab abhi ke abhi!"

Mother rushes in from the kitchen, overacting, holding a ladle:

Mother (over-dramatic):

"Yeh kya kar rahe ho, Sonuuu!"

Sonu (with hand on chest):

"Maa, main jo kar raha hoon... bilkul sahi kar raha
hoon!"

Father slams his newspaper, stands up in anger:

Father (classic melodrama):

"Yeh le paanch hazaar! Aur nikal ja mere ghar se!"

He throws money at Sonu. Sonu picks it up, storms out in slow motion, with a retro thunder sound effect.

Sonu walks confidently, clutching the notes out to home.

Suddenly, two **bike-riding thieves** speed by, snatch the cash, and disappear. **Sonu freezes mid-road, stunned.** Background music drops

to silence. Then a deep, radio-like voice begins (as if from **Akashvani**):

Voice Over (comic, dramatic):

"Arey beta Sonuuu... Kuch karna tha toh Paytm karo naaa..."

"Beta... cash ka zamaana gaya! Ab toh aish ka zamaana
hai."

As the voice speaks, the **retro colors fade into vibrant modern tones** – the whole frame transforms from sepia to bright HD blue. **Sonu's oily hair flips into a modern hairstyle; clothes change instantly.** A Paytm QR glows behind him.

VO (continuing):

"Paytm se digital payment kariye – AI nahi, Paytm
choron ki job kha jaayega!"

Paytm logo appears with a jingle.

On-screen tagline: "Kuch karna hi hai... to Paytm Karo."

FADE OUT.