

PAYTM PLAYBACK – Playback at the Wrong Time

Ad Script - OLD TV STYLE MONTAGE AD

(English Version)

Duration: ~90-110 seconds

Property of

Nilesh Kumar

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#as-067

Nilesh Kumar

+91 95081-20493

nilesh.kumar161124@gmail.com

SCENE 1 INT. MIDDLE CLASS LIVING ROOM – AFTERNOON – THE LOSS

CAMERA: Static wide shot – Soft TV-style colour tone. Slight vignette.

We see Dadi, white saree, hair tied, sitting on the floor, crying silently. A few women sit around her, consoling.

CUT TO: Close-up – an agarbatti, smoke rising slowly.

CUT TO: Medium shot – A framed photo of Dadaji, garlanded. A small oil lamp flickers near it.

BACKGROUND AUDIO: Muted sobbing. Whispering relatives. Floor fans humming.

DISSOLVE TO: People sitting cross-legged on the floor, eating bhoj quietly. No one speaks. Only plates and spoons. Slow pan to the eldest son serving food.

Calm. Responsible. A silent heaviness.

SCENE 2 EXT. HOUSE GATE – EVENING – AFTER THE RITUALS

Relatives are leaving. The eldest son stands at the gate with folded hands. He gently shakes hands, receives condolences.

Faces. Hugs. Heavy pauses. Finally, one elderly uncle puts a hand on his shoulder and says softly:

UNCLE (low, sincere):

“Beta... ab sab tumhe hi dekhna hai. Apna khayal rakhna.”

The son nods. Silent.

FADE OUT.

SCENE 3 INT. DRAWING ROOM – NIGHT – STILLNESS AFTER THE STORM

The house is quiet now. Family members sit together – exhausted. Tired eyes. No one speaks. The eldest son enters, sits on the sofa. A long breath leaves him.

He notices – Across the room, his younger brother and his kids sit with headphones on...and their heads are slowly bobbing – like listening to a DJ beat.

Right behind them on the bed – Dadi sits in silence, staring ahead.

The son's eyes widen. He stands up sharply.

ELDEST BROTHER (shaken, whisper-angry):

"Chote.. ye kya kar raha hai? Ghar mein koi jashn ho raha hai
kya!?"

The room freezes. The younger brother pauses his headphones.

SCENE 4 – THE REVEAL

CUT TO CLOSE-UP: Younger brother turns calmly and removes one ear-cup.

YOUNGER BROTHER (guilty-soft):

"Bhaiya... aisa nahi hai. Bas... Paytm Playback sun raha tha."

DRAMATIC OLD-SCHOOL VO (rich, over-serious tone):

"Are ruk jaiyeee... ye party nahi..."

BEAT DROP – very soft, like heard from headphones

"Yeh toh Paytm Playback hai... ji!"

Now we finally hear the faint background RAP – funny contrast against grief.

YOUNGER BROTHER (explaining softly):

"Bhaiya... Paytm ne poore mahine ke kharche ka rap bana diya hai.

Socha sun loon... pata to chale, kis bhai ne kitna sambhala

ELDEST BROTHER (disbelief):

"Sun... loon!?"

A stunned silence.

SCENE 5 – TONAL FLIP (BUT STILL GROUNDED)

The kids giggle a little. Even Dadi looks mildly confused. The younger brother puts one headphone on the elder brother's ear – gently – respectfully.

We hear a soft, harmless, playful rap about daily expenses: chai, petrol, medicine, ration. Not mocking.

Just surprisingly cheerful. The elder brother tries not to smile. But a tiny smile escapes. Grief remains – but life peeks through.

SCENE 6 – BRAND VO + END MESSAGE – MONTAGE ENDS. FRAME FREEZES.

The tone returns calm.

VOICEOVER (warm, storyteller-like):

"Har mahina numbers ka nahi hota... Kahaniyon ka hota hai. Isliye
Paytm laaya hai – Playback."

"Jahan aapki payment summary sirf dikhti nahi... Gaati bhi hai."

SUPER: Real-time, personalised rap summary of your spends.

LOGO: PAYTM

TAGLINE (final punch – poetic, respectful, modern): "Paytm
Playback – Hisaab bhi. Yaadein bhi. Aur thodi insta reels bhi."

Soft Paytm sonic tone.

Fade out.