

Paytm - "Kuch karna hai to paytm karo"

Ad script
Duration: ~90 seconds

Property of
Nilesh Kumar

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#as-029

Nilesh Kumar
+91 95081-20493
nilesh.kumar161124@gmail.com

SCENE 1

Location: Daytime - Outside Electricity Bill Payment Queue

A long queue stretches outside a small electricity office. Every man in the line is dressed identically – **black tuxedos, white shirts, black ties** – all expressionless and alone.

The scene opens as **Arjun (late 5s)** walks into the frame, lost in thought. He mumbles to himself, scratching his head, thinking about something serious.

After a couple of seconds, a **model-like woman** (White sleeveless blouse, beige trousers, minimal makeup, subtle gold watch – calm and classy) enters the frame from the opposite direction. She's carrying a folder full of documents. She accidentally bumps into Arjun. Her files scatter all over the ground. Arjun immediately bends down to help. As they pick up the papers together, he glances at her – completely mesmerized.

She smiles politely, takes her files, and walks away gracefully. Arjun keeps looking back at her, completely lost.

From behind, the man in the queue shouts –

Man in Queue:

"Arre bhaiya, aage badho yaar!"

Startled, Arjun turns back and steps ahead nervously. He looks forward again, scratching his head and rubbing his chin in confusion.

Arjun (muttering):

"Waise... karna kya tha mujhe?"

All the men in tuxedos – ahead and behind – suddenly turn their heads toward him, staring silently. Arjun freezes, awkward and confused.

Cut.

SCENE 2

Location: Daytime - Inside the Bombay Stock Exchange (BSE)

A huge crowd of **brokers in blue shirts** rush around, shouting numbers, waving papers – total chaos. In the middle of it all stands **Arjun**, still distracted, surrounded once again by **men in tuxedos**. He looks lost, sweat dripping down his face.

Arjun (thinking aloud):

"Karna kya tha mujhe?"

Instantly, the entire trading floor goes **silent**. The blue-shirt brokers **freeze mid-motion** – arms frozen in the air. The tuxedo men turn toward Arjun in perfect unison, staring. Arjun gulps nervously.

Cut.

SCENE 3

Location: Daytime - Railway Station Ticket Booking Counter

A long queue at the ticket counter. Once again – all men in tuxedos, standing quietly. Arjun enters, walking toward the line, mumbling and scratching his head.

Arjun (to himself):

"Yaar... karna kya tha mujhe?"

Suddenly, every tuxedo man in the queue turns toward him again – same blank faces. He freezes.

Cut.

SCENE 4

Location: Daytime - City Grocery Billing Counter

Busy grocery store. Customers in tuxedos stand in a neat line with shopping carts full of items. At the counter stands **Arjun**, waiting for his bill.

Shopkeeper:

"Sir, your total is 1563 rupees."

Arjun's eyes widened. He looks shocked, helpless.

Arjun (stressed, looking up):

"Are... par karu kya...?"

The camera **pulls upward** – past Arjun → over the grocery store → above the city → above India → until it's floating in **space**.

Everything goes **silent**. After a pause – a **tea-sipping sound**. Then the frame **zooms back down**, rapidly returning to the same grocery store. Now, all the tuxedo men are relaxed, sipping tea, bills paid.

A **Paytm Sound Box** chimes on the counter:

Sound Box VO:

"1563 rupees received on Paytm."

One of the tuxedo men looks at Arjun and smiles.

Tuxedo Man:

"Paytm... karo."

The camera **pulls out** – revealing the entire store, the city beyond it, everyone transacting easily.

Final Text / Voice Over on Screen:

"Sochna chhodo, karna Paytm Karo."

FADE OUT.

