

Paytm - Der Hone Se Pehle

Ad Script

(English Version - Hindi Narration)

Duration: ~90-110 seconds

Property of

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#as-059

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SCENE 1 Location: Small Rural Home - Early Evening

Mood: UNLIT ROOM | STILLNESS

A static frame. A modest room. Soft light leaks through a single window. Dust hangs in the beam. A diya sits untouched on a steel plate beside a worn wooden table. On the wall – a slightly faded family photograph. The soldier smiles in it.

The curtain doesn't move. The thali on the table holds half a roti.

Silence. Only distant sounds of fireworks – faint, filtered.

NARRATION (calm, reflective, poetic):

“Abhi ghar mein diye jale nahi... Pardon ko hawa ne chhua tak nahi...
Aur thali mein roti... पूरी रखी नहीं...”

(Pause. Let the stillness breathe.)

“Kyuki abhi... seema par khada ek sipahi thaka toh hai... par abhi
tak – shaheed nahi hua.”

CUT – HOLD THE FRAME

Cut gently, not sharply.

SCENE 2 Location: Border Outpost - Dawn

Mood: COLD AIR | QUIET DUTY

Tight close-up: gloved hands on a rifle. Breath fogs the morning air. Wind cuts across the barren landscape. We never go wide enough to make it heroic. We stay human.

NARRATION:

“Uska ghar... uske bina apni saansen rok kar jee raha hota hai.”

SCENE 3 Location: House Courtyard - Dusk

Mood: THE FAINT SPARK

A small boy crouches on the stone floor. He lights the cheapest firecracker in the box. It sparks – struggles – then dies mid-burn, leaving smoke drifting in the air. The boy stares. Silent.

NARRATION:

“Uska chhota beta... sabse sasta patakha jalata hai. Jo bas ek chingari bankar uthta hai... aur bebasi bankar aadhi raah mein bujh jaata hai.”

CUT – SOFT

SCENE 4 Location: Bedroom - Night

Mood: THE SCREEN

A dim room. Only the mobile phone lights her face. The soldier's wife smiles gently into the screen – and holds that smile longer than feels natural. Her eyes do not. A tear almost rises – but never leaves.

NARRATION:

“Uski patni... mobile screen ke is paar hansi odhkar baithi rehti hai. Taaki uski tootti saansen sirf dil ke andar goonjti rahein... duniya tak... kabhi na pahunchein.”

(Pause. Let the silence settle.)

SCENE 5 Location: Same Home - Continuous

Mood: NOT A CELEBRATION

A slow montage: A half-filled spice tin. An old bulb flickering. The child watches neighbours' fireworks through iron window bars. The diya – still unlit.

NARRATION:

“Unke ghar mein tyohar toh aata hai... par jashn nahi rukta. Roshni toh pahunchti hai... par sukoon ka raasta... ab bhi adhoora rehta hai.”

SCENE 6 Location: City Society - Night

Mood: PARALLEL WORLDS

Children burst crackers. Families laugh. Warm lights everywhere. No diegetic sound – only voice-over and music.

NARRATION:

“Aur hum... badi aasani se keh dete hain – ‘Sab theek hi hoga...’
‘Unhe aadat hai...’ ‘Woh desh ke liye jeete hain...’” (Beat.)

SCENE 7 Location: Village Road - Cloudy Day

Mood: THE SILENT PARADE

Boots. Slow. Synchronized. A coffin draped in the tricolour passes by. Villagers line the path – heads lowered. No crying. Just wind.

NARRATION (lower, steady):

“Kyuki hum tab tak nahi jaagte... jab tak jhandon ke saaye tale ek maun kaafila gaav ki galiyon mein mud jaata nahi...”

SCENE 8 Location: Family Courtyard - Day

Mood: LIVING ROOM OF GRIEF

The tricolour now rests inside the house. The wife breaks – wordlessly. The child holds the edge of her saree. We do not push in emotionally. We honour distance.

NARRATION:

“Jab tak tirange mein simti hui khamoshi kisi aangan mein aakhri baar thahar nahi jaati...” (Pause.) “Tab yaad aata hai... woh sirf ek sipahi nahi tha. Woh pita tha. Pati tha. Beta tha. Ek adhoori daastan tha.”

SCENE 9 Location: Candlelight Vigil - Night

Mood: RITUAL

Hands light candles. Eyes close. Tears fall. People leave. Streets return to normal.

NARRATION:

“Aur hum... ek mombatti jalate hain... do aansu giraate hain... aur phir agli jagmagati shaam ke saath wahi purana andhera dobara odh lete hain.”

Silence.

SCENE 10 Location: Close-up Shot

Mood: BOY & DIYA

The diya sits before him. Unlit. Waiting.

NARRATION:

“Par sach yeh hai...” (Pause.) “Kya har baar itni der hona zaroori hai?”

CUT — GRACEFUL

SCENE 11 Location: Multiple

Mood: RESPONSIBILITY IN ACTION

A warm visual shift. Montage:

- A grocery store processes verified welfare support digitally.
- A school office confirms a fee payment.
- A medical bill is cleared.
- A widow receives direct, dignified support — not pity.
- The boy now lights a proper sparkler — glowing bright.

NARRATION:

“Is baar... neend nahi — zimmedaari jagate hain. Is baar... unke ghar ki chinta pehle nibhate hain. Taaki unke bachhon ke patakhe aakhir tak muskurayein... unke bartan khamoshi mein na bajen... aur woh — seema par khade rehkar bhi ghar ke liye nishchint saans le sakein.”

SCENE 12 BRAND REVEAL — QUIET PRIDE

NARRATION (calm, assured):

“Paytm ke saath — yeh madad nahi... samman ki dor hai. Yeh len-den nahi... vishwas ka saath hai.”

SCENE 13 Location: Same First Room — Night

THE LIGHT RETURNS — The diya finally lights. Warm glow fills the frame. The family photograph rests beside it. Music resolves — soft, hopeful.

NARRATION — FINAL PROMISE:

“Isse pehle ke phir koi maun kaafila kisi gaav ki dhoop ko apne saath le jaaye — jaagiye. Sochiye. Aur... saath nibhaiye.” (Beat.)
“Paytm karo — kyunki jab bharosa sahi jagah pahunchta hai... tabhi ek desh sach mein mazboot banta hai. Der hone se pehle.”

FADE OUT

LOGO: Paytm