

# Fleece India Company

RAZORPAY COMMUNICATION DESIGN

An AI-generated ad film for International Payments from Razorpay, highlighting how Indian exporters get played by the unfair rules of global payment processing giants.

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# MEET *the* TEAM



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MEET THE TEAM

1

IDEA/INSIGHT

2

SCRIPT BUILDING

3

MOODBOARD

4

CREATION WORKFLOW

5

ASSEMBLY

①

# RAZORPAY *International* PAYMENTS



IDEA/INSIGHT

Insight

Indian SMEs power the world, yet lose hard-earned money to foreign payment giants.

Strategy

Contextualize global Payment gateways as the evil villain, think captain Russell from Lagaan.

②

SCRIPT BUILDING

③

MOODBOARD

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CREATION WORKFLOW

⑤

ASSEMBLY

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IDEA/INSIGHT



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ASSEMBLY



*making a live action film*

**LIGHTS. CAMERA. ACTION.**

*making a live action film with AI*

*no*

*no*

*JUST*

**LIGHTS. CAMERA. ACTION.**



*no*  
cameras

*no*  
lights

*no*  
rehearsals

*no*  
set design

*no*  
actors

*no*  
makeup

**NO CAMERAS**, but you need to know

camera angle & perspective,  
shot size & framing, lens &  
focal length effects, camera  
movement and more

**NO LIGHTS**, but you need to know

softness/contrast, light  
source & type, time of day &  
environment, direction &  
placement and more

**NO REHEARSALS**, but you shall

run batches of  
generations with small  
changes (variations) in  
the text, seed, or style

**NO SET DESIGN**, but you need to

art direct the spaces, the style,  
the texture, the color palette,  
the architectural era, and the  
mood of the entire scene

**NO ACTORS**, but you need to

prompting the model with a  
fixed character seed (or omni  
reference), to maintain the  
character's consistency

**NO MAKEUP**, but you need to

describe features like flawless  
skin, soft contour, dramatic  
smoky eyes, to get the desired  
skin texture & look

2

# SCRIPT WRITING

specificity  
specificity  
specificity

SCRIPT BUILDING

write a funny 15 seconds add for an ad, here is some context: Indian SMEs are shipping to 100 countries, running AI, scaling fast—but when it comes to global payments, they're being drained by hidden fees, support delays, and slow settlements. Razorpay Global is the better, simpler solution. This campaign dramatizes that pain by personifying the current ecosystem as The 10% Company—a twisted empire run by an arrogant villain. We create a series of short, satirical films to expose this exploitative system. The format is simple: introduce the absurdity of the 10% Company, and then flip to Razorpay as the obvious, no-bull answer. The core creative idea is to create a set of satirical short films in one connected cinematic universe Mr. X is the villain: a colonial, arrogant exploiter of Indian SMEs The Fixer is Razorpay: quiet, direct, no-frills every film captures one pain point—fees, delay, poor support—and ends with Razorpay solving it Built for short-form virality (Reels, Shorts, Twitter cutdowns) now, the ad I'm imagining has this villain person giving an induction to three new employees, talking about how to exploit small businesses who want to scale abroad by charging them 8-10% transaction fees, make it really funny



Script V1

Script V2

Script V3

3

MOODBOARD

4

CREATION WORKFLOW

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ASSEMBLY

3

*your 'vision'*

*a good* MOODBOARD

*final output*

MOODBOARD

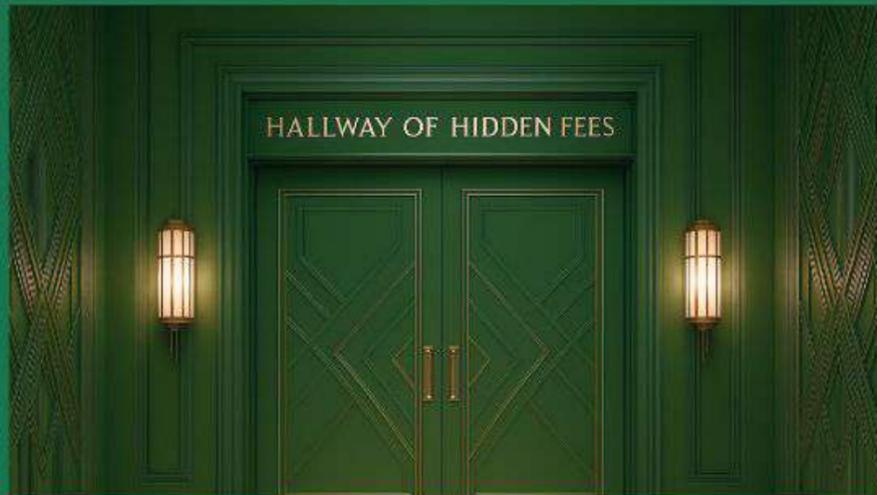
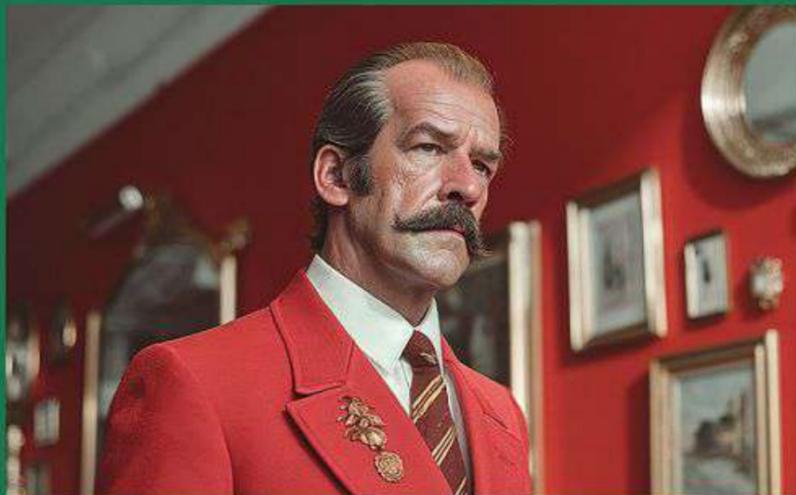
4

CREATION WORKFLOW

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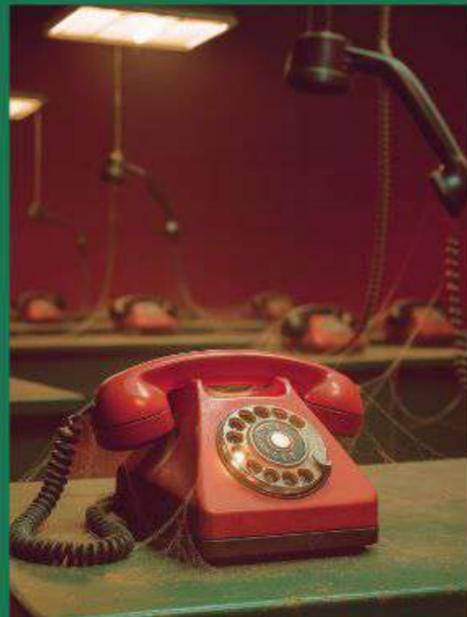
ASSEMBLY

3



4

5



MOODBOARD

CREATION WORKFLOW

ASSEMBLY

4

# A GREAT A.I. WORKFLOW

CREATION WORKFLOW

the  
**RIGHT  
PROMPT**

*plus*

the  
**RIGHT  
TOOL**

*equals*

the  
**RIGHT  
OUTPUT**

5

ASSEMBLY

# Our WORKFLOW



4

# STORYBOARD *first draft*

5

Scene:

The grand red facade of the 10% Company, towers in silence — colonial architecture, guarded heavy double doors studded like a vault. Soft amber lanterns flicker against deep crimson brick.



Scene:

The facade doors open to revealing a gleaming red hallway bathed in gold light. Every surface glows with polished decadence — sharp lines, lavish textures, and eerie symmetry.



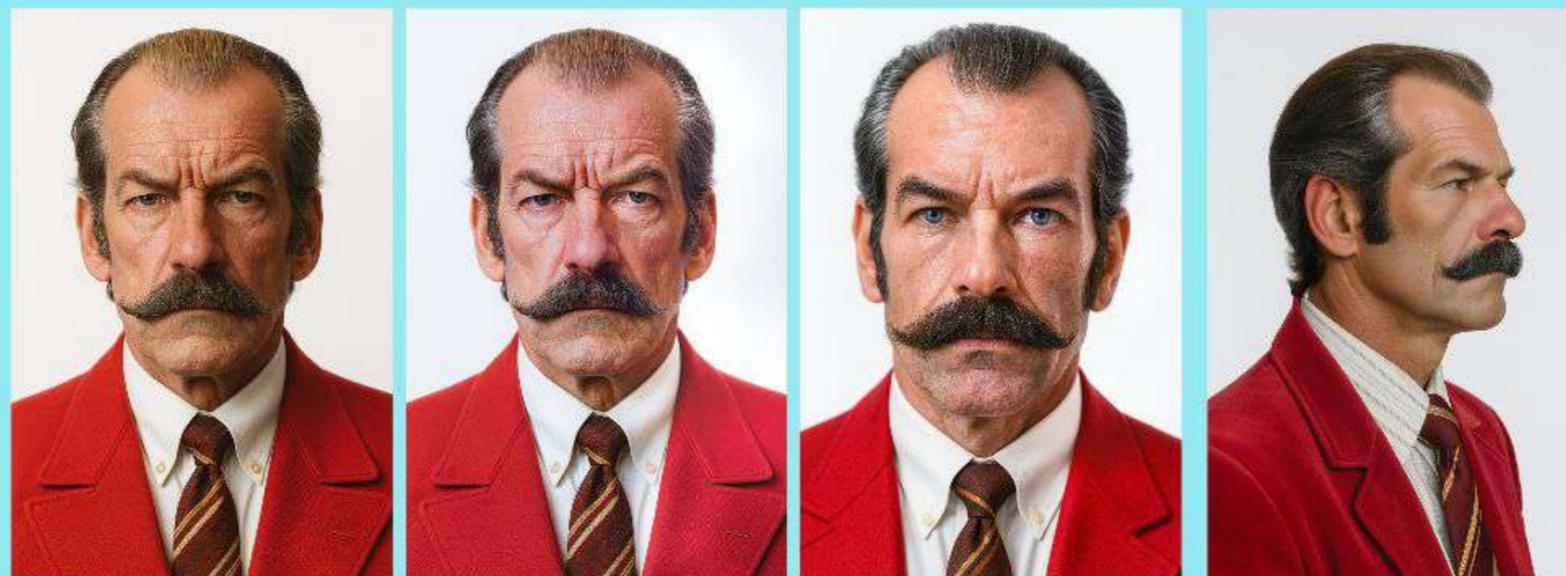
VO:

CREATION WORKFLOW

ASSEMBLY

4

# FACE VALUE



*getting the  
same one  
twice*



5

CREATION WORKFLOW

ASSEMBLY

4

# VOICE GENERATION

CREATION WORKFLOW

**Voice**

Grandpa Spuds Oxley

**Model**

Eleven Multilingual v2

**Speed**

Slower Faster

**Stability**

More variable More stable

**Similarity**

Low High

**Style Exaggeration**

None Exaggerated

Over 50% may lead to instability

Speaker boost

**Text to Speech**

Grandpa Spuds Oxley

**[smug]** Ah, welcome to The Fleece India Company - we handle all your international payments.  
Where every dollar you earn? I earn a little...more.

**[arrogant]**  
We call it "global payment processing." But really—it's just daylight robbery.

**[annoyed]** "Sir... it's been 7 days. My foreign payment—"  
**[chuckles]** "Want it faster? Teen guna lagaan dena padega. Bolo? Manzoor hai?"

Now come, meet our victims, I mean, customers.  
Freelancers? Exporters? Global sellers? **[chuckles]**  
Please. They're just involuntary investors in my private jet fund.

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ASSEMBLY

4

# SCENE EVOLUTION *and camera angles*

5

Scene 5 - Draft 1



Scene 5 - Draft 2



Scene 5 - Draft 3



Scene 5 - Draft 4



CREATION WORKFLOW

ASSEMBLY

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# GETTING *the one* SCENE

CREATION WORKFLOW

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ASSEMBLY

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# EXPRESSIONS *and Lipsync*

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CREATION WORKFLOW

AI Video Generator KLING 1.6

Text to Video **Image to Video** Multi-Elements

Frames Elements **NEW**

Click / Drop / Paste  
Select from History  
JPG / PNG files up to 10MB with minimum dimensions of 300px

Start End

Hints:

Prompt (Optional)

Professional 5s 10s Creativity R...

Credit Activity **Generate**

Turn on notifications for generation update. [Allow](#)

All Images Videos Audio Favorites Assets 1546 Premier

Video Start Kling 2.1 Professional Mode

man in the red suit is talking with arrogance looking at the camera

00:03 / 00:05 KlingAI 2.1

Multi-Elements Lip Sync AI Sound

ASSEMBLY

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# STITCHING IT ALL *together*

ASSEMBLY

SEE THE MAGIC UNFOLD

FINALLLLLLLLL Wheel

0:00:01:01  
00025 (24.00 fps)

#	Layer Name	Mode	T	Track Matte	Parent & Link
1	[Eleven....mp3]				None
2	[Eleven....mp3]				None
3	[Eleven....mp3]				None
4	[Logo....mp3]				None
5	[Upbe...				
6	[Woo...				
7	[Eleve...				
8	[Fee F...				
9	[Supp...				
10	[V...				
11	[In...				
12	[Grou...				
13	[Adju...				
14	[Adju...				
15	[Black...				
16	[Vide...				
17	[Whe...				
18	[Whe...				
19	[Get s...				
20	[Get s...				
21	[ALOC...				
22	[Ever...				
23	[Eleve...				
24	[End S...				
25	[Tele...				
26	[Tele...				
27	[Tele...				
28	[Free...				
29	[Free...				
30	[Free...				
31	[LDj...				
32	[Blue...				
33	[End S...				
34	[Adjust...ayer 1]	Normal		No Mat	None
35	★ Shape Layer 1	Normal		No Mat	None
36	[Gen-4 ....mp4]	Normal		No Mat	None
37	[Male S....mp3]				None
38	[Male S....mp3]				None
39	[COMTel...wav]				None
40	[Teleph...2.wav]				None
41	[Teleph...2.wav]				None
42	[Teleph...2.wav]				None
43	[23.mp4]	Normal		No Mat	None

# The Human touch

The final intentionality of stitching it all together—adjusting every frame, tuning the sound until it feels true, and finding that perfect, deliberate balance between all the elements.

Composition FINALLLLLLLLL Wheel

Veo



3 months ago

Veo

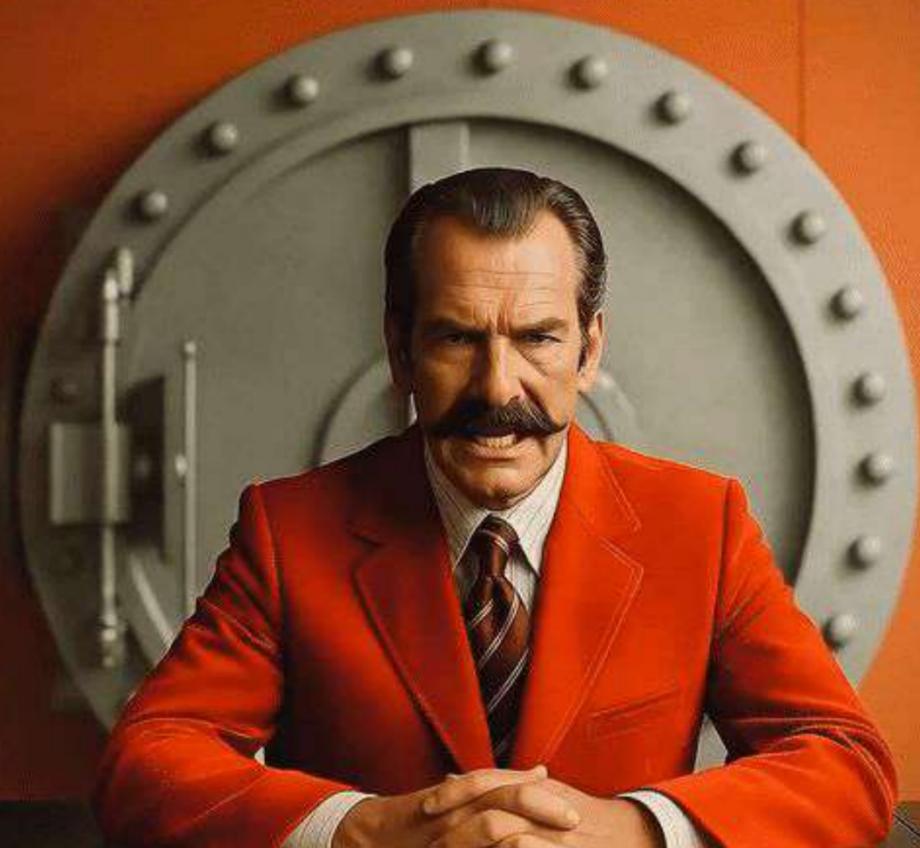
Kling



EVOLVING  
*tools*

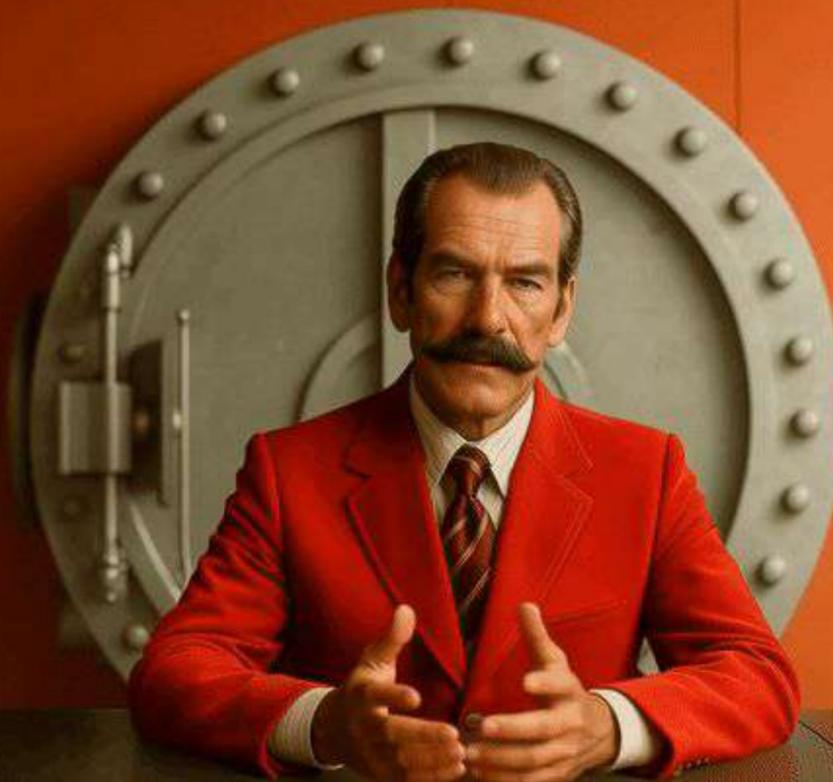
EVOLVING  
*with tools*

Veo



Today

Kling Turbo 2.5





# Lead with intention.

RAZORPAY COMMUNICATION DESIGN

Take AI along the ride.

*That's all folks!*

