

Razorpay Presents

# TRIAL OF THE CENTURY

When payroll confusion went to court.  
And HR finally rested its case.

A COURTROOM DRAMA

DIRECTED BY RAZORPAY DESIGN



- 01 Insight
- 02 Design Brief
- 03 Challenges
- 04 Execution
- 05 Learnings

Insight

# Salary Day isn't stressful. *Explaining* the Salary is.

For employees, Salary Day is the happiest day of the month.  
For HR, it's the day they brace for impact.  
“Why did my tax calculation change?” “What's this deduction?”

The payslip answers what was paid, but rarely why.

- 01 Insight
- 02 **Design Brief**
- 03 Challenges
- 04 Execution
- 05 Learnings

## Design Brief

Visualise the invisible burden of Salary Day confusion and challenge the normalization of HR dependency. The task was not to explain payroll, but to dramatize the repeated questions HR faces every month and reposition the problem as a design flaw.

## The Idea

# Put Salary Day on trial.

By staging an animal courtroom inspired by Panchatantra, we transformed recurring salary queries into a visible, theatrical conflict between HR and employees. This narrative device allowed payroll confusion to become the defendant - and AI Payslip to emerge as the resolution.

- 01 Insight
- 02 Design Brief
- 03 Challenges
- 04 Execution
- 05 Learnings

What we want to be

*vs*

What we don't want to be



# Avoiding AI Clichés

Rejected the generic 3D AI look and mainstream animation polish.



# Rusty Look

Warm, textured courtroom where intense character expressions carried the drama.



Ideation & Story :  
30%

Design & Visual Development :  
99%

AI

Creative Engine

Animation & Motion :  
70%

Voice & Dialogue:  
10%

Art Direction & Character World - Cinematic, bollywood drama

Reimagine workplace roles through instinctive animal metaphors, brought into an intense courtroom scene.

- 01 Insight
- 02 Design Brief
- 03 Challenges
- 04 Execution
- 05 Learnings



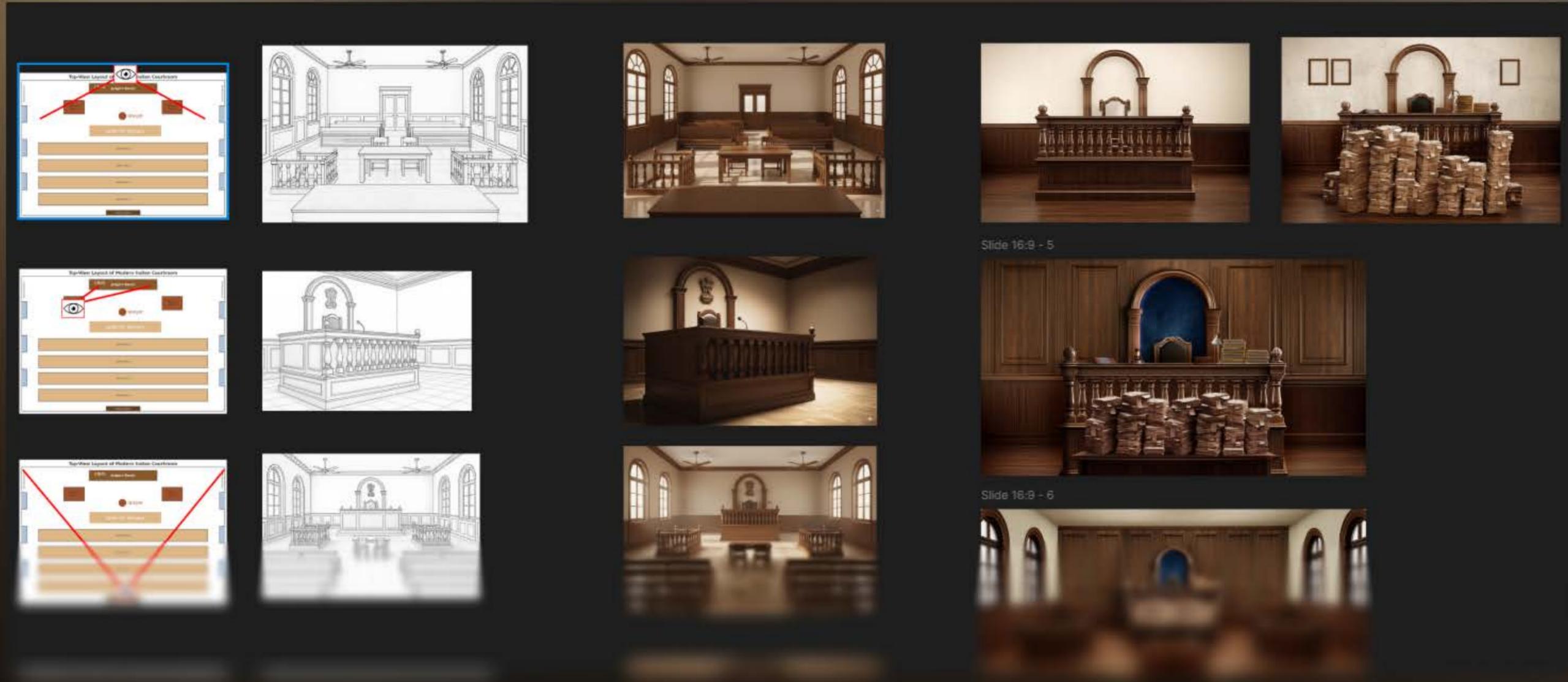
## Location Design

We began by drawing a digital map of the courtroom and locking camera positions before generating visuals.

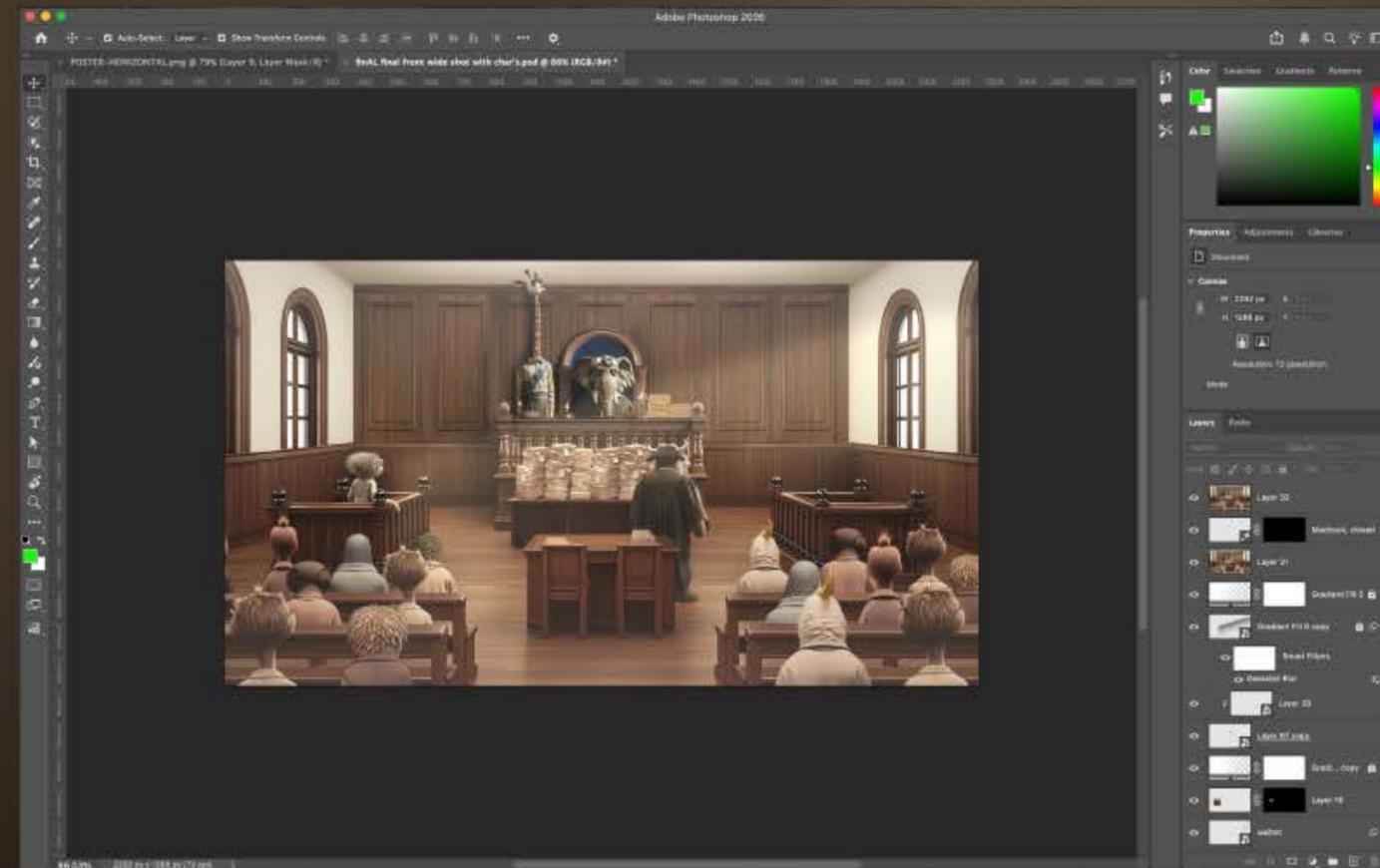
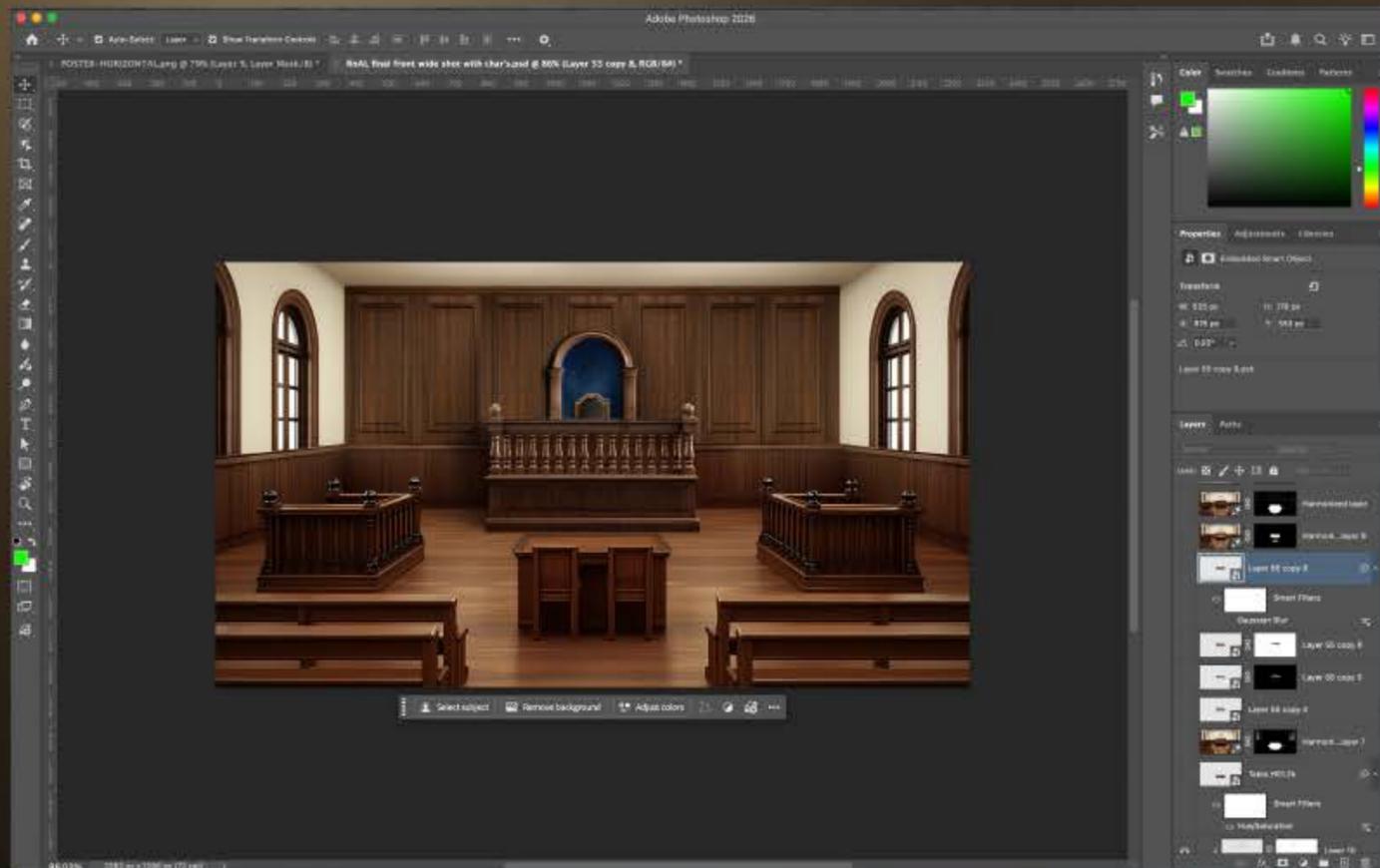


Each frame was pre-defined where the judge's podium would sit, how the windows would fall, what architectural details would appear in the background, and how characters would occupy space within each angle. This gave every shot a spatial logic rather than a prompt-led randomness.

Midjourney  
Google Gemini  
Nano Banana, ChatGPT  
Adobe Photoshop  
Topaz Labs Astra



# AI → Final



## Character Selection



### Porcupine / The HR

Each recurring question lands like a spike. A visual metaphor for accumulated pressure.



### Bull / The Lawyer

Embodies confrontation and force. Drives the courtroom conflict.



### Elephant / The Judge

Symbol of wisdom and authority. Grounds the chaos with balance.



### Birds / The Employees

Individually harmless, collectively loud. The constant barrage HR faces every month.

## Character Detailing

Anthropomorphic character design

authoritative expression

Lawyer robe

Cinematic studio lighting

Hyper-realistic fur texture

Every animal was selected deliberately to serve the narrative.



## Character Angle Explorations

Front, side, three-quarter, and expression variations were tested to ensure consistency in posture, proportion, and personality. This helped maintain visual continuity across shots while working within a fully generative pipeline.

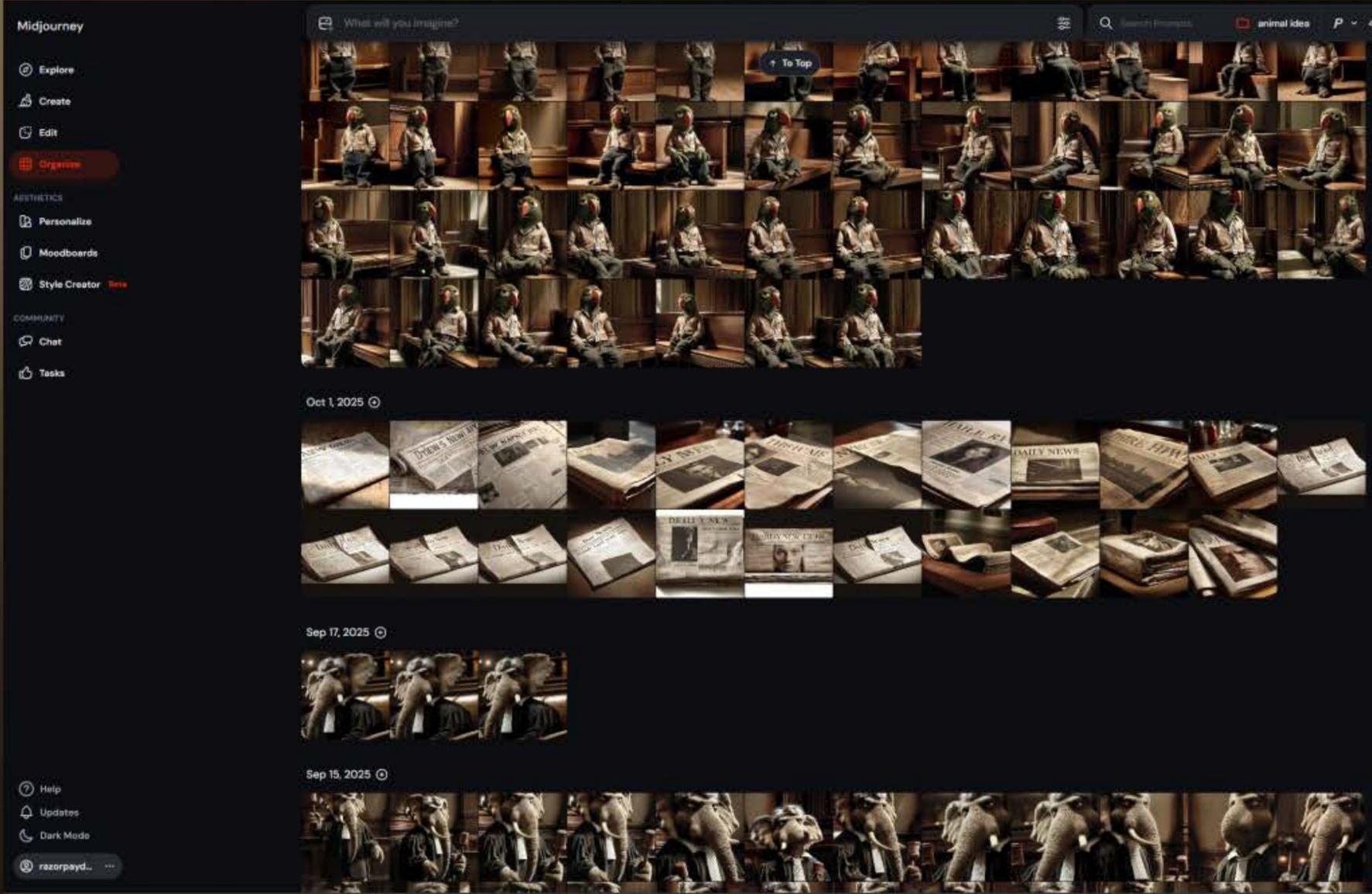


ChatGPT  
Midjourney  
Nano Banana



# Creative Process

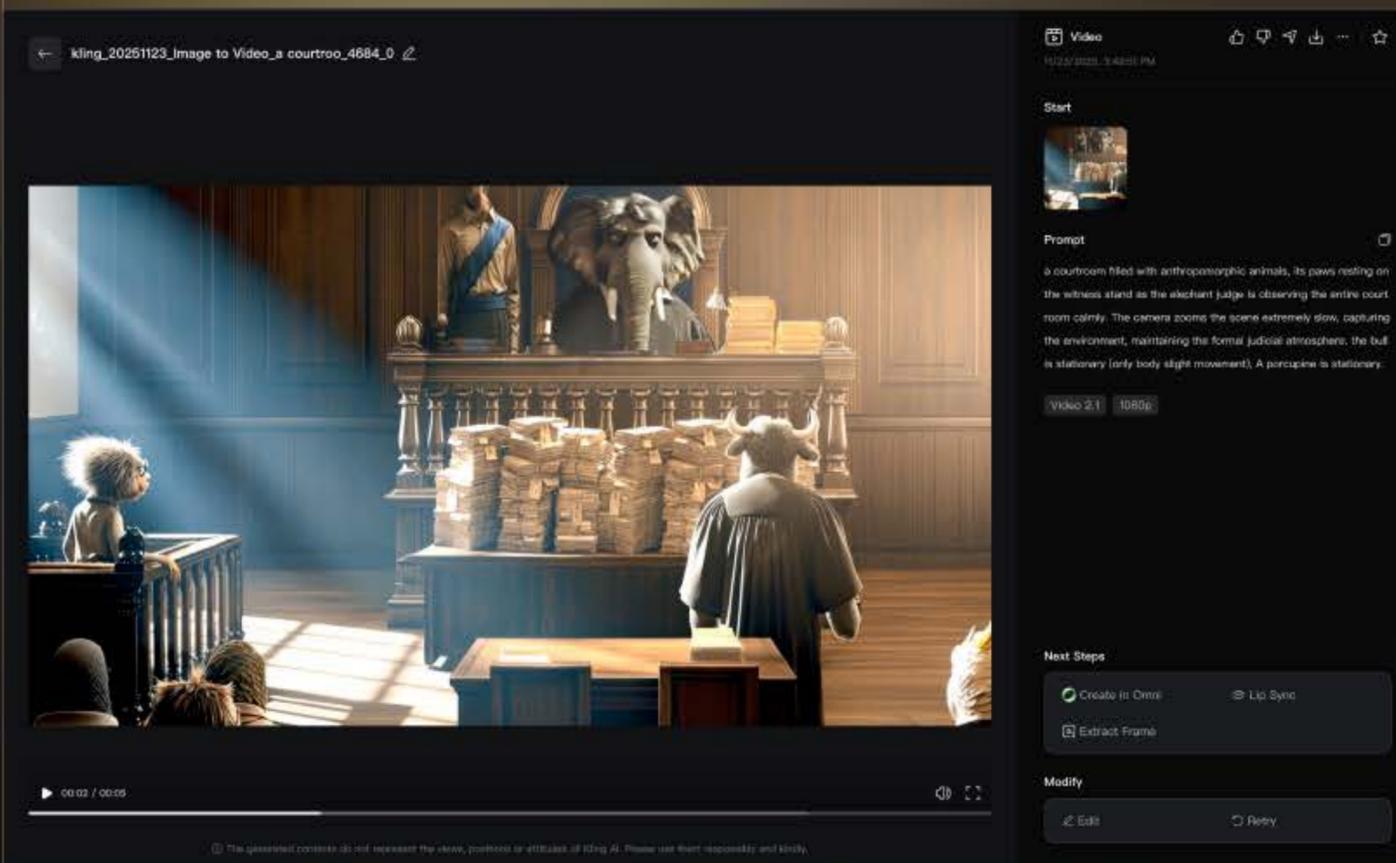
Midjourney was used to refine character detailing - exploring poses, posture variations, fur texture, fabric realism, and clothing elements. Multiple iterations helped lock physical attitude and material depth, ensuring each character felt intentional and consistent rather than generically generated.



## Animation & Expression

# Kling, Google Veo, RunwayML for Video

Animate expressions using image + prompt.  
Record voice-over.  
Regenerate with lip sync aligned to VO.  
Refine until performance feels natural.



The screenshot shows the Kling AI interface. On the left is a video player showing a courtroom scene with anthropomorphic animals. On the right is a control panel with the following sections:

- Video**: 11/23/2023, 3:42:51 PM
- Start**: A small thumbnail of the video.
- Prompt**: A courtroom filled with anthropomorphic animals, its paws resting on the witness stand as the elephant judge is observing the entire court room calmly. The camera zooms the scene extremely slow, capturing the environment, maintaining the formal judicial atmosphere, the bull is stationary (only body slight movement). A porcupine is stationary.
- Video 2.1**: 1080p
- Next Steps**: Create in Clips, Lip Sync, Extract Frame
- Modify**: Edit, Retry

At the bottom, there is a disclaimer: "The generated contents do not represent the views, positions or attitudes of Kling AI. Please use them responsibly and kindly."



The screenshot shows a close-up of a bull character in a courtroom, wearing a black judge's robe and pointing. The interface includes a video player with a progress bar at 0:00 / 0:08. On the right is a control panel with the following sections:

- Prompt**: {"prompt": "A hyper-realistic bull character, dressed in a black judge's..."}  
[Show more](#)
- This AI generated video may be used for personal and commercial use, subject to the [Product Terms](#).
- Extend** + **Modify** ✎
- Change subject** 🗑️
- Reframe** 📐
- Prompt** 📄 **History** 🕒
- Download** ⬇️ 🗑️

# Iterations

All Images Videos Audio Favorites

Assets

Video Frames Video 2.1 1080p

smooth transition to court room , witness box is transitioning appears from the bottom.



00:00 / 00:05

Create in Omni Lip Sync Extract Frame

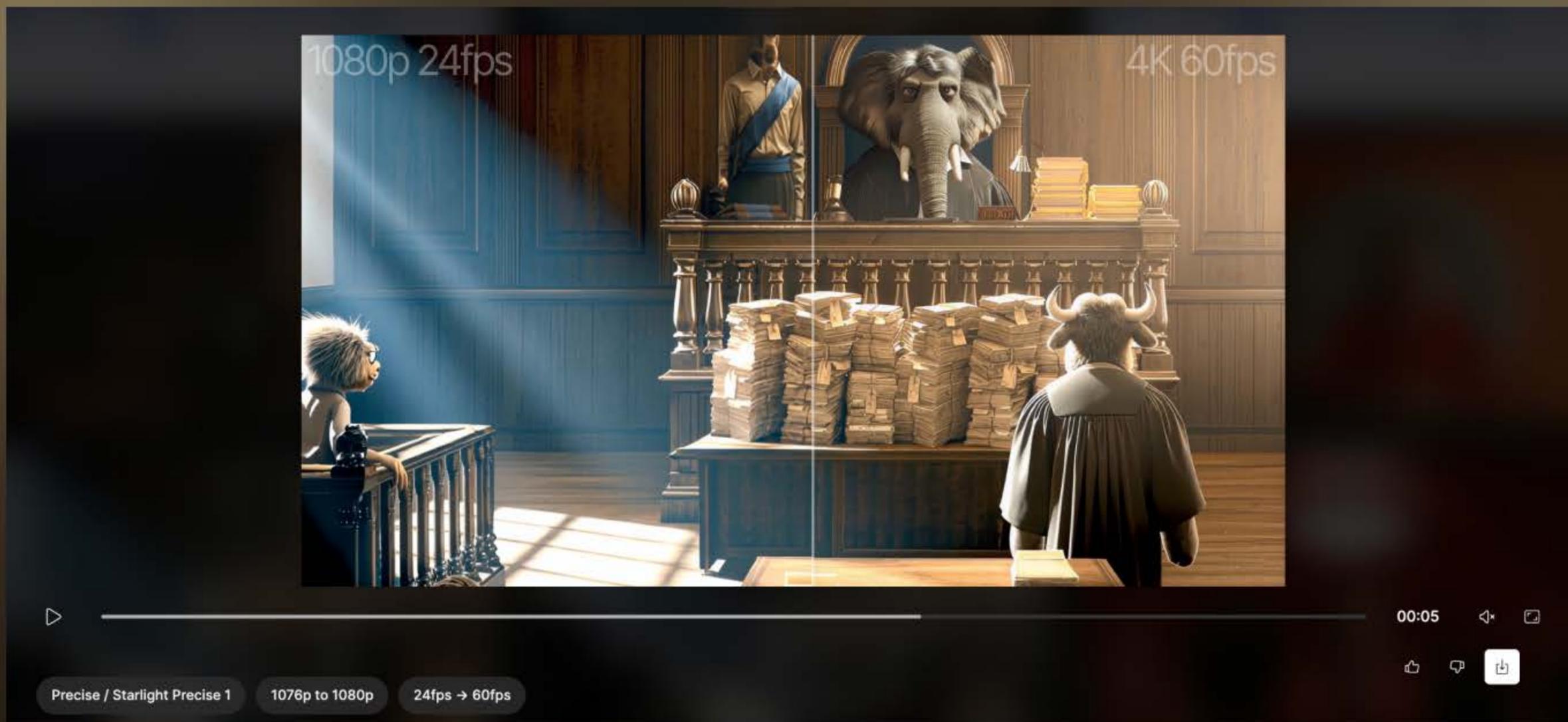
Video Frames Video 2.1 1080p Back to Top

smooth transition to court room , witness box is transitioning appears from the bottom.



Upscaling

# Topaz Labs Astra for 4k detailing



Voice Direction & Recording

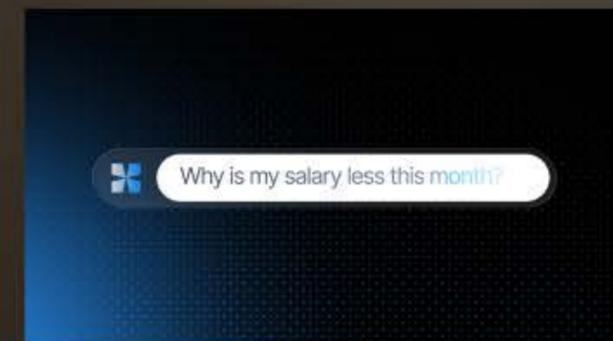
Voice recordings were done to embody each character's personality - delivering performance, timing, and emotional depth.

Detailed character personality sheets were created to define tone, emotional range, performance depth and dramatic clarity.

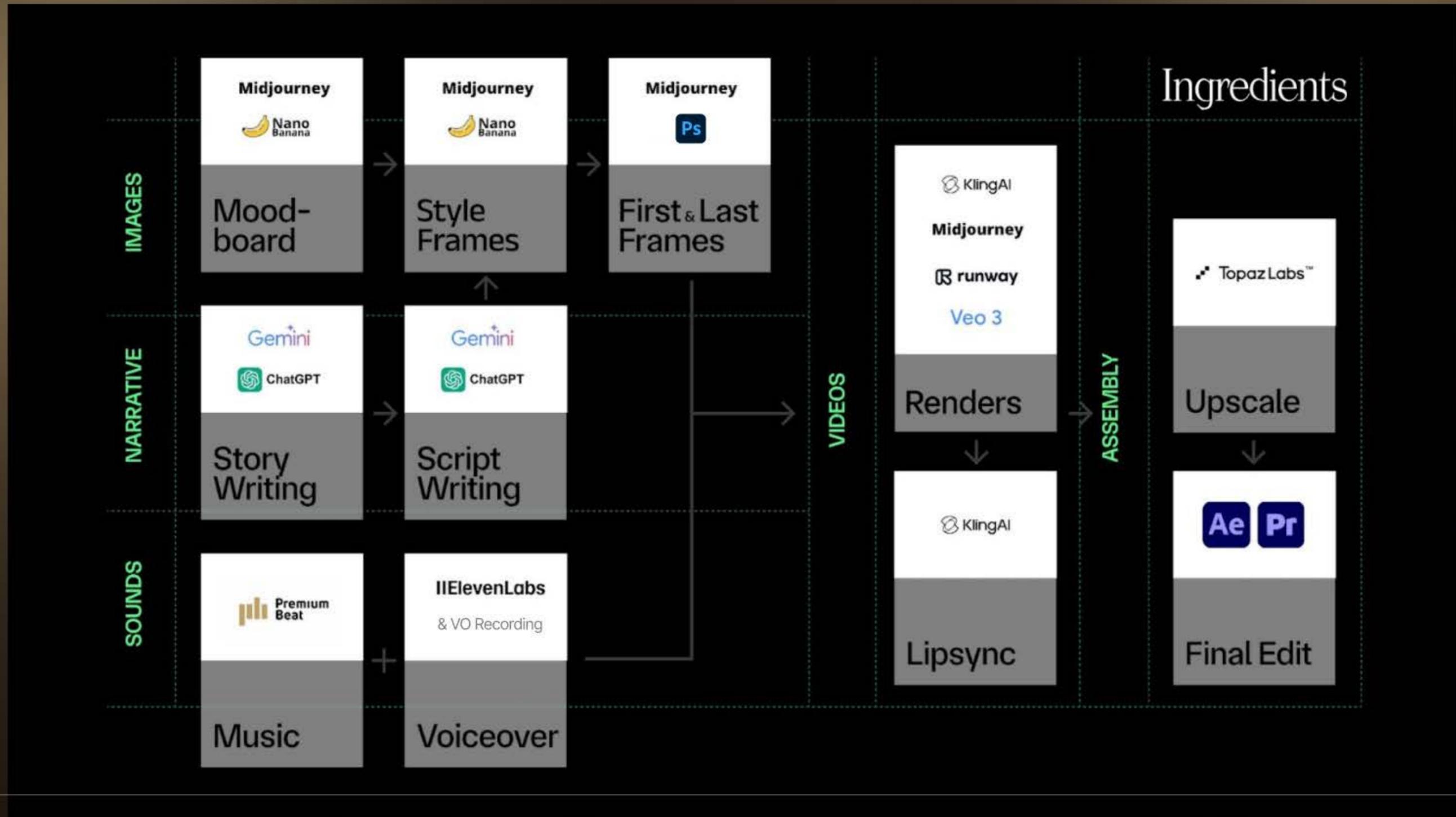


# Product Integration

The product was introduced through a fast-paced interface sequence - a focused window showing the AI Payslip use case in action.



# Final Workflow



# Stitch Together



A COURTROOM DRAMA

DIRECTED BY RAZORPAY DESIGN

# The Response



**Raghu** +91 96636 52222

You  
[https://www.linkedin.com/posts/razorpay\\_aipayslipbyrazorpayx-razorpayxpayroll-knowyourpayslip-...](https://www.linkedin.com/posts/razorpay_aipayslipbyrazorpayx-razorpayxpayroll-knowyourpayslip-...)

Super awesome 2:37 PM

**Amit Thapliyal** +91 98102 98533

You  
[https://www.linkedin.com/posts/razorpay\\_aipayslipbyrazorpayx-razorpayxpayroll-knowyourpayslip-...](https://www.linkedin.com/posts/razorpay_aipayslipbyrazorpayx-razorpayxpayroll-knowyourpayslip-...)

VERY impressive... would love to chat with ur folks if they are open to it and learn 2:50 PM

**Tanshi** ✨ **in** • 2nd 3h ...

Hiring | Recruiter | IIM Ranchi | Personal Branding ...

Too real 😭 RazorpayX turning HR's daily courtroom drama into clarity is the upgrade every team needs. Month-end just got kinder.

Like Reply

**Anmol Gilra** **in** • 2nd 2m ...

Product Marketing & LinkedIn Growth Expert (5...)

This is a masterclass in product storytelling - real human tension, a clear problem, and a solution that feels inevitable once you see it. Sharp insight, great craft, and such clean articulation. Definitely saving this as a reference."

Like Reply 1

**MK Muralidhar K Supervox Rize**

You  
*Hey all- sharing a new launch from Razorpay. Would love it if you coul...*



This is so cool! Animation towards the end with the HR is really good!

2:37 pm

You  
<https://www.instagram.com/reel/DRbkjG9khml/?igsh=dHUzamhoMng0Y3kz>

Noice. I like that you used AI to communicate a genuine AI use case.

6:17 PM

**almas.parveen** Love the creativity here 🔥🔥 Kudos to the entire team 🎉

12w 4 likes Reply ...

**Satyam J.** Frontend Engineer @ Razorpay

Such a fun ad! Production quality in this is popping!

Like Reply

**Satvik Jalan** ✓ • 2nd

Software Developer @ AiSensy

Most creative AI ad I've seen till now

Like Reply

**Vaishali Mewani** ✓ • 2nd 2mo ...

Fintech | Digital, Enterprise & Corporate Sales | B2B SAAS & PAAS | E-Com...

Woahh, crazy stuff 🤩

Like Reply

- 01 Insight
- 02 Design Brief
- 03 Challenges
- 04 Execution
- 05 Learnings

## Learnings

Cohesion comes from iteration,  
**Locking character, space, and  
camera logic can be done  
seamlessly with AI.**

Generative AI demands direction, not just prompts.

Strong storytelling came from when design,  
technology, and narrative moved as one system.



50+ shares in  
WhatsApp Groups

**2.1 Million Impressions**

**1.5 Million+ unique accounts**

16% Surge in  
website traffic

# The Impact

13% Uplift  
in leads

**8.64% Engagement Rate**

**3L+ HRs reached directly**

**135,000+ total engagements**