

----- Original Message -----

Subject: PayTM Karo Ad - the one with Four Dogs Wagging their Tails

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From: Birendra Kaur <[info@drkharaksingh.org.in](mailto:info@drkharaksingh.org.in)>

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Dear PayTM Team,  
Greetings of the Day

We wish to lodge a complaint to one of your advertisements, seen these days during primetime on English news TV channels - India Today, CNN18, etc.

While most of your advertisements are cute/ meaningful, our concern is about the ad with Four dogs wagging their tails at the sight of One artificially-done-up (supposedly) female dog - as it appears to us ugly, vulgar, to say the least.

Such projection is also "factually incorrect", as dogs donot respond to visuals of female dogs but do so only to the odours produced by them during heat periods.

This ad may appear harmless at the outset, but the subtle, suggestive message is unimaginably dangerous - as it shall embolden those, who believe that stalking/ teasing any female at will, individually and/or collectively, is absolutely normal, Natural. Such a sickening approach towards the female gender shall get etched in the psyche of not only the unwary youth, but the male gender, in general. Experts, such as, Zoologists, Psychologists, Social Activists, and so on, will confirm this.

Moreover, such kind of ads should be the last ones to be projected/ promoted on visual media - with brutal cases of rapes/ gang rapes of even toddlers, infants, minor girls, apart from women of all ages, being reported in India, every single day, ad nauseam!

And, just imagine the magnitude of the impact of such ads, as these get repeated innumerable times through the day. Such wrong, misleading projection of behavioural patterns in a callous manner is akin to, and nothing short of, pouring kerosene on fire!

Kindly realise the sensitivity of the matter, and exercise responsibility in the interest of safety of toddlers, infants, minors, teenaged girls and women, and either edit this advertisement or take it off air, from all kinds of media, wherever it is showing.

Hoping for a sincere, well-studied, and a considered response to our concern, and action thereupon, in the interest of a safe, healthy environment/ society for all.

Best regards,

Birendra Kaur (Settler) & Sumit G Kaur (Member)

[www.drkharaksingh.org.in](http://www.drkharaksingh.org.in) [1]

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