



In a **world** where you can **choose anything**.

#ChooseToRestore



**VIDEONETICS**  
the future of video computing

Upgrade to intelligent VMS services

Keeps bad cats in check.  
**#ChooseToRestore**

**BAD CAT**  
Caught in the server room

Some cats may risk your organization's security. Don't let them in.



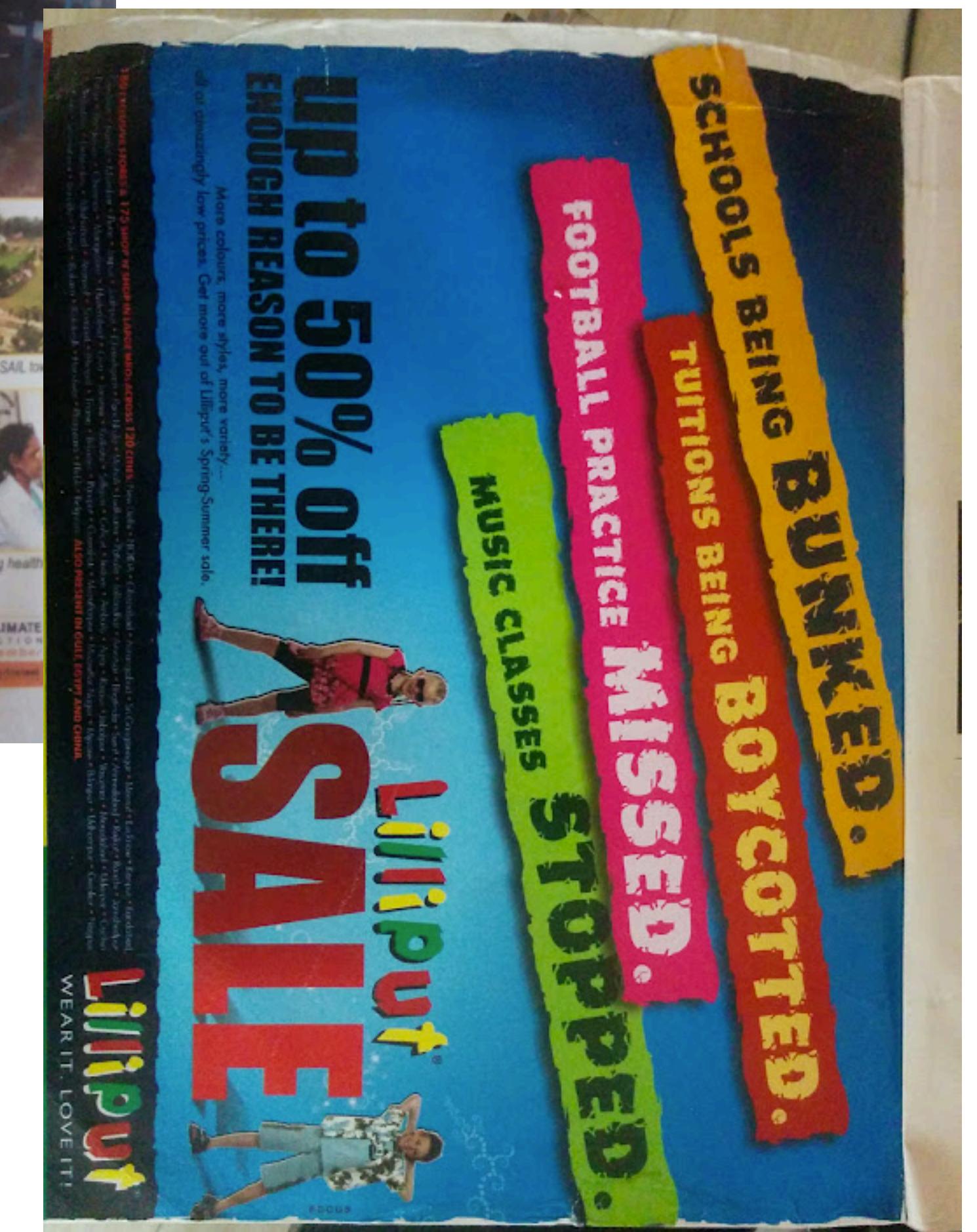
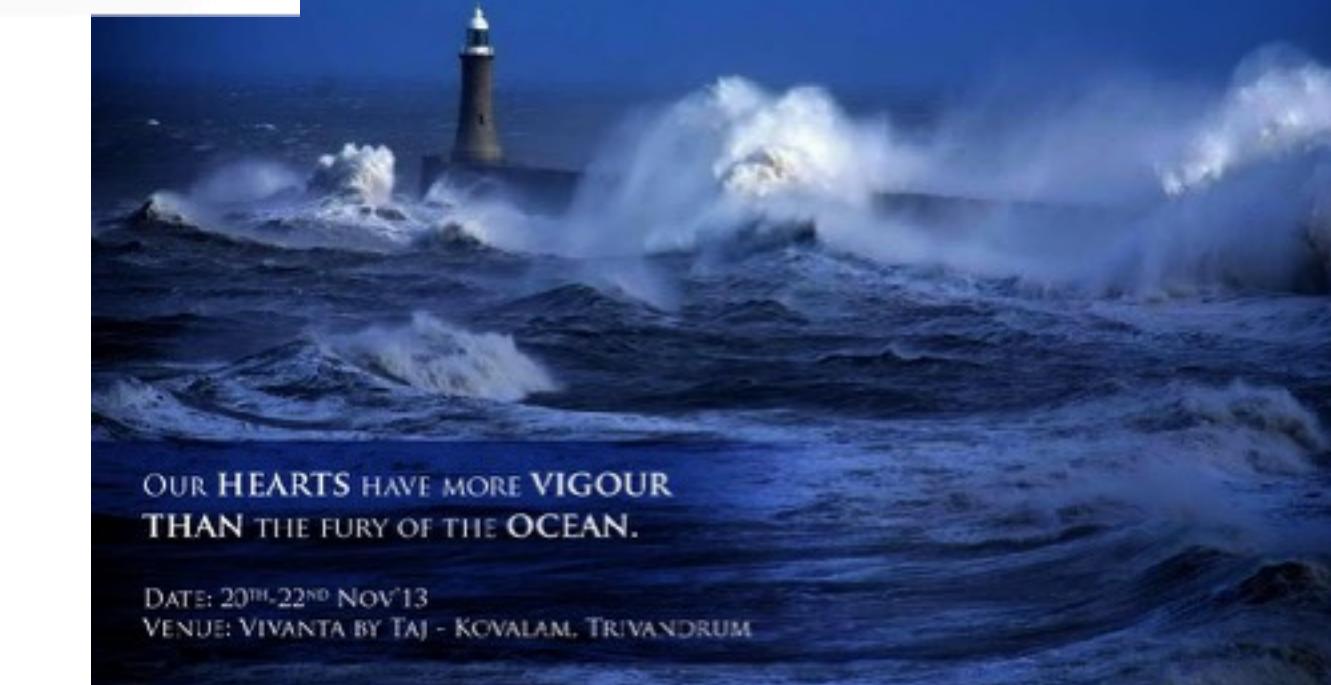
Do a test run

A glimpse of SAIL's increasing role as a responsible corporate citizen :-

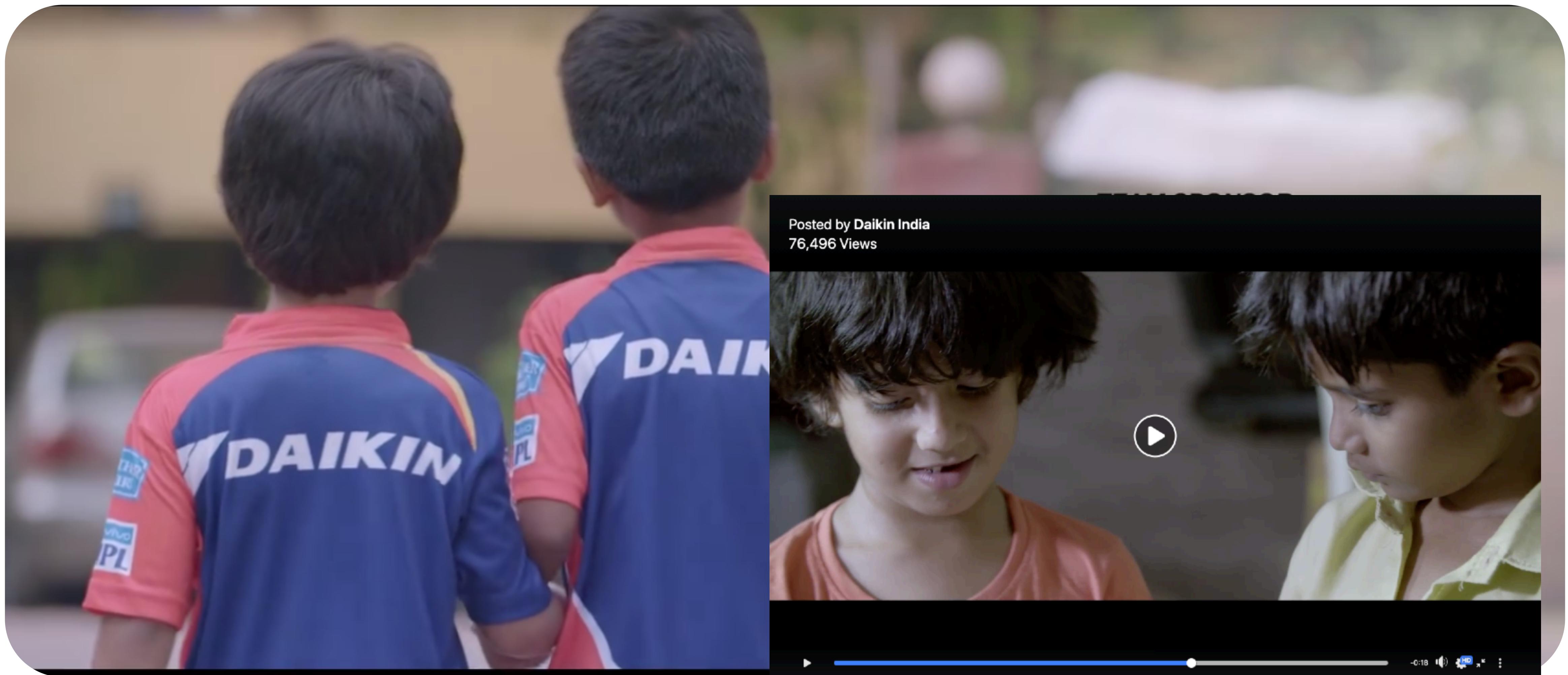
- Environment - Energy consumption optimised, water conservation, effluent treatment and waste recycle/reuse intensified. 71 projects have been identified to secure carbon credit through Clean Development Mechanism (CDM), thereby helping to reduce global warming. Greening efforts continue — over twenty million trees planted so far.
- Education - 138 company-run schools with 90% student retention and 1:1 ratio of girls and boys.
- Health - Running 18 hospitals & 6 speciality hospitals in SAIL townships and healthcare programmes in other parts of the country also, efforts have lowered Infant Mortality Rate and Maternal Mortality Rate below national average.



# AD COPYWRITING SAMPLES



<https://www.facebook.com/DaikinIndia/videos/1320538047961559/>



**Big Idea + TVCs/DAIKIN SCRIPTS + CAMPAIGN DIGITAL STRATEGY**