



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

#ChooseToRestore



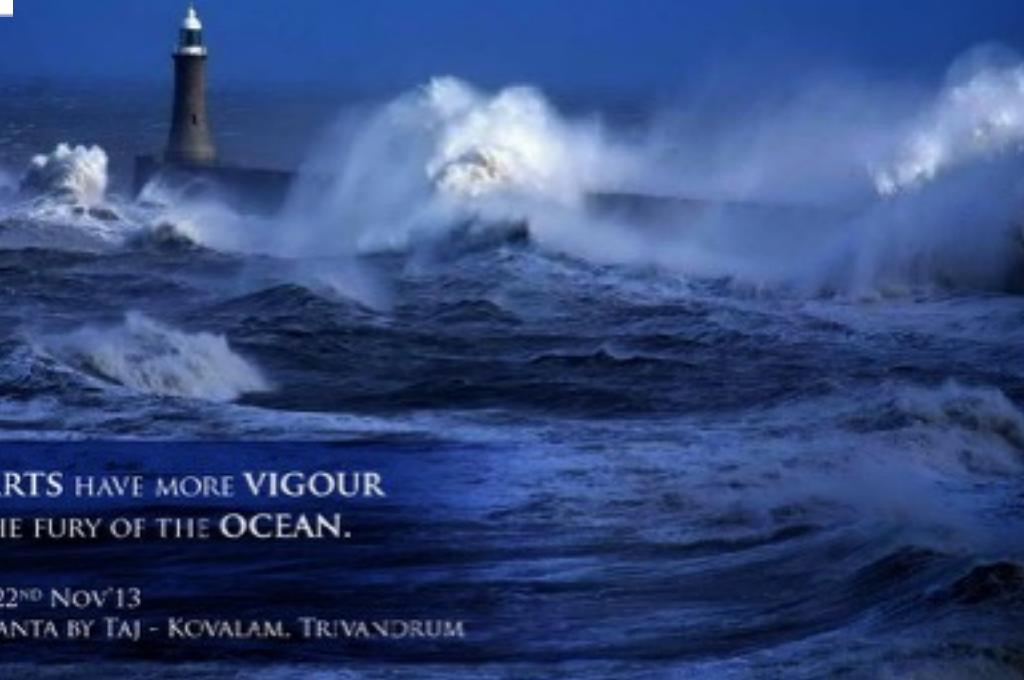
VIDEONETICS
the future of video computing

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.



AD COPYWRITING SAMPLES



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.

स्टील अथवारिटी और संप्रिद्धि लिमिटेड

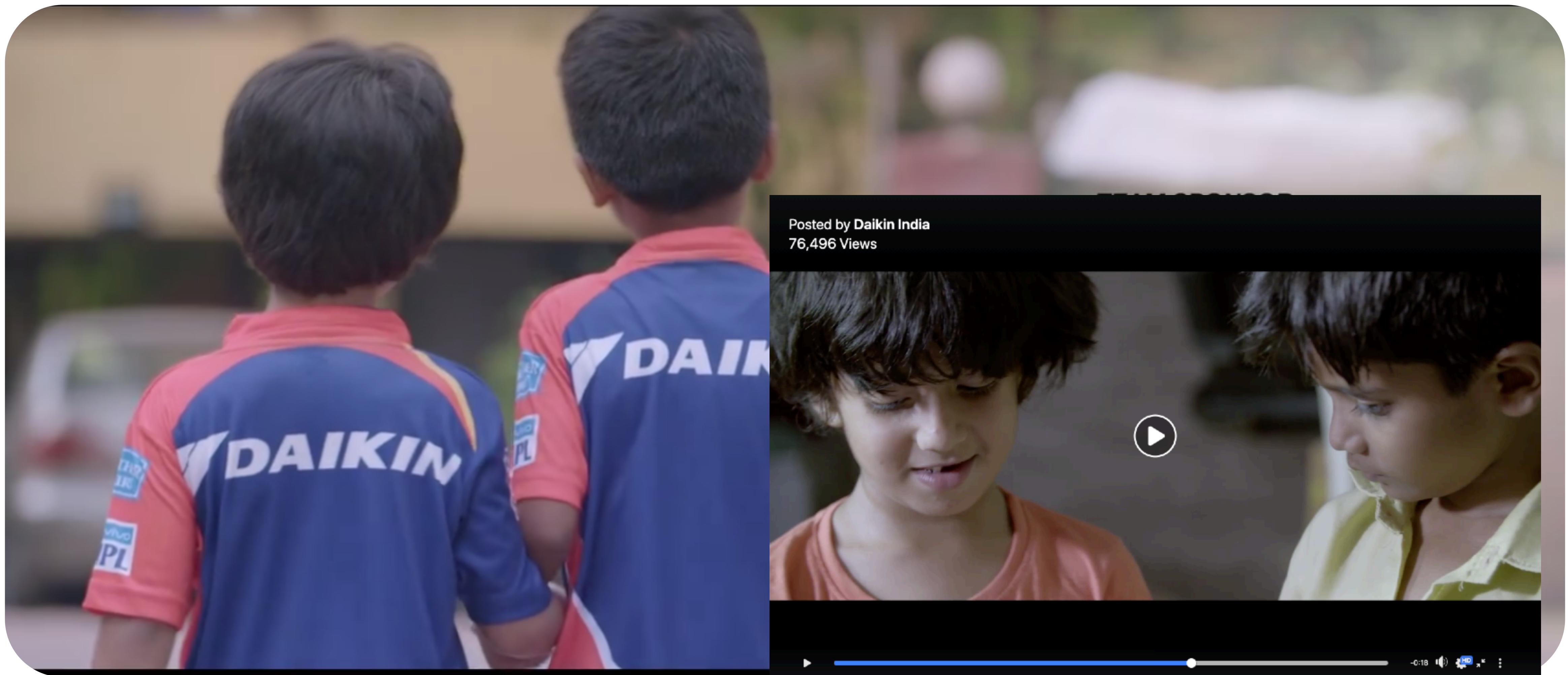
CLIMATE ACTION
SAIL has been involved in climate action since 1994. It has taken several steps to combat climate change, including setting up wind farms, solar power plants, and energy efficiency measures. It has also participated in the United Nations Framework Convention on Climate Change (UNFCCC) and the Kyoto Protocol. SAIL has been involved in the development of the Indian Space Research Organisation's (ISRO) climate satellite, the Climate Change Satellite (CCSAT).

ALSO PRESENT IN GULF, EGYPT AND CHINA

Canon



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



Big Idea + TVCs/DAIKIN SCRIPTS + CAMPAIGN DIGITAL STRATEGY