



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.



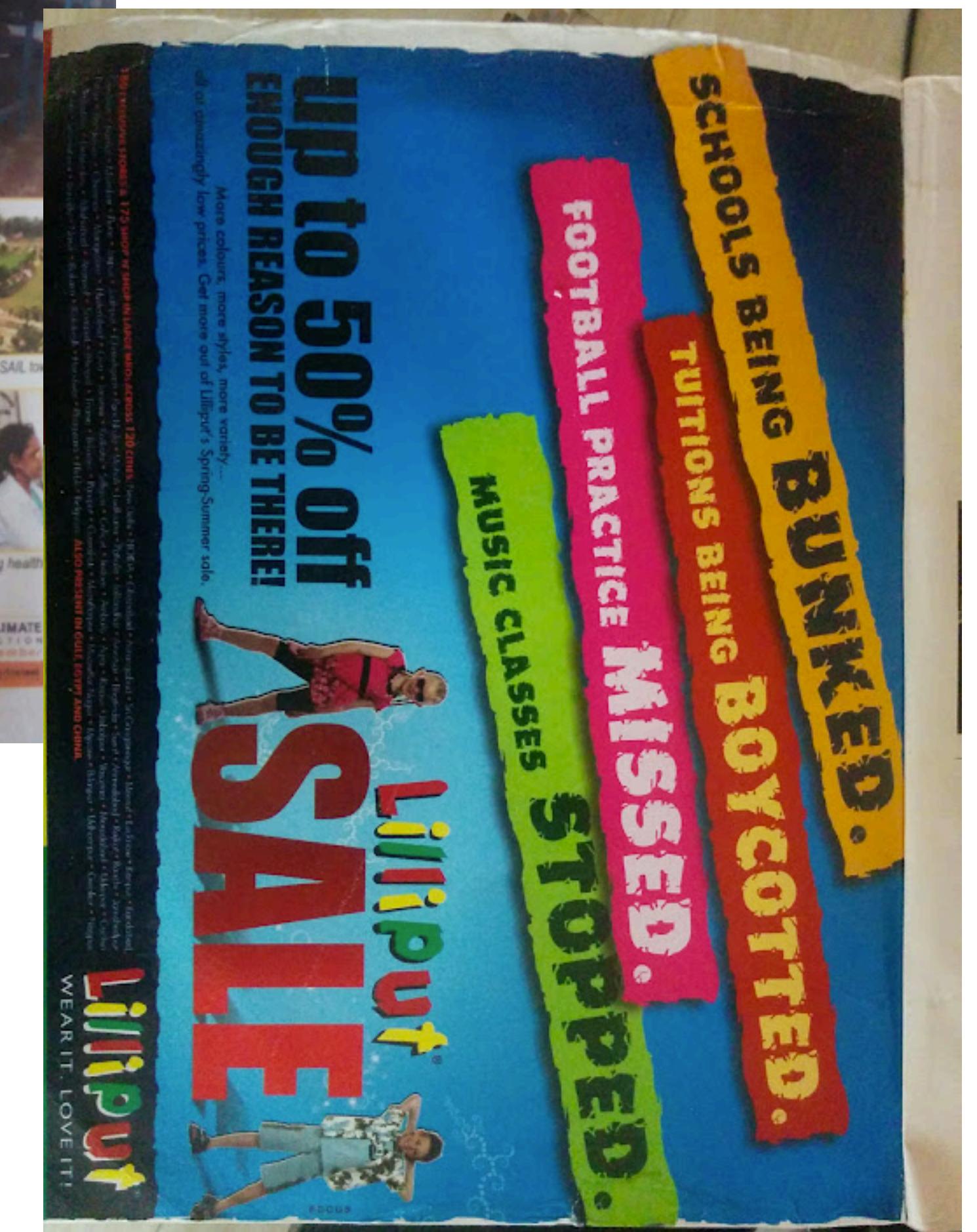
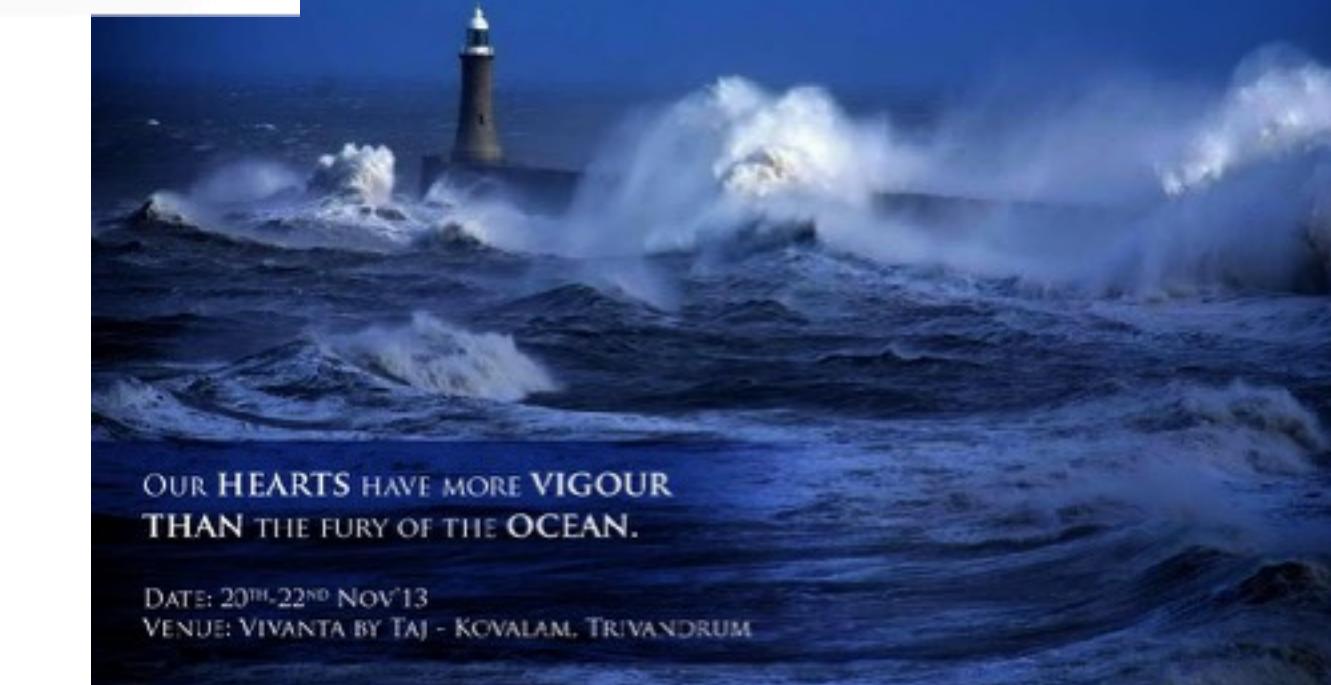
Do a test run

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

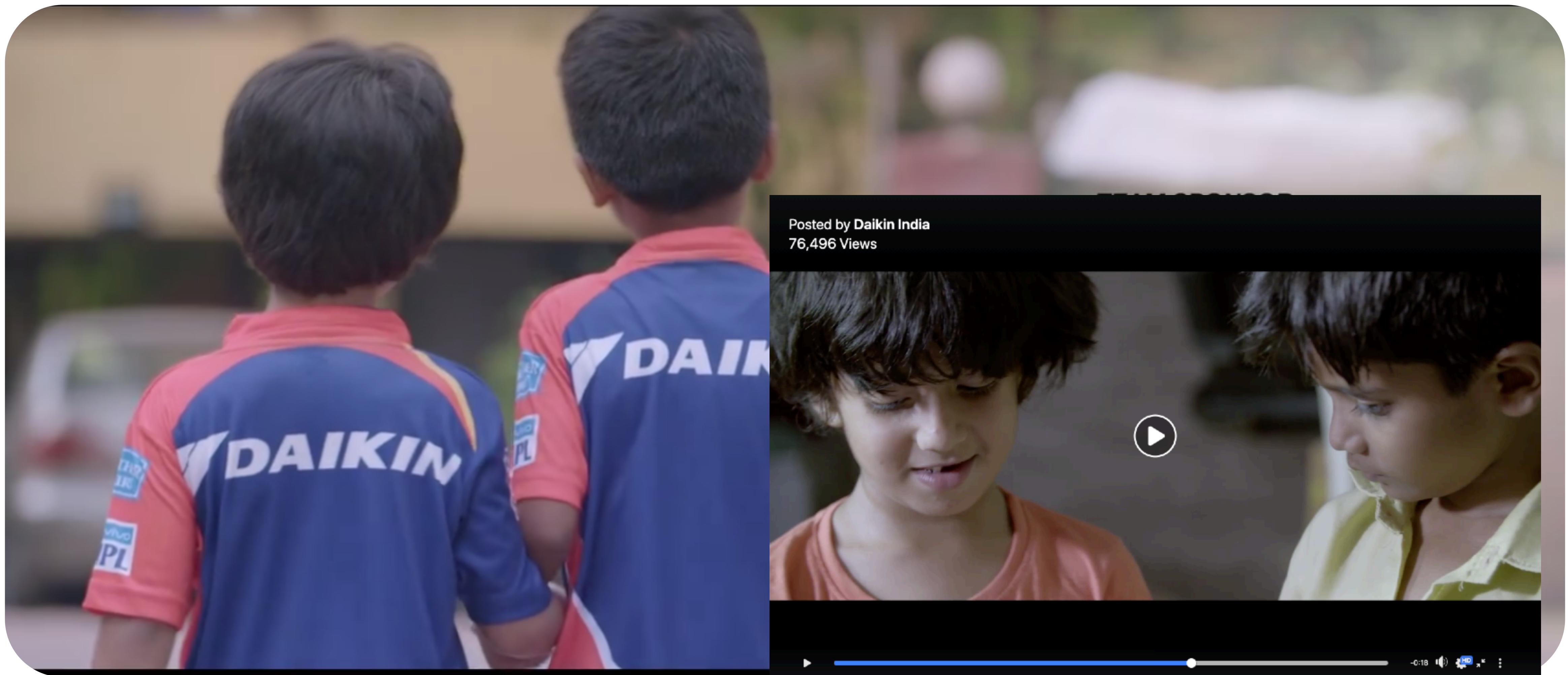
- Environment - Energy consumption optimised, water conservation, effluent treatment and waste recycle/reuse intensified. 71 projects have been identified to secure carbon credit through Clean Development Mechanism (CDM), thereby helping to reduce global warming. Greening efforts continue — over twenty 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



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Big Idea + TVCs/DAIKIN SCRIPTS + CAMPAIGN DIGITAL STRATEGY