



MICROSOFT AZURE DAY CAMPAIGN

# MASTER CREATIVES - PRINT

## Communication Objective

To highlight Microsoft Azure supremacy in the cloud computing market. How India's leading businesses trust Azure and their innovations affect the lives of billions.

Microsoft Azure



From enabling India to move towards a cashless economy,  
To lighting up lives with better eye care,  
To ensuring that the environment stays pure,  
To illuminating paths to the future

## Transforming India in a billion different ways

<https://azure.microsoft.com/en-in/>

Microsoft Azure



**oxigen WALLET**  
Oxigen Services empowers 150 million people to make cashless payments using Azure

Using Azure, L V Prasad Eye Institute is able to analyze 1.5 million patient records in 1 year across 160+ centers to predict better eye care



**TECHSPAN**  
Azure IoT drives TechSpan to monitor effluents and emissions across 571 industrial plants for a cleaner India

Luminous illuminates lives through proactive monitoring of inverters using Azure IoT



This could be your story.  
Tell us about it.  
Power it on Azure.

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in a billion different ways**

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**Microsoft Azure**

**Outgen Services empowers 150 million people to make cashless payments using Azure**

**Using Azure, I.V. Prasad Eye Institute is able to analyze 1.5 million patient records in 1 year across 100+ centers to predict better eye care**

**Azure IoT drives TechSpan to monitor effluents and emissions across 571 industrial plants for a cleaner India**

**Luminous illuminates lives through proactive monitoring of inverters using Azure IoT**


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# MASTER CREATIVES - DIGITAL

Microsoft Azure 



Oxygen Services empowers 50 million people to make cashless payments using Azure

Microsoft Azure 




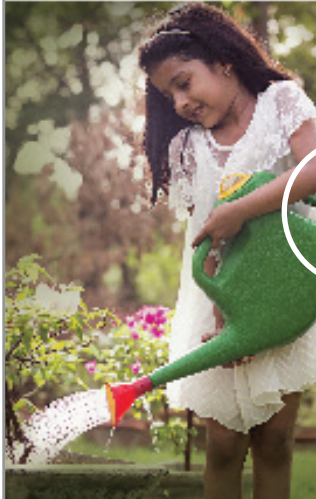
Using Azure, L V Prasad Eye Institute is able to analyze 5 min patient records in 1 year across 160+ centers to predict better eye care

Microsoft Azure 



Luminous illuminates lives through proactive monitoring of inverters using Azure IoT

Microsoft Azure 



Azure IoT drives TechSpan to monitor effluents and emissions across 571 industrial plants for a cleaner India

# THE ECONOMIC TIMES - WEB AND APP



# MONEY CONTROL INTERSTITIAL - WEB AND WAP



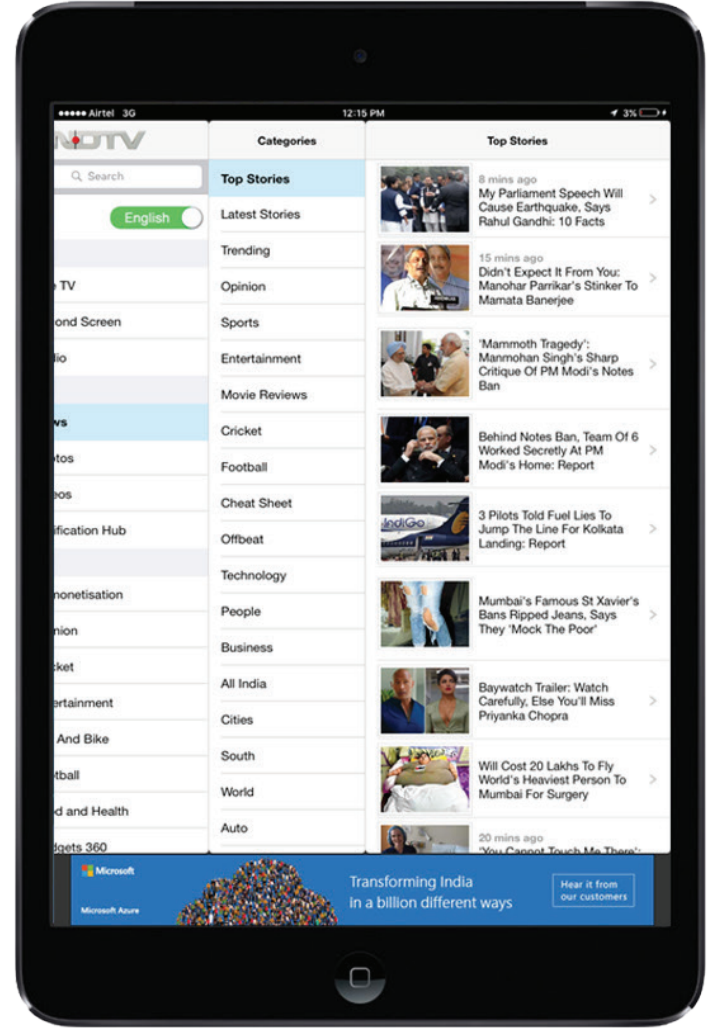
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