

Microsoft launches “TechDays”, an all India Developer and IT Pro Extravaganza across 50 cities

TechDays will be followed by grand TechEd events across three cities in India

An opportunity for over 70 percent of developers, IT Pros and technology students in India to learn from the experts, convert their ideas into real apps, hone their skills and get certified at the same time

India; October 16, 2012: Microsoft today launched, “TechDays”, a 4-month long technology extravaganza across 50 cities in India. Modeled on a road-show format that will travel to each of the 50 cities, Tech Days pose a great opportunity for Developers, IT Pros and technology students across the country to attend an in person event close to the city where they reside. With Microsoft technology experts in attendance to guide the participants, TechDays will help professionals and students alike to familiarize themselves with the latest cutting edge Microsoft technologies and also equip them with valuable insights and best practices. With coding sessions planned across each of the locations, TechDays will also provide the attendees hands-on opportunities to create and convert their dream ideas into apps on the Windows 8, Windows Phone and Windows Azure platforms.

TechDays kick-off today at The National Institute of Engineering, Mysore and will cover more than 3 cities every week. The 50 TechDays will culminate with 3 grand TechEds, planned in Bangalore, Delhi and Pune. TechEd has traditionally been the premier and most-loved event of its type by the IT fraternity across the world. Microsoft has been hosting a TechEd in India for the past few years. With 3 TechEds planned this year, IT professionals, developers and students can look forward to a never-before opportunity to be a part of one. TechEd offers hands-on learning, deep product exploration and countless opportunities to build relationships with a community of Microsoft experts and technology industry peers.

Commenting on the roll out of “TechDays,” **Joseph Landes, General Manager, DPE, Microsoft India** said, “We are very excited to reach out to the very talented community of Developers, IT Pros and technology students across India. TechDays will touch over 70 percent of this population across the length and breadth of the country over the next 4 months. With expert guidance available on site, developers will be able to fast track their ideas to app journey on the Windows 8, Windows Phone and Windows Azure platforms. IT Pros will benefit immensely from hands on learning and deep product exploration while interacting with industry peers and technology experts.”

Dr. G L Shekar, Principal, National Institute of Engineering, Mysore said, “I am sure the students and developer community will get complete insight into the latest Microsoft Technologies, which are always at the top slot in addressing industry needs and requirements. The Microsoft Technology learning experience will be unique ! The National Institute of Engineering is honored to be associated with Microsoft India as part of Microsoft TechDays being held for the first time in Mysore.”

Prof. (Dr.) Abhay Bansal, Amity University, Noida, where the event travels in the next few days said, “Microsoft innovates to make things differently. TechDays is a stimulating event to procure willingness among developers and students towards technology. It will motivate them to think differently.”

TechDays will bring the Indian developers a step closer to the vast opportunity posed by Windows 8 - to shape the apps ecosystem around one core operating system across multiple devices and hardware forms, providing developers the prospect to maximize their revenues. IT Pros will be able to soak and deep dive into the technical tracks exploring products like SQL Server, System Center, Windows Server 2012 and many more.

With hands-on labs and certification examinations planned at these events, professionals and students attending these sessions will be able to acquire an edge in their competency and be certified for it at the same time.

For more information, please visit: <http://www.microsoft.com/india/events/techdays/default.aspx>

About Microsoft India

Founded in 1975, Microsoft (NASDAQ "MSFT") is the worldwide leader in software for personal and business computing. The company offers a wide range of products and services designed to empower people through great software - any time, any place and on any device. Microsoft Corporation (India) Private Ltd is a subsidiary of Microsoft Corporation, USA. It has had a presence in India since 1990 and currently has offices in nine cities - Ahmedabad, Bangalore, Chennai, Hyderabad, Kochi, Kolkata, Mumbai, New Delhi and Pune.

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