

Farhan Akhtar launches Blood Glucose Monitors

April 24, 2013 | News | By BioSpectrum Bureau



Bangalore: OMRON Healthcare India, the leader in innovative medical technologies and products for monitoring and therapy, launched easy-to-use, no coding required, economical "Blood Glucose Monitor - HGM111" and ultra light weight "Blood Glucose Monitor - HGM112". These products can help consumer monitor their blood glucose level sitting at home.

Priced at INR 1,980, Blood Glucose Monitor - HGM 111 comes with a large LCD screen and provides accurate measurements of glucose level within 5 secs. The device stores up to 512 sets of measurement and can provide average data for 7, 14 and 30 days. It enables consumers to download their testing records on to the computer as well.

With Ultra light weight, Blood Glucose Monitor - HGM 112 weighs a miniscule 25.5 gms including battery. With fast testing time within 5 secs, this ideal on the go glucose monitor is priced at nominal INR 990.

Speaking on the occasion, Mr. Takuichi Shimizu, president, OMRON Management Centre of India said "The recent rise of emerging markets in Asia and in the heavily populated countries such as China and India in particular, consumer markets are expanding rapidly. This in turn is generating massive demand for Omron's products and solutions resulting in net sales for Asia Pacific to reach 25.7 billion yen, which is 8% of the total sales (302.20 billion yen), as at first half of FY2012. We would continue to utilize our expertise in factory automation systems, electronic components, automotive electronic components, healthcare devices and will generate great value with the hope of supporting the further development of emerging markets."

Adding further, Mr. Shinya Tomoda, managing director, OMRON Healthcare India, said "Indian medical devices and diagnostics market is estimated to reach Rs 275 billion and the country is fast emerging as the diagnostic capital of the world.

We have 57 percent (Unit base) market share in the blood pressure monitor market in India. With the launch of our new range of Blood Glucose Monitor we look forward to continue being the market leader with similar impetus. We are looking towards increasing our company's healthcare retail network by 25 percent in the next 12 months. This in turn will help us to reach a target of 33,900 retail stores including pharmacies and surgical shops in the Indian Market by FY15."

Launching the product for Indian masses, Mr. Farhan Akhtar, noted film director, producer, actor and also the brand ambassador for OMRON Healthcare in India, said, "Keeping fit and staying healthy is essential for everyone in this fast-paced age. I am delighted to partner with OMRON in its mission towards realization of a healthy life and prevention and treatment of lifestyle related diseases. Strict adherence to international quality and safety standards makes OMRON the right choice for you and your loved ones".

Omron's cutting-edge healthcare technology is apparent in its distinct and wide range of health/ medical care products for households and professionals. With this new product OMRON looks forward to contributing significantly towards improving the quality of household healthcare by bringing the Blood Glucose Monitor within the reach of masses.

OMRON Healthcare India first established its representative office in 1997. For future expansion of OMRON Healthcare India's business, OMRON Healthcare India was officially incorporated in November 2010 and now has offices in major cities (New Delhi, Mumbai, Gurgaon and Bangalore). OMRON Healthcare India is now eyeing to increase its sales to \$43 million by end of FY2015 from its current \$14 million.